

Area Board Project/Councillor-led initiatives 2013/14

1. What is the Initiative?

To place two brown signs on main roads entering Salisbury to promote the tourist attractions in the City

2. Where is the initiative taking place?

On roads running into Salisbury

3. When will the initiative take place?

As soon as signs are printed and can be erected

4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

The Tourism section of the SCCAP plan states that improving tourism and its promotion is a key issue for the City

5. What is the desired outcome of this initiative?

To increase the welcome of tourists to the city and to inform visitors and locals about some of the attractions we have

6. Who will Project Manage this initiative?

Wiltshire Highways

7. Costs/quotes/ match funding?

£10,000 for 2 signs

8. Additional information

We would look at the two highways agency sites if possible. If not we would use the two remaining Wiltshire Council controlled roads to site the signs on.