



Salisbury Indies – TERMS OF REFERENCE

1. Salisbury Independent Business Definition

1. A Salisbury independent business is an owner run business based in Salisbury city centre with 3 outlets or fewer.
2. The owner has complete control of and sole responsibility for branding, marketing, merchandising, staffing and sales.
3. The Salisbury Indies group will be most beneficial to retailers, food and drink and accommodation providers, however all business types, including professional services, will be encouraged and welcomed to join the group.
4. Franchises are generally not included. At the discretion of Salisbury BID, certain businesses can become a member of the Salisbury Indies group if the owner/manager plays an active part in the group and meet other criteria.

2. Financials

1. Salisbury Indies is open to BID levy-payers as well as non-levy payers but must be within the BID boundary. BID levy-payers will have priority when it comes to paid campaigns.
2. 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 Indies group for £50 + VAT per year.
3. Salisbury BID will agree an annual budget which will be used for marketing and promotion of Salisbury Indies (including Indies Week at the beginning of July). The Salisbury Indies committee will agree how this budget is spent, with approval from the BID Board.

3. Group Purpose

1. To represent and promote independent businesses in Salisbury city centre.

4. Committee Purpose

1. To represent the independent businesses in the city.
2. To agree the annual promotional campaigns with the allocated budget.
3. To make recommendations to the BID Board on how to support independent businesses.
4. To act as a sounding board in relation to plans and activities .

5. Membership

1. To be a member of Salisbury Indies, registration via the BID website is required.
2. Becoming a member is free for BID members, or £50 + VAT per year for non-BID members. Non-BID members will be invoiced on the 1st April each year by Salisbury BID.
3. As part of the membership, Salisbury Indies are expected to display a sticker in their window, take part in the Indie-to-Indie discount scheme and attend the meetings.
4. Members will receive direct social media promotion of their business through Salisbury Indies social media channels and will be listed on the Salisbury Indies website. Members will also be invited to be included in all promotional activities.
5. The group will meet three times per year as a minimum, where all members will be expected to attend.

6. Committee

1. A committee of 10 businesses owners from different business sectors will be appointed.
2. The group will appoint a Chair and Vice Chair, which will be reviewed at the start of each calendar year. The Chair and Vice Chair must be BID levy-payers.
3. A BID Director must sit on the committee.
4. The committee will receive operational and marketing support from the Salisbury BID Marketing & Communications Manager.
5. The committee will meet monthly. A minimum of 6 committee members must be in attendance at a committee meeting to make a decision.