

## **Update on Future High Streets Fund Projects:**

### **Background:**

Salisbury's economy is reliant on the retail, leisure and tourist offer within the city, which is responsible for a third of all employment. Salisbury City Centre economy has now experienced two economic shocks, the nerve attack in 2018 and now, COVID-19 in 2020, resulting in a significant decline of the vitality, attractiveness and perception of the city centre.

These shocks are exacerbated by seismic changes taking place in the retail market, as it moves to an on-line marketplace. In Salisbury, persistent structural challenges around transport access and poor linkages, demographic shift and heritage investment significantly threaten long term vitality.

Salisbury needs to restructure its offer to attract residents, visitors and workers to the city. The Future High Streets Fund projects were identified in response to these challenges.

### **Future High Streets Fund: Strategic Aims**

The Future High Streets Programme seeks to deliver the following aims:

Ensure a great experience of the high street: Enable and promote increased vibrancy within the city centre, supporting 'experience' visits, encouraging return visits, increased footfall and expenditure.

Tourist destination: Support and enhance the city's reputation as a destination of choice for the tourism industry by highlighting the city's heritage and making use of its proximity to the Stonehenge World Heritage Site.

Bring young people into the city: Support a diverse city centre economy which draws in young people to live, work and socialise, and encourages them to stay

Support business growth: Enabling existing and new businesses to thrive in the city.

### **Overall Update:**

The Future High Streets programme runs from 2021-2024 with works expected in the latter stages. Detailed design stages have commenced on the projects. The first stages comprise survey work to understand design constraints, including topographic surveys of the area, boundaries and areas of tie-in with adjoining roads and features, utilities searches, drainage search and ground radar search.

#### **1. Station Forecourt:**

Scope: A redesign of the station forecourt, first phase delivering, bus interchange, taxi rank, visitor waiting area and information point, bike hub including electric charging, enhanced public realm and improved accessibility for pedestrians.

Update: Work is underway to develop the detailed design of the scheme. Surveying work has now been scheduled to inform the detailed design, and to inform the technical planning once detailed design is complete. Following the technical work, there will be a BAPA (Basic Asset Protection) process with Network Rail and South Western Railway to confirm the design, following which contractors will be appointed for construction. This is a 4-year programme, with construction not expected until the latter-stages.

## 2. Fisherton Gateway:

Scope: A number of integrated programmes of highways and structural interventions with improvements in the road network and public realm. Invest in Fisherton Street as the gateway from the station to the retail centre, ensuring structural interventions will connect the station to Salisbury's retail core.

Update: Work is underway to progress the detailed design of the scheme which should complete early next year. Similar to the Station Forecourt programme, the detailed design stage will be supported by survey work and followed by a technical stage before construction will commence.

## 3. Heritage Living:

Creating a number of apartments in a heritage building within the city centre to encourage young people to remain within the city centre.

Update: The Heritage Living project is at an earlier stage than the above two programmes and work is underway to identify the necessary survey requirements to progress to detailed design, recognising the constraints of a heritage building.