



SALISBURY INDEPENDENTS – TERMS OF REFERENCE

Salisbury Independent Definition

A Salisbury Independent is an owner run business based in Salisbury city centre with 3 outlets or fewer. The owner has complete control of and sole responsibility for branding, marketing, merchandising, staffing and sales. Salisbury Independents will be most beneficial to retailers and food and drink providers, however professional services are also welcomed to join the group.

Franchises are generally not included. At the discretion of Salisbury BID, certain businesses can become a member of the Salisbury Independent group if the owner/manager plays an active part in the group and meet other criteria.

Salisbury Independents is open to BID levy-payers as well as non-levy payers but must be within the BID area. BID levy-payer will have priority when it comes to paid campaigns. Non-levy payers will be encouraged to join the BID as a voluntary levy-payer for £150 + VAT per year or can become members of the Independents group for £50 + VAT per year.

Purpose

1. To represent the interest of independent businesses in Salisbury city centre.
2. To make recommendations to the BID Board on how the BID spends the ring-fenced funds for independent's in the city.
3. To help shape the delivery of independent business inclusion in Salisbury BID marketing and events budget.
4. To make recommendation to Salisbury BID on the business support and capacity-building which independent businesses in the city need to sustain themselves, grow and thrive.

Activities

1. Salisbury BID will agree an annual budget which will be used for marketing and promotion of Salisbury Independents (including Indies Week at the beginning of July). Salisbury Independents will provide Salisbury BID with guidance for delivery of this marketing and events budget.
2. Salisbury Independents will act as a sounding board and sense check in relation to plans and activity aimed at retailers.
3. Salisbury Independents will recommend content of key capacity-building programmes and events which will help develop skills of independent business owners.

Membership

1. To be a member of Salisbury Independents you have to register via the BID website. Becoming a member is free for BID members, or £50 + VAT per year for non-BID members, but you must commit to the group.
2. As part of the membership, Salisbury Independents are expected to display a sticker in their window, take part in the Indie-to-Indie discount loyalty scheme and attend the meetings.
3. Members will receive direct social media promotion of their business through Salisbury Independents social media channels.
4. The group will include representatives from different business sectors in the city and one member of the Salisbury BID team and one BID Director.
5. Members will sit on the group for one year at which point the group will be reviewed.
6. The group will meet three times per year as a minimum, where all members will be expected to attend. Members may send a representative on behalf of their business if unable to attend a meeting.

Coordination

1. The group will appoint a Chair and Vice Chair, which will be reviewed after one year. The Chair and Vice Chair must be BID levy-payers and will be expected to be BID Directors.
2. The group will be coordinated by the Salisbury BID Marketing & Communications Manager, with support from the Chief Executive and Operations Manager.