

SALISBURY CITY COUNCIL

Report

Subject : Treasure Trail Engraving – Proposal for Market Square Installation
Committee : Environment
Date : 29 September 2025
Author : Marc Read, Head of Environmental Services

1. Background:

- 1.1. A local resident has created a heritage-themed treasure trail in Salisbury, which is promoted via the Information Centre. The trail engages residents and visitors through an interactive series of clues, revealing stories of the city's history.
- 1.2. To complement this, the resident has designed a permanent engraved artwork, which doubles as both a directional link to the trail and a standalone piece of outdoor public art. The proposer seeks a suitable location to display the engraving in Salisbury, with a preference for Market Square given that the trail begins there.



2. Proposal Summary

- 2.1. Install the engraved artwork in the Market Square area, potentially using existing black metal brackets on the underground toilet block flower beds.
- 2.2. The artwork would be secured via chain and designed to complement the surroundings without obstructing access.
- 2.3. The piece is intended as both public art and functional signage, enhancing the look of the space and encouraging participation in the trail.
- 2.4. The piece is intended to be a semi-permanent fixture, but the Council reserves the right to remove at any time.

3. Officers View

- 3.1. The proposal aligns with the Council's aims to promote cultural engagement, heritage awareness, and city centre vibrancy.
- 3.2. The initiative is led and delivered by the resident, with no anticipated cost to the Council. Officers note the artwork's dual role as public art and as a promotional asset for the trail, which is already an established city centre activity supported by the Information Centre.

4. Rationale for Location

- 4.1. The Market Square is the natural trail starting point.
- 4.2. The proposed site is currently underused aesthetically, and the artwork could enhance its appearance.
- 4.3. The location is highly visible to residents and visitors without obstructing movement or commercial activity.

5. Benefits

- 5.1. Adds to Salisbury's cultural offer and enhances city centre appearance.
- 5.2. Supports local businesses by driving additional footfall (businesses can opt into trail offers flexibly).
- 5.3. Provides visitors with an engaging, family-friendly activity linked to heritage.
- 5.4. Delivered at no cost to the Council.

6. Implications

- 6.1. **Financial:** No cost to the Council. All installation and maintenance costs to be borne by the proposer.

- 6.2. **Legal:** Permission and agreement terms would need to be set, ensuring clarity on responsibility and liability.
- 6.3. **Environmental Impact:** The proposal has minimal environmental impact. The piece is passive artwork requiring no utilities.
- 6.4. **Equalities Impact:** The artwork will be accessible and visible to all. The trail activity is open to residents and visitors of all ages and abilities.

7. Recommendations

7.1. It is recommended that the Committee:

- 7.1.1. Notes the proposal by the resident
- 7.1.2. Considers whether the Market Square is a suitable location.
- 7.1.3. If minded to support, authorises officers to engage with the proposer to agree detailed terms for installation, maintenance, and responsibility including reserving the right to remove at anytime.

8. Wards Affected:

8.1. St Edmund and Milford, with wider benefit to Salisbury residents and visitors.

9. Background Papers: None