



News Release

17 April 2014

Free parking to drive Sunday visitors to historic Salisbury

The Salisbury Business Improvement District is pleased to announce a new Sunday free parking initiative from April onwards. This step has been implemented to attract more Sunday shoppers, sightseers and diners into the heart of historic Salisbury.

The centrally-located [Culver Street](#) car park, with 528 spaces, is now free to use on Sundays. The car park is a short walk from the centre of Salisbury, and easily accessible via common travel routes including the A30 and A36.

Robin McGowan, [Salisbury BID](#) Manager said: “We’re delighted to have been able to work in partnership with Wiltshire Council to secure free parking on Sundays at Culver Street, and to help support our local businesses. Free Sunday parking is the perfect opportunity for local residents and visitors to take advantage of all Salisbury has to offer. Whether for a meal and a show, a relaxed afternoon shopping, or visiting one of our exceptional museums, visitors can make the most of their weekend.”

David Andrews, Chief Executive, [VisitWiltshire](#) said: “Salisbury currently welcomes 5 million day visitors a year, with an average spend of £35 per person per visit. Any initiative that helps us grow the significant contribution day visitors make to our city is to be welcomed, and we’re delighted to be working in partnership with the newly formed BID on this campaign.”

Salisbury is home to stunning landmarks, fascinating attractions, excellent pubs and restaurants and a range of shops to appeal to all tastes and budgets.

Sunday Shopping

Salisbury has a broad range of fantastic shops, from independent fashion and craft stores to high-street favourites. The three main shopping areas, [The Maltings](#), [Old George Mall](#) and [Cross Keys](#)

[Shopping Centre](#) are all open on Sundays. Salisbury is the perfect place for a spot of window shopping, to browse the boutiques or to pick up that essential item.

New for 2014, the [Salisbury Farmers and Artisan Market](#) will launch in Guildhall Square on Sunday 4th May. A showcase for over 40 stallholders offering local produce, the market will appeal to foodies and shoppers alike.

Also on Salisbury's iconic Guildhall Square, the [Salisbury International Market](#) will take place on Sunday May 25th and bank holiday Monday 26th. Showcasing food and produce from across Europe, the market will bring continental flair to the centre of Salisbury. As part of celebrations, Sunday 25th will see performers from the [International Arts Festival](#) providing surprise circus and dance acts around the city.

Sunday Shows

Salisbury will be celebrating St. George's Day with style on Sunday 27th April, with a full programme of free events across the city. Festivities will commence at 11am, with a parade led by the Mayor. Street artists, entertainers and local performers will come together to make St. George's Day an unforgettable experience for all ages. A full schedule of events is available at [VisitWiltshire](#).

[Salisbury Arts Centre](#) brings artists, comedians and audiences together in a beautifully renovated church building. It runs regular Sunday events throughout the year. April and May highlights include big band jazz and an orchestral tea dance alongside a series of lectures and exhibitions. For more information, visit the Arts Centre [website](#).

[Salisbury City Hall](#) plays host to a number of domestic and international entertainers throughout the year, including well-known comedians and musicians. Both Ken Dodd and the Glenn Miller Orchestra are playing the 1,000 person auditorium on Sundays this spring.

Sunday 25th May marks a day of free outdoor events throughout Salisbury, as part of the [Ageas Salisbury International Arts Festival](#). The festival has been a thriving fixture on the calendar for over 40 years, featuring performances from undiscovered talent and famous faces alike across the city. The festival runs from 23 May to 7 June, and visitors can find out more from the Festival [website](#).

Sunday Sightseeing

Visitors keen to find out more about the history and hidden secrets of Salisbury can take a guided walking tour, provided by [Salisbury City Guides](#). The trusted Blue Badge Guides share their encyclopaedic knowledge of the city from 11am daily, departing from the Salisbury Information Centre at the rear of the Guildhall. *Adults £5, Students £2.50, accompanied children free.*

Many of Salisbury's most famous attractions are open to visitors on Sundays, including the magnificent Cathedral. [Salisbury Cathedral](#) is one of the finest medieval examples in Britain. Set within eight acres of lawn, visitors can take a Tower Tour, climb to the foot of Britain's tallest spire (123m / 404ft) and view the finest preserved original copy of the Magna Carta, due to mark its 800th anniversary next year. Until 7th July, visitors to the Cathedral will be able to enjoy John Maine's [Sanctuary](#), a five-part installation set across the grounds of the Cathedral and The Close.

The National Trust runs [Mompesson House](#) in Salisbury's stunning Cathedral Close: a secluded haven in the centre of town. A Queen Anne style house with a beautiful courtyard garden, it was also used in the film Sense and Sensibility. The walled garden has a pergola and traditionally planted herbaceous borders- the ideal Sunday hideaway.

Recently re-opened to the public, [Arundells](#) was the home of Prime Minister Sir Edward Heath. Guided tours depart every 30 minutes on Sundays, and visitors can explore the collections of music and sailing memorabilia, alongside ceramics, paintings and bronzes from across the world. On a warm spring afternoon, the two acre walled garden bounded by the River Avon is a delightful oasis. *Guided Tours £10, Access to garden only £2.50. Booking advised for guided tours.*

Sunday Sustenance

Sightseeing can be hungry work, and there's no better fuel than a hearty Sunday lunch at one of Salisbury's excellent pubs and restaurants. Salisbury has a thriving restaurant scene, catering for all tastes. From authentic tapas at [La Mollina](#) to contemporary bistro fare at [Market Inn](#) and hearty British classics at [Ox Row Inn](#), Salisbury has options for all palates. There are times when only a Sunday pub lunch will do, and Salisbury is home to over 80 pubs- so visitors will be sure to find the ideal watering hole.

The recently-opened [Bill's](#) is situated just moments from the cathedral. With everything from tasty burgers to BBQ ribs and chilli lime salmon, there's something on the menu for the whole family- although it's worth saving space for dessert!

ENDS

For further information please contact:

Josh Voulters 0207 886 8452

Sophy Norris 01392 248 934

visitwiltshire@flagshipconsulting.co.uk

Note to editors

Further information and images of the above attractions available upon request.

Visitors can also find more information on what to see and do in Salisbury at www.visitsalisbury.co.uk

VisitWiltshire

VisitWiltshire was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing over 550 members. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.4billion and supports over 27,000 jobs.

Salisbury BID

The Salisbury Business Improvement District commenced trading in April 2014 for an initial 5-year period. It comprises more than 550 levy paying businesses, the proceeds of which are reinvested for the greater good of the member businesses. The BID will focus activity on 5 main work streams: Events; Access & Car Parking; Welcoming, Safe & Clean; Marketing & Promotion; and Business Support. For further information and news, please visit <http://salisburybid.co.uk/>