

Salisbury Area Board Councillor Initiative

<p>1. What is the project?</p>
<p>Marketing campaign to promote Salisbury's Park & Ride service to people living outside of Wiltshire</p>
<p>2. Where is the project taking place?</p>
<p>This is a proposal for advertising Park and Ride in Salisbury specifically at people who live outside of Wiltshire</p>
<p>3. When will the project take place?</p>
<p>Autumn, 2011</p>
<p>4. Please outline:</p> <ul style="list-style-type: none"> • Community benefits • Evidence of need • Links to Community Plan • Community Issue
<p>The proposal for an additional campaign to promote Park & Ride has arisen as a result of the recent focus on car parking charges in the city, not least the campaign led by the Salisbury Journal and Spire FM for Wiltshire Council to re-consider its car parking charges in the city.</p> <p>There is now an urgent need to regain the public's and visitor's confidence in what the city has to offer and drive a positive message forward of Salisbury's considerable retail, entertainment and tourism offer.</p> <p>The campaign, which will run alongside the council's promotion of Park & Ride will target people who live in Hampshire & Dorset through relevant media and communications, i.e., newspapers, radio. It will highlight the benefits of using Salisbury's 5 Park & Ride sites as the most convenient and cost effective way to get into the city centre, e.g., free for English Concessionary bus pass holders and only £2.50 return bus fare plus free all day parking for under 60's.</p>

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5. What is the desired outcome/s of this project?

The campaign should raise awareness of the benefits of using Park & Ride and encourage people into the city.

6. Who will Project Manage this project?

Communications Team, Wiltshire Council

7. Please confirm costs and provide quotes

- Total project costs up to and including £5,000 - 1 quote
- Total project costs over £5,000 - 3 quotes

It is estimated the campaign will cost up to £5,000. We will be seeking further funding from business partners in the community and Salisbury City Council to support the marketing campaign.

8. Additional information in support of the project

The campaign will be a coordinated effort by Salisbury Area Board, Highways and Transport, the Communications Team at Wiltshire Council and include Salisbury City Council and our business partners in the community.

The Salisbury Area Board will need to approve any marketing information prior to it being sent out.