

Salisbury ID

Annual Review
2024-2025

2024
2025

For a **thriving**
and **vibrant** Salisbury



A message from Salisbury BID



Our first year of the new BID term has been one of **strategic growth**, and **unwavering commitment to Salisbury's businesses**. Guided by our new three themes – **Experience, Place, and Influence** – we have worked dynamically to strengthen the city's economy, support local businesses, and enhance Salisbury's reputation as a vibrant destination.

2024-2025 saw **high levels of achievement** in all our work; with promotional projects like Experience Salisbury **expanding exponentially**. Our Christmas, Taste Salisbury, and Indies campaigns reached new heights, **driving footfall** and reinforcing the city's dynamic identity.

Alongside this, major investment projects – including the River Park, Station Forecourt, and Fisherton Street Gateway schemes – have reshaped the city. While essential for Salisbury's sustainable future, this regeneration brought inevitable disruption. Remaining **agile**, we worked with Wiltshire Council to implement a **coordinated business support strategy**, including traffic marshals, updated signage, and a city-wide communications campaign. We also funded the Fisherton Street Trade Association's new social media presence and spearheaded **Paddington in Salisbury**, a beloved statue placed strategically to celebrate Fisherton Street's reopening, drawing locals and visitors to explore this revitalised shopping district.

Looking forward, we recognise the **difficult road ahead** for many businesses. Increased business costs nationally from April 2025, will put additional strain on already tight margins. Acknowledging these challenges, we are actively developing a strategy to support businesses – focusing on **cost-saving initiatives, consumer incentives, and free promotional opportunities** to help sustain and strengthen Salisbury's business community.

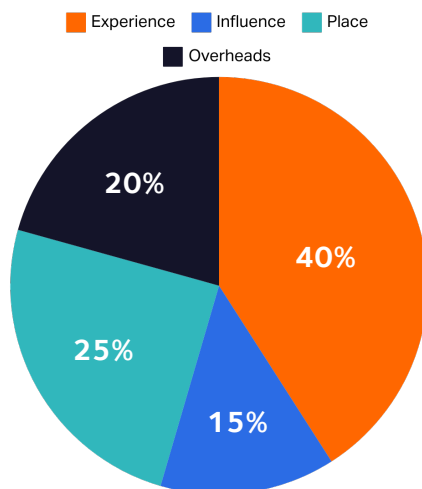
Salisbury BID remains a **bold, expert** voice for almost 500 businesses – shaping the city's future and **ensuring Salisbury continues to thrive**.

Financial Report 2024-2025

We continued to have good levy collection rates for 2024-2025 and are planning further working capital expenditure on projects this term as outlined in the 2024-2029 Business Plan.

	2024-25**	2023-24*
Income	Forecast	Actual
BID Levy Collected	£325,000	£335,100
Other Income	£62,266	£56,270
Total Income	£387,266	£391,370
Total Expenditure	£386,969	£488,025

2024-25 Expenditure Breakdown



23-24 Financial Accounts have been filed with Companies House and further details are available on request.24-25 figures are presented as accurate at time of writing. Full company accounts are prepared by independent accountants and are expected to remain consistent with the position reported here.*

CITY PARTNERSHIP EVENTS



TASTE SALISBURY returned with events, markets and **4** new business-focused food trails. **79** BID businesses were promoted in Experience Salisbury's marketing campaign, reaching **364k** people and resulting in a **7.7%** increase in Food & Drink spend in Salisbury



We enhanced **CHRISTMAS IN SALISBURY** by leading the city's marketing campaign: reaching **900k** people by promoting **274** individual businesses and over **175** events. Salisbury BID also decorated **52** indie business windows and reintroduced a Festive Shopping Evening with over **110** businesses taking part

2024-2025 Achievements

EXPERIENCE



Over **275k views** of the Experience Salisbury website & over **750 events** uploaded to What's On



260,000 what's on guides created and distributed showcasing Summer and Christmas activities



Experience Salisbury social media **23k followers** & **1.1 million reach**



90m² of public art from a local artist funded by Salisbury BID



103k illustrated **Salisbury City Maps** distributed across the city



81 Indie business windows decorated with illustrations for Indies Month and Christmas

PLACE



Full funding of **DISC** system (data sharing platform) used by Salisbury Pubwatch and Shopwatch



Full funding and operation of Salisbury **ShopWatch**



2,000 hours of security presence funded & managed by Salisbury BID



98 city radio-link users
211 DISC members



216 businesses assisted with Crime Reduction in **1.8k** interactions



£9.2k goods recovered by Salisbury BID Security Officers

INFLUENCE



16 new business openings supported by the BID Team



New openings and strategic city interventions resulted in **3% increase** in spend (vs. GB **decrease** of **3.9%**)



Represented businesses at council, police and partner stakeholder meetings



Attracted **over £60k** of additional income to support Salisbury BID's business-focused initiatives



FREE
BUSINESS
PROMO

Salisbury BID is proud to run the city's marketing platform and ultimate what's on guide: Experience Salisbury. As a valued Salisbury BID member, you have access to a variety of **free promotional opportunities** through Experience Salisbury. Here's how you can make the most of what we offer!

- Ensure your business listing is up-to-date on our website. Get in touch if you'd like to change any information or provide new images.
- Follow us on social media **@experiencesalisbury**, engage in our posts and tag using your own posts so we can find and repost!
- Hosting an event? Upload it to Experience Salisbury to appear in our 'What's On' guides and gain exposure through free marketing: **experiencesalisbury.co.uk**
- Share special offers or promotions on the Experience Salisbury website to attract local shoppers and visitors.
- Make sure you're receiving BID emails so you don't miss out on exclusive promotional initiatives such as free window illustrations, photoshoots, and feature articles!
- Got a big celebration, expansion or business birthday coming up? Get in touch with us so we can help you celebrate!

