



YOUR GUIDE to how Salisbury BID supports your business

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What is a BID?

A Business Improvement District (BID) enables coordinated investment in the management and marketing of a commercial area. Salisbury BID is a not-for-profit organisation governed by local businesses and funded by levy contributions, ensuring every penny goes directly into enhancing the city for businesses and visitors.

HOW YOU BENEFIT

As a Salisbury BID levy payer, you receive exclusive access to:

Marketing & Events

Opportunities to participate in footfall-driving initiatives and bespoke promotion.

City Maps

Complimentary supply to distribute to customers.

City Radio Link Scheme

A direct line of communication for business security (additional cost applies).

Safety & Security

Access to Shopwatch, Pubwatch (if applicable), and our secure intelligence system.



What We Do

Representing 500 city centre businesses, we reinvest levy income into marketing, security, and operations. As the leading organisation focused on business success, we drive footfall, promote Salisbury, and deliver meaningful support that helps our members succeed year-round.

WE'RE
HERE
TO HELP

Business Crime Reduction Support

Including assistance from our dedicated Security Ranger.



Advocacy & Representation

A strong business voice influencing key city decisions.

Business Support & Training

Tailored guidance, toolkits, industry specific support and grants access.



Data Hub

Interactive hub offering vital city data to help track and compare economic performance.



Experience Salisbury

Free promotion for your business on Salisbury's city marketing platform, run by the BID.

 Chequers Court, Salisbury

More
information overleaf



HOW TO GET INVOLVED

Promote Your Business

Upload offers and events to the city's leading marketing platform, Experience Salisbury
(run by Salisbury BID)



Send us any images or content
for our use in future campaigns



Request a supply of Salisbury BID's hand-drawn city maps
to enhance your customer experience




Make sure your 
experiencesalisbury.co.uk
business listing is up to date

Stay Connected

Follow and tag @experiencesalisbury
on social media



 **Check that you are receiving BID emails,**
so you never miss out on grants, campaigns and opportunities

Let us know about business milestones,
new launches or celebrations



Tap into Support



Book a 1-2-1 Business Support meeting
for tailored advice

Explore our online Resource Hub for
business toolkits and guides



Use the Salisbury DataHub for economic insights and sector trends

Join ShopWatch or PubWatch
(if applicable) and access our intelligence-sharing system



Reach out for info
on the Radio Link Scheme and business crime support



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Chequers Court, Brown Street, Salisbury



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