

THE SALISBURY **VISION**



Our Vision

For Salisbury to be a **clean, green, safe** and **friendly city**;
a place that is consistently acknowledged as being
one of England's best places to live

SALISBURY
VISION
Proud of our past...forging our future

Foreword

Salisbury is a magnificent medieval city set amongst the beautiful countryside of south Wiltshire. Built around the meeting place of five rivers, Salisbury is a green and friendly city which is visited by around 1.5 million people each year. Salisbury is also a living, working city; it is a regional centre for business, shopping, culture and further education with good accessibility to the rest of the country. It has crime and unemployment rates that are amongst the lowest in the country. As such Salisbury provides a work-life environment and a quality of life that is much envied and sought after.

Nothing stands still, however. Retail competition is increasing, with developments in Southampton, Bournemouth, Basingstoke, Winchester and Andover. A lack of purpose-built offices and employment land close to the city threatens to restrict the growth and expansion of our local businesses. We rely too heavily on a small number of firms to provide a disproportionate number of jobs. In tourism, low-cost airlines and newly developing domestic markets are challenging our previous supremacy as a tourism destination. House prices are higher than the regional and national average, whilst salaries are lower. People find it hard to get social housing or a foot on the housing ladder. Employers have difficulty in recruiting across a wide range of jobs and skills.

Clearly something needs to be done if Salisbury is to maintain its position as one of the South West's premier centres for business, tourism and retail. We need to make plans now if we want Salisbury to remain a pleasant and prosperous place where our children's children want, and are able, to live and work.

The Salisbury Vision, based on years of work, provides the framework to achieve this. It sets out a range of proposals which have been designed to tackle the big issues facing the city. Over the next 10-15 years we hope to deliver major improvements to traffic, transport and parking. The city's streets, pavements and other public areas will be made more attractive. Major new developments will bring shops, jobs and increased leisure opportunities.

By 2020 we hope that Salisbury will be a city based on a thriving centre. The city will be safe, clean and green. Salisbury's economy will have moved on. New businesses will be providing better paid, quality jobs. There will be more social housing, the housing waiting list will have been cut and there will be more affordable homes for young local people. The city centre will be easily accessible to all, both physically and socially. It will provide an attractive, safe, stimulating pedestrian-friendly environment which encourages people to explore and enjoy more fully, Salisbury's fascinating historic spaces, buildings and streets. Most importantly, Salisbury's unique and special character will have been protected and enhanced.

The natural environment will have been brought into the city and it will be easier for people to enjoy the rivers and water meadows more. The theme of a sustainable and eco-friendly city will be seen everywhere. The amount and impact of traffic will have been reduced and a variety of other transport choices will be available to residents, businesses and visitors.

By 2020 Salisbury will have moved on; its economy and attractiveness will all have been enhanced. The city will now be a place that people choose to live in, work in or visit.

The Vision offers us the best opportunity we have of ensuring that Salisbury is a place of which people are proud. Not just those who are fortunate enough to live within its medieval streets but also the residents of south Wiltshire, the wider Wiltshire and all of those who visit from elsewhere in the UK and abroad.

We need to work hard if we are to achieve all of this. This document is designed to help us do just that. It has been painstakingly developed over a period of nearly two years and is the result of extensive research and consultation. It provides the best view that we have ever had of how the people of Salisbury want their city to develop in the future. The Vision has been developed in partnership with local residents and it sets out what we plan to achieve together over the next 10-15 years.

Paul Sample



Councillor Paul Sample
Leader, Salisbury District Council

Steven Fear



Councillor Steven Fear
*Deputy Leader,
Salisbury District Council*

Jane Scott



Councillor Jane Scott
Leader, Wiltshire County Council

Contents

1 Background	5
Beginnings	6
Salisbury today	6
Salisbury is a great place, why do we need a Vision?	8
What exactly is the Vision?	9
How has the Vision been produced?	10
Consultation	12
2 The wider context	14
Sustainable communities	15
Climate change	16
Our promise	17
3 The Salisbury Vision	18
Vision statement	19
Strategy statements	20
Key issues	20
4 Delivering the Vision	22
Strategic objectives and Vision projects	23
Funding	23
Partners	24
What will success look like?	26
Monitoring and review	27
5 The Plan	28
Strategic objectives	29
Delivery schedule	47
6 Appendices	48
1 Risk assessment	49
2 Equalities and diversity impact assessment	49
3 Sustainability Appraisal	49
4 The Vision steering group	49
5 Technical supplement	50
6 Bibliography	50