

SALISBURY CITY COUNCIL

Report

Subject : Salisbury Recovery Funding
Committee : Full Council
Date : 17 Jun 2019
Author : Annie Child, City Clerk

1. Report Summary:

1.1. This report considers a proposal to allocate additional funding to the recovery process in Salisbury.

2. Background:

2.1. The impact of the incident in March 2018 and subsequent events continue to be felt in the City. Footfall in the city centre is still below 2017 levels and the rate of return to previous levels is slowing.

2.2. Wiltshire Council have appointed a dedicated team within Wiltshire Council to lead the recovery programme in South Wiltshire. This team reports to the South Wiltshire Operations Board. SCC is represented on the South Wiltshire Operations Board and the Leader of the Council meets regularly with Wiltshire Council's Cabinet Member for Economic Development and South Wiltshire Recovery, Cllr Pauline Church. Therefore, the City Council is involved with and consulted with on many aspects of the recovery programme.

2.3. In 2018/2019 the Council agreed that the funds received from the sale of a piece of land (£25,000) were to be reinvested in recovery activity. This budget was delegated to the City Clerk in liaison with Leader of the Council.

2.4. The table below shows on what this funding was spent.

Item	Cost
Retaining Christmas lights on trees in Market place until 31 Mar	£8,687.00
Grant to Salisbury Live	£150.00
Competitive Brand Positioning project - Grant to Visit Wiltshire	£5,000.00
Umbrellas Installation – Grant to Salisbury BID	£3,000.00
Additional advertising and promotion of SCC Markets & Events	£5,438.00
Grant to Salisbury Rotary Club – 5 Rivers Festival	£2,000.00
TOTAL	£24,275.00

3. Ongoing Recovery programme:

- 3.1. It is proposed that the Council once again allocate funding toward recovery activity. It is recommended that £20,000 is allocated from the Council's contingency budget for this purpose.
- 3.2. It will be spent on activity to promote and market Salisbury, to enhance the cleanliness and presentation of the city, and to encourage events and activity to take place in the City. It will raise awareness, for both residents and visitors, of the full range of activities and events that the City has to offer and encourage participation in these events.
- 3.3. The first commitment for this funding will be continued investment in the Salisbury competitive brand positioning project. Visit Wiltshire is leading a multi-agency approach to carry on with investment in this project. Other major funders are expected to include Visit Wiltshire, Wiltshire Council, Salisbury BID and Swindon & Wiltshire Local Enterprise Partnership. Salisbury Cathedral and Wiltshire Creative have confirmed their support with funding levels yet to be confirmed. Other smaller funders include the Chamber of Commerce and the Salisbury Night Time Economy Purple Flag Group.
- 3.4. The next steps in the Salisbury competitive brand positioning will include developing brand positioning toolkit designed to help businesses and organisations across the city. The toolkit will help all businesses and stakeholder articulate a clear and unified brand positioning that will inspire us all to do new things to make a real difference to the Salisbury experience for the people of Salisbury and our visitors. It will help people tell a more consistent story about Salisbury and will help drive action by all who have an interest in Salisbury's future. The competitive brand positioning has the potential to be a real catalyst for change, guiding work across a wide range of city initiatives that aim to improve service provision and quality of life in Salisbury. It is recommended that £10,000 be allocated for this project
- 3.5. For the balance of the funds for 2019/2020 (£10,000), it is recommended that, as in 2018/2019, authority to spend these funds is delegated to the City Clerk, in liaison with the Leader of the Council. These funds are to be spent as shown in para 3.2 and will focus on delivery which directly benefit our residents.
- 3.6. The longer term recovery programme will be ongoing and proposals for funding from 2020 onwards will presented as part of SCC's budget setting programme in late 2019.

4. Recommendations:

It is recommended that the Council:

- 4.1. Agree that £20,000 be allocated from SCC's contingency budget for 2019/2020 toward ongoing support of the recovery projects with local partners
- 4.2. Agree that £10,000 of this funding be allocated towards the Salisbury competitive brand repositioning project, conditional on other key funders contributing a similar level of funding.

- 4.3. Delegate authority to the City Clerk, in liaison with the Leader of the Council, to spend the unallocated funding (£10,000) on projects for the benefit of Salisbury residents
- 4.4. Request that the City Clerk reports on the use of this funding to the Finance and Governance Committee.

5. Wards Affected: All

6. Background papers: Nil

7. Implications:

- 7.1. **Financial:** As shown in this report
- 7.2. **Legal:** Nil in relation to his report
- 7.3. **Personnel:** Nil in relation to his report
- 7.4. **Environmental Impact :** Nil in relation to this report
- 7.5. **Equalities Impact Statement:** Nil in relation to this report