

# Salisbury 2020: City on the Move

## Report from Salisbury Cathedral on behalf of the 2020 partnership

### 1. Background

1.1 In April 2019, the City Council awarded Salisbury Cathedral a grant of £15,000 to support the *Salisbury 2020: City on the Move* project which will mark the 800<sup>th</sup> anniversary of the laying of the Cathedral's foundation stone and the development of modern Salisbury with a year of activities focussed on the theme of movement – to reflect the monumental technological, physical and intellectual effort required to move Salisbury's Cathedral from Old Sarum to where it stands today.

1.2 Salisbury City Council has since become a founding partner of *City on the Move*, alongside Salisbury Cathedral, Salisbury BID, Wiltshire Creative, Wiltshire Council, Wiltshire and Swindon Sports Partnership and Visit Wiltshire.

1.3 The *City on the Move* programme will give the media and commentators reasons to talk positively about the city of Salisbury, generate footfall from visitors and residents to support local businesses, provide opportunities for local people to develop new skills and offer a range of community events involving local organisations that residents can enjoy and participate in. It is also an opportunity for civic and other organisations in Salisbury to collaborate creatively and with common purpose. With footfall in the city still 4% down on 2018 figures<sup>1</sup>, the need for concerted and coordinated action is evident.

### 2. Progress to date

2.1 Organisations involved so far in making Salisbury 2020 a city-wide 'movement' through agreeing to participate in, or lead, activities or promotion include:

2.1.1 COGS, Fisherton Mill, South Western Railways, Sarum College, Wessex Archaeology, Hoodwink, Salisbury Museum, Salisbury Half Marathon, Spire FM, Salisbury Literary Festival, English Heritage (Old Sarum/Stonehenge), Wiltshire College, Chalke Valley History Festival, Army South West, Salisbury District Hospital, Bournemouth University, Salisbury Live, Wiltshire Outdoor Learning Team, Wiltshire & Swindon History Centre, 5 Rivers Festival, Salisbury Chamber of Commerce, St Thomas's Church, Porton Biopharma, Openreach, Elevate Dance, Salisbury Walking for Health, Go South Coast, Wessex Chalk Stream and Rivers Trust, Signs Express Salisbury, The Chapel Nightclub. (This is not an exhaustive list).

2.3 By 2<sup>nd</sup> January 2020, 66 additional community groups, schools, churches and individuals and 31 local businesses had signed up to find out more about how to get involved in 2020.

2.4 By the same date, 29 individual media reports about *Salisbury 2020: City on the Move* had appeared in print or online in addition to a range of local and regional broadcast items. The anniversary year has also appeared on various travel websites, including UK Inbound.

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<sup>1</sup> Footfall Report for Salisbury BID November 2019, Springboard.

### **3. 2019/2020**

3.1 Salisbury City Council asked the Cathedral to demonstrate that the grant of £15k is making a direct difference to Salisbury City residents.

3.2 As the statistics above indicate, the *City on the Move* project is already providing a welcome focus for community engagement. Some organisations are re-purposing existing activity, e.g. Salisbury International Arts Festival is adopting the theme of Movement for 2020 and therefore benefiting from new partnerships and enhanced marketing and publicity; some are creating new projects especially for the anniversary e.g. Wessex Archaeology are putting together a trail of artefacts around the city centre, working with Salisbury Indies – both moving people round the city and through the city's history; some are supporting others e.g. WASP are leading the physical activity strand and working with a range of sports organisations to ensure there is a legacy for Salisbury once the anniversary is over.

3.3 The £15,000 has been allocated as follows:

3.3.1 £7000 has been allocated to WASP. This is providing match funding to support a Sport England grant to train 20 new sports coaches for 2020, to work in schools and support local sports clubs. It will also support the piloting of new sports in the city, including paddle-boarding on the river (coinciding with the 5 Rivers Festival) and support taster days hosted by local sports clubs, including croquet, netball, triathlon and walking tennis.

3.3.2 £3000 contribution to provide match funding to support a bid to Arts Council England to allow Sarum College, The Alchemy Project and Hoodwink Theatre Company to work with local people to 'hack the city' and uncover the hidden stories of the people who keep Salisbury moving.

3.3.3 £3000 contribution to the cost of the project worker who has been engaging with community groups, helping them to generate and develop activities at grassroots level which will contribute to the *City on the Move* programme and attract local participants both during the year and beyond.

3.3.4 £2000 to pay for 400 free tickets to Sarum Lights (in February 2020) to be made available through community organisations who work with the city's most disadvantaged residents. Appropriate organisations to be agreed with 2020 founding partners.

### **4. 2020/21**

4.1 Salisbury Cathedral, on behalf of the 2020 partnership, would like ask Salisbury City Council to continue its support of *City on the Move* into the anniversary year itself, with a further grant of £15,000.

4.2 It is proposed that this grant could support the following specific elements:

4.2.1 £3000 to continue support for WASP to develop and coordinate activities with Salisbury sports organisations.



- 4.2.2 £5000 to support additional activities in the city centre to complement the Cathedral's flower festival in September 2020. These would include contributing to flower archways for streets in the city and/or pop up parks e.g. on International Park in Bay day when selected parking bays are temporarily turned into mini parks. This would support a commitment from the BID to raise £5000 for this initiative, alongside contributions raised from local businesses and from the flower team.

For this support, SCC could be credited as a major sponsor of the flower festival with acknowledgment on publicity, in media releases and the festival programme.

- 4.2.3 £3000 to support 'Firewords', November 2020: 10 local and regional spoken word artists/poets will tour up to 8 pubs around Salisbury providing short performances that celebrate movement in political and social discourse and the power of the spoken word to move us. In-principle support is already secured from Salisbury's night-time economy group and Salisbury Live.
- 4.2.4 £4000 to be earmarked for allocation to appropriate community focussed 2020 projects which emerge as the year progresses and as agreed by the 2020 Founding Partners group (of which Salisbury City Council is a member).
- 4.3.5 These elements are offered as appropriate emphases for SCC support as they will enhance the experience of the city for residents and engage with different ages and communities in Salisbury.