

WILTON

Shopping Village

New guest
services
launched

Portas agency to
help Wilton Shopping
Village shape vision for the
future

packed
#summer2019
events



PORTAS AGENCY TO HELP WILTON SHOPPING VILLAGE SHAPE VISION FOR THE FUTURE

May 2019: Wilton Shopping Village has announced that it is partnering with the creative agency and consultancy Portas – headed up by retail expert and broadcaster Mary Portas – to help shape the vision for the next 20 years of its development. The shopping destination, set on the banks of the river Wylde, near Salisbury, has brought in the retailing expertise of Portas – clients include Habitat, Church's and Sainsbury's – to help develop its strategy for the future. Current plans include the further development of its retail offer, embracing contemporary use of its historic buildings and the development of its workspace offering. Caireen Wackett, Managing Director of Portas commented: "Retail and all that comes with it has shifted so much since Wilton Shopping Village first launched. Competition both online and inside bricks and mortar means retailers have to offer something brilliant if they want to survive. Middle-of-the road won't cut it any more. We're looking forward to crafting the new vision to make Wilton Shopping Village a destination for the South West and a valuable asset to the local community."

Paul Goodes, Managing Director of Eagle One, added: "The site of the Wilton Shopping Village has a proud 365-year history and has successfully moved with the times throughout. The retail landscape is currently experiencing an exciting evolution and we want to ensure that we are one step ahead of what the modern consumer wants. "Our site has a number of USPs, including its beautiful riverside setting, listed buildings and proximity to local landmarks such as Stonehenge and Salisbury Cathedral. By partnering with the industry experts at Portas agency, we hope to develop a long-term strategy that builds on all these strengths and significantly enhances our offering, enhancing our status as a valuable amenity in the region, boosting the local economy and supporting Salisbury and Wilton as a thriving visitor destination."



NEW GUEST SERVICES

Visitors to Wilton Shopping Village may notice an even friendlier than usual welcome from this week as we introduce our new village greeter, Emma Adamson.

A newly created Guest Hut will enable Emma to manage the coach visitors more effectively, improve retail stakeholder communications and enhance the shopper experience.





SPRING CRAFT FAIR

Our popular bi-annual craft fair brings local makers and doers together for a weekend of crafty offers and workshops.

25/26th May



S U M M E R S A N D P I T

Back by popular demand, our summer sandpit was launched on the 1st May and helps to drive regular footfall right into the heart of the courtyard.

1st May - 30th August



D - DAY DARLINGS

Popular ITV Britains Got Talent finalists The D-Day Darlings will be the main act at our vintage event celebrating National Armed Forces Day in June - we anticipate a sell-out event.

30th June



POP-UP CINEMA

Our 2018 pop-up cinema was a huge success, so once again we will be bringing the silver screen to our stunning courtyard throughout August.

August



GIN FESTIVAL

Our high-profile Gin Festival returns in August. The sell-out event drives footfall and dwell-time, as well as creating a big impact on our social media sites, helping to increase our brand awareness across the region.

3rd August