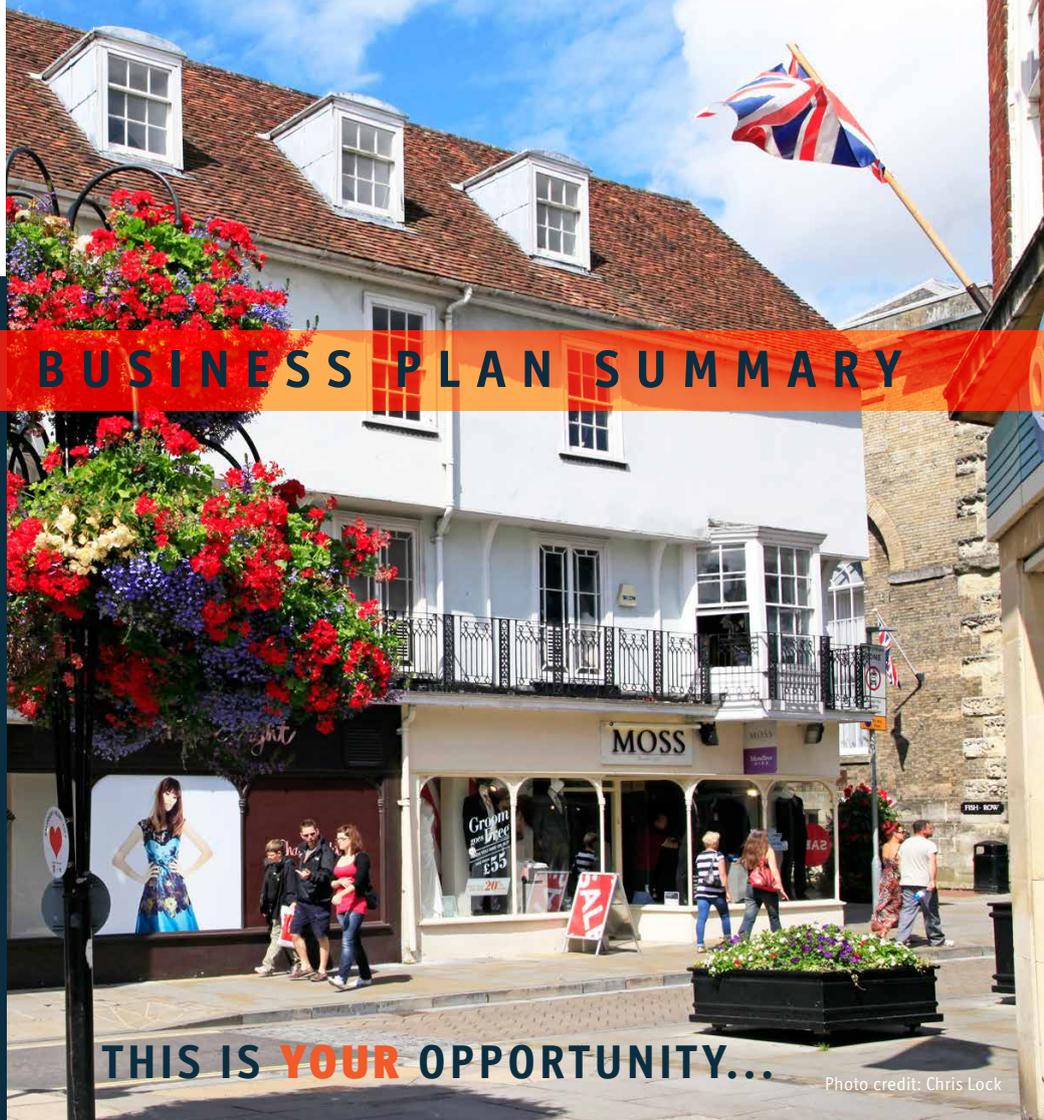




**SALISBURY**  
BUSINESS IMPROVEMENT DISTRICT

# SALISBURY BID BUSINESS PLAN SUMMARY

SEE SALISBURY REALISE ITS  
POTENTIAL THROUGH A BUSINESS  
IMPROVEMENT DISTRICT (BID)  
WITH OVER  
**£1.5 MILLION**  
**INVESTMENT**  
TO SHAPE THE FUTURE OF THE CITY.



**THIS IS YOUR OPPORTUNITY...**

Photo credit: Chris Lock

## SALISBURY'S BID AREA MAP

Over the past few months, businesses in Salisbury have been telling the BID Team how they would like to see the city improved. Open business meetings, surveys, one-to-one discussions and presentations have formed a detailed consultation process about the BID's priorities. This document sets out what Salisbury businesses have said they would like a BID to deliver.

The projects set out overleaf will only go ahead if businesses vote 'yes' to introduce a BID in Salisbury. This vote will be carried out independently of the BID organisers. You will receive a full copy of the BID Business Plan in September 2013, followed by ballot papers in October 2013.

For a BID to be introduced, the vote must meet two conditions:

1. Over 50% of businesses that vote, must vote in favour of the BID
2. Of the businesses that vote, those voting yes must represent greater total rateable value than the ones that vote no



This is your opportunity to invest £1.5 million into Salisbury and lead the way to securing its future and making the changes businesses want to see. Through a BID, we can respond to the challenges facing the city and seize the opportunity to ensure Salisbury is a well marketed destination and a great place to visit, work and live in.

## **VOTE YES TO SALISBURY BID TO SEE YOUR PRIORITIES DELIVERED.**

### **THE FUNDING**

BIDs are funded by the businesses within the BID boundary. If businesses vote 'yes' for Salisbury BID, the levy will raise over £300,000 pa, for five years, to deliver improvements that will directly benefit you.

If the BID vote is successful, all eligible businesses will pay a levy of 1.5% of the rateable value of the business. Small businesses, with a rateable value of less than £10,000, will be exempt from paying.

The table below gives examples of how much the BID levy will be. Most businesses will be asked to pay less than £400 per year.

<b>RATEABLE VALUE</b>	<b>MAXIMUM ANNUAL LEVY</b>	<b>MAXIMUM DAILY EQUIVALENT COST</b>
£10,000	£150	41p
£25,000	£375	£1.03
£50,000	£750	£2.05
£100,000	£1,500	£4.10
£200,000	£3,000	£8.20

### **THE BID COMPANY**

The BID will be run by an independent, not-for-profit company, which will be led by a board elected by businesses paying the levy within the BID area and accountable to all levy payers. Any levy paying business will be able to stand to be elected to the Board of Directors. The Board Director positions will be voluntary and will not be paid.

All of the funding for the BID will be ring-fenced and can only be spent on additional projects and services that you have agreed to in the formal Business Plan.

As an independent, private company, the BID can also seek additional financial contributions and match-funding on projects to ensure local businesses get even better value for money.

The BID will last for five years and in that time it will have to show how it is benefiting your business. This is your opportunity to invest £1.5 million into Salisbury and lead the way to securing its future and making the changes businesses want to see. Through a BID, we can respond to the challenges facing the city and seize the opportunity to put Salisbury on the map and ensure it is a well marketed destination and a great place to visit, work and live in.

# 1

## MARKETING & PROMOTION

OVER 5 YEARS: £400,000

### YOU SAID...

There is currently too much duplication – there are a number of maps of the city produced by different agencies all with similar information, the same with websites, etc. Salisbury is the best kept secret – not sure why?

### VOTE **YES** AND THE BID CAN DELIVER

The BID in Salisbury will invest an additional £400,000 over 5 years into the Marketing and Promotion of Salisbury concentrating on the following objectives:

- The BID will work for Salisbury to become one of the top destinations in the South for day visitors and staying visitors.
- The BID will create a joined-up tourism strategy for Salisbury that will reduce existing duplication, align marketing campaigns and improve Salisbury's competitive position.
- The BID will fund and promote new marketing & PR campaigns that recapture market share from the identified catchment area through increased footfall and spend in Salisbury. E.g. shopping campaigns, food & drink campaigns, festivals and events campaign.
- The BID will provide additional marketing for events that benefit businesses in Salisbury.



We feel Salisbury has so much more to offer visitors and residents alike...Raising money for "in house" projects that as a community we decide what we want, how we want to achieve it and when.

**MARY WEBB – PEARTREE APARTMENTS**

# 2

## EVENTS

OVER 5 YEARS: £200,000

### YOU SAID...

Events raise the profile of the city – good events raise its reputation.

## VOTE **YES** AND THE BID CAN DELIVER

- The BID will review the current events calendar in order to reinvigorate existing events and identify additional events that would be considered beneficial to Salisbury businesses.
- The BID will collate an inclusive events guide to act as the definitive promotional tool for Salisbury events.
- The BID would look at marketing the streets offering specialist individual retailers in the BID area to make sure that benefits from events are felt city wide.

# 3

## ACCESS & CAR-PARKING

OVER 5 YEARS: £500,000

### YOU SAID...

Competitive parking is very important. Salisbury's car parking is not competitive and the biggest enemy to business in our city.

## VOTE **YES** AND THE BID CAN DELIVER

- The BID will look at the introduction of car parking incentives and deals to reduce parking costs and improve people's experience of using them. Initiatives such as free car parking after 4pm to help boost the late afternoon and early evening economy will be investigated.
- The BID will look at better transport promotions for employees and commuters working in Salisbury.
- The BID will investigate improved on-street signage linking up the whole city and making it easier for people to find their way to all that Salisbury has to offer.
- The BID will work with public transport providers to ensure better service provision, especially around specific events, peak seasonal periods and business operating hours.

# 4

## WELCOMING, SAFE & CLEAN

OVER 5 YEARS: £300,000

### YOU SAID...

The general appearance of Salisbury is very poor for both the local users and tourists.

### VOTE **YES** AND THE BID CAN DELIVER

- The BID will investigate the need for a city ranger to work closely with the businesses in the BID area and the local authority contractors to ensure that performance standards are maintained with regards to cleanliness and maintenance. The ranger would also be a quick response facility to businesses and customers.
- The BID will look to promote a safe and enjoyable experience in Salisbury in the evening. The BID would introduce an Evening Economy Manager who would work with a number of partnerships including Wiltshire Council, Purple Flag initiatives, Salisbury Pubwatch scheme, retail radio schemes, CCTV etc. This role would also link up with the daytime economy around safety, security and street cleansing issues to provide a seamless transition from the day time economy into the early evening to encourage customers to stay in the city.
- The BID will look to work with existing partnerships to look at additional tourism support to welcome people to our city. (eg to consider the Coach Parking & Drop off needs that would improve the visitor experience as well as for those visiting by rail)
- The BID will look at a programme of seasonal decoration targeting key streets in the city.



# 5

## BUSINESS SUPPORT

OVER 5 YEARS: £100,000

### YOU SAID...

Any cost savings would be beneficial.

### VOTE YES AND THE BID CAN DELIVER

- The BID will work to reduce duplication of work done by business organisations in Salisbury as well as improving the overall business support offering to Salisbury BID members.
- The BID will look at streamlining waste collection services for businesses to offer a daily collection where required which in turn will offer a cleaner, greener and tidier city. This will also minimise the number of waste collection vehicles on streets and ultimately offer cost savings for businesses.
- The BID will look at coordinating the business events calendar and promoting business to business networking to support existing businesses and to encourage new businesses into Salisbury.



I am fully supportive of a BID in Salisbury. The process should really identify what businesses in Salisbury need and it is an opportunity for us to work together and help each other to achieve just that. In the meantime, I am really enjoying working with other businesses and doing my best to ensure that we get everyone's input into the process.

**AMANDA NEWBERY – CHAPEL NIGHTCLUB**

- The BID will support and help promote Salisbury's independent businesses, the BID will look to support smaller businesses with support and advice on running a business in Salisbury as well as looking to offer discounts for business services such as promotion, advertising, utilities etc.

# FAQs

## WHAT ARE BIDs?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their town or city centre, and also how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. A BID will deliver additional projects and services to those already provided by public bodies.

## WHAT DOES 'ADDITIONAL PROJECTS' MEAN?

A BID is set up to provide additional projects which will benefit business. It cannot duplicate or replicate services that you already pay for through your business rates. A BID is focussed on investing in projects and services that will help businesses and enhance their trading environment, over and above what public bodies already provide.

## WHY DO BUSINESSES SUPPORT BIDs?

BIDs have the ability to increase footfall to an area, improve services and drive down business costs. As they can run for up to five years they also give businesses the opportunity to plan ahead. BIDs put the control into the hands of the businesses themselves.

## HAVE BIDs BEEN SET UP IN OTHER TOWN & CITY CENTRES?

Yes. There are over 180 established BIDs in the UK, including places such as Winchester, Bournemouth, Dorchester, Weymouth, Bath, Bristol, Guildford, Swindon & Chichester.

## ARE BIDs FAIR?

BIDs allow businesses to manage their local place and prioritise their own projects. All BID funding is raised and controlled by business owners who formally vote on a business plan which is made up of local business ideas gathered through a consultation period.

The BID process will allow all the city centre businesses to go further, to shape the future of the city, to evaluate and put into practice their aspirations and ideas. To make sure we are ready to face the challenges ahead with optimism and renewed vigour.

JON OSGOOD – OLD GEORGE MALL SHOPPING CENTRE

REMEMBER, THIS WILL AFFECT  
**YOUR BUSINESS &  
YOUR CITY**

A BID IN SALISBURY WOULD MAKE A REAL  
DIFFERENCE IN SECURING THE FUTURE OF THE CITY  
AND OF YOUR BUSINESS.

## WHAT DO I DO NOW?

Find out more about Salisbury BID by contacting  
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