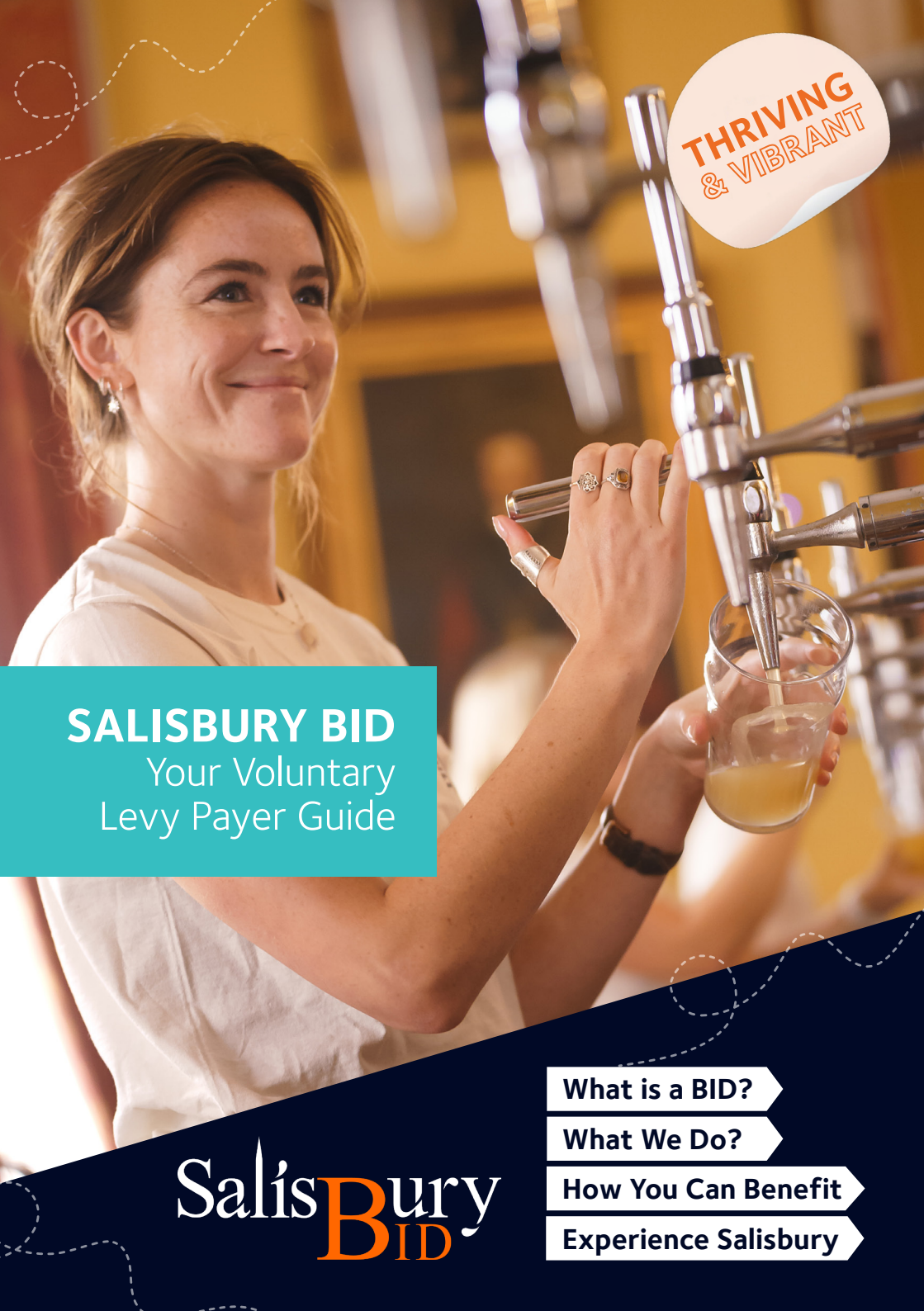


A smiling woman with brown hair, wearing a white t-shirt, is pouring beer from a tap into a glass. She is wearing a ring on her finger and a watch on her wrist. The background is a warm, blurred bar setting. A speech bubble in the top right corner contains the text "THRIVING & VIBRANT".

**THRIVING
& VIBRANT**

SALISBURY BID

Your Voluntary
Levy Payer Guide

Salis**Bury**
ID

What is a BID?

What We Do?

How You Can Benefit

Experience Salisbury

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 CAN BENEFIT

As a Voluntary 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.

£150
+ VAT

Business Crime Reduction Support

Including assistance from our dedicated Security Ranger.



Advocacy & Representation

A strong business voice influencing key city decisions.



Business Support

Unique opportunities for training, guidance and business-specific toolkits.



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)



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



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



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

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



info@salisburybid.co.uk



01722 658000



/salisburybid



www.salisburybid.co.uk



Chequers Court, Brown Street, Salisbury



/salisbury-bid