

SALISBURY CITY COUNCIL

Report

Subject : Local Visitor Economy Partnership Report
Committee : Full Council
Date : 14 July 2025
Author : Asa Thorpe, Chief Executive Officer

1. Report Summary:

- 1.1 This report sets out the option for Salisbury City Council to financially support the setting up of a Local Visitor Economy Partnership (LVEP) in Wiltshire.
- 1.2 A one-off donation of £5,000 has been sought, which would enable Salisbury to have a seat on the Advisory Board of the LVEP. The seat is limited to officer attendance only.

2. Background:

- 2.1 LVEP's are the vehicle for central government to discuss and shapes tourism policy, as well as the route to provide funding. Without a formed LVEP, there is a missed opportunity to engage meaningfully with HM Government.
- 2.2 The LVEP Programme is run by VisitBritain to strengthen local leadership in tourism. It brings together councils, destination management organisations, and businesses to develop coordinated strategies for growing the visitor economy in key areas across England.
- 2.3 Salisbury is a nationally important visitor destination, known for its historic cathedral, heritage attractions, and busy events calendar. The City Council already supports the local tourism offer through the Tourist Information Centre, financial support to the Place Partnership, Salisbury BID and a vibrant programme of city-wide events.
- 2.4 Wiltshire are one of the last areas yet for have a formed LVEP. For this to happen, VisitBritain have confirmed that the Visit Wiltshire and Wiltshire Council must come together and work to form the LVEP.
- 2.5 Post-county elections, Visit Wiltshire and Wiltshire Council are due to agree the terms of the partnership at the first Advisory Board meeting on 16th July 2025.
- 2.6 The £5,000 one-off donation would be used by Visit Wiltshire to cover running costs of the organisation during this formation year of the LVEP.
- 2.7 There is no budget allocated for this possible change of policy. As such, £5,000 of finance will be top-sliced from other Council budgets.

3. Recommendations:

- 3.1 That councillors consider and decide whether Salisbury City Council should support the formation of a Wiltshire Local Visitor Economy Partnership (LVEP), with a one-off budget allocation of £5,000, covering 2025/26.

4. Wards Affected: All

5. Background papers: N/A

6. Implications:

6.1 Financial: This commitment is for the financial year 2025/26 only. No budget provision has been made for this possible change of policy.

6.2 Legal: Nil in relation to this report

6.3 Personnel: Nil in relation to this report,

6.4 Environmental Impact: Nil in relation to this report

6.5 Equalities Impact Statement: Nil in relation to this report