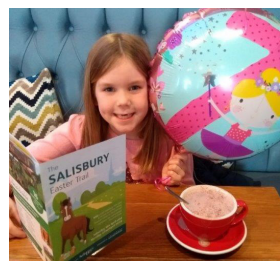


ANNUAL REVIEW 2019 - 2020



A message from the Chair & Chief Executive

As we approach the end of Salisbury BID's first year of our second term, we're delighted to present the BID's 2019 – 2020 annual review. This document highlights some of the key achievements the BID has delivered, along with the BID's priorities for the next 12 months.

Following the successful renewal of the BID last year, we felt this was an appropriate time to review the BID's Board of Directors. The purpose of this Board review was to engage new business leaders to help steer the BID through its next five year term. We'd like to warmly welcome the newly recruited BID Directors into their voluntary roles.

The future of Salisbury is looking positive, with the city's 800th anniversary celebrations this year, a new place board being established to provide much needed co-ordinated leadership and the possibility of Salisbury receiving significant funding from the government's Future High Streets Funds.

The BID acts as a strong voice for city centre businesses and we look forward to continuing to represent and support your business over the next 12 months. We strongly encourage BID levy payers to get in touch and find out how your business can get more involved.



*Keith Hanson
Chair, Salisbury BID
Director, Personnel
Placements*



*Robin McGowan
Chief Executive,
Salisbury BID*

Who is Salisbury BID?

Salisbury BID is the business improvement district for the city centre. A not-for-profit organisation, Salisbury BID is funded by businesses and its key objective is to deliver additionality to the city centre for the benefit of businesses.

Businesses voted to keep Salisbury BID for a second 5-year term in 2019 (with a 66% turnout for the ballot and over 90% of businesses voting in favour of the BID).

Business premises with a rateable value of £10,000 or above pay 1.5% of their rateable value into Salisbury BID through an annual levy, with funds amounting to £350,000 per year. These funds are used to deliver the BID's priorities outlined in the BID's business plan.

Salisbury BID's priorities for the 5-year term (2019 – 2024) are split into 3 themes:

- Welcoming & Enhancing
- Promoting & Supporting
- Representing & Influencing

The Team

Salisbury BID currently funds 3 full time members of staff to manage and deliver the work of the BID.

Robin McGowan
Chief Executive
robin@salisburybid.co.uk

Kara Rogers
Marketing & Communications Manager
kara@salisburybid.co.uk

Andy Milton
City Ranger
andy@salisburybid.co.uk

Board of Directors

Salisbury BID is governed by a voluntary Board of Directors, all of whom are BID levy-paying businesses within the city. The Board represent the BID's levy-payers and are responsible for the strategic and financial management of the BID.

Keith Hanson (Chair)
Personnel Placements

Dean Speer (Vice Chair)
Myddelton & Major

Hugh Davies (Finance Director)
Hugh Davies & Co Accountants

Stephen Oxley (Legal Director)
Wilsons Solicitors

Susi Mason (Salisbury Indies Chair)
Casa Fina

Alex Chutter
Salisbury Reds

Arron Howle
Peartree Apartments

Chris Brown
Stonehenge Cycles

Ian Newman
I N Newman Funeral Director

James Barnett
The Therapy Centre

Katie Memory
Memory Opticians

Mark Ward
The Trussell Trust

Rachel Tribbeck
H R Tribbeck & Son

Salisbury BID Directors in position from March 2020.



Financial Report

The BID's finances are managed throughout the year by the Chief Executive and Finance Director, with reports provided to the full Board every quarter.

2019/2020 figures are projections at time of writing. Full company accounts are inspected by independent accountants and will be available in Autumn 2020.

	2019/20	2018/19
Income	Estimate	Actual
BID Levy Collected	£350,000	£345,000
Sponsorship & Grants	£55,302	£71,481
Voluntary Membership	£2,100	£1,050
Total Income	£407,402	£417,531
Expenditure	Estimate	Actual
Welcoming & Enhancing	£100,116	£141,367
Promoting & Supporting	£116,974	£146,143
Representing & Influencing	£24,851	£17,748
Christmas in Salisbury	£50,069	£110,059
Operational Management	£71,069	£76,409
Total Expenditure	£363,079	£491,726
Surplus of Income Carried Over	£44,323	-£74,195
Funds Brought Forward	£120,281	£194,476
Funds Carried Forward	£164,604	£120,281

2019-2020 Highlights

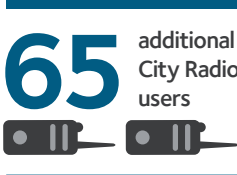
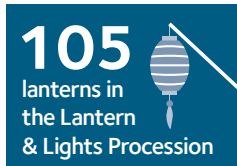
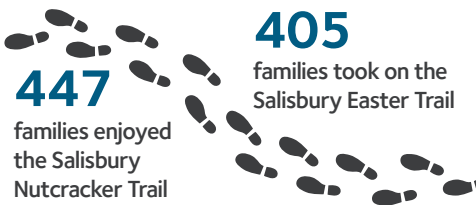
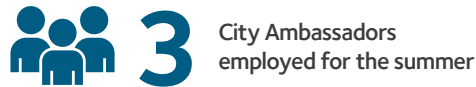
As we reflect on the past 12 months, the BID has made considerable progress against the priorities outlined in our business plan (2019 -2024). Some great projects with tangible results for businesses have been delivered, and even stronger partnerships within the city have been formed.

A key achievement for the BID this year is the additional income the team has raised through sponsorships, grants and partnership working. On top of the £350,000 collected from businesses through the annual BID levy, over £55,000 of extra funding has been brought into the BID, which has meant the team has delivered more projects for the benefit of businesses and the city.

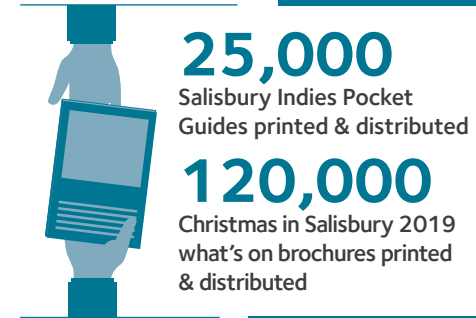
The infographic highlights some of the BID's key achievements delivered in the last 12 months. For further information about Salisbury BID's projects, please visit www.salisburybid.co.uk or get in touch with the team.



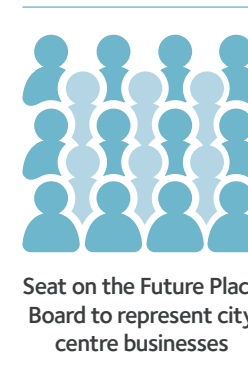
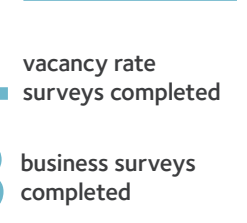
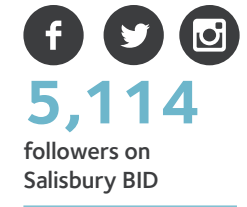
Welcoming & Enhancing



Promoting & Supporting



Representing & Influencing



2020-2021 Outlook

Thank you to the businesses who took the time to complete the BID's annual members survey at the beginning of February. As a business led organisation, feedback from members is really important to help steer the BID and its priorities.

The survey results show that businesses would like to see the BID prioritise the following in 2020:

- **Enhancing the appearance of the city centre (NOT statutory services provided by the Councils)**
- **Marketing and promotion of the city to residents and visitors**
- **Being a strong voice for Salisbury's businesses**

This feedback has influenced the BID's project plans for 2020 – 2021. Here we've outlined some of the key projects the BID will deliver in addition to our on-going initiatives (such as Salisbury Indies, Salisbury Gift Card, ShopWatch, CCTV funding and collecting city performance data).



Empty shop window dressing

Partners in Salisbury have come together to dress some of the most prominent and long-standing empty shops in the city centre.

The shop window vinyls will be used to tell some of Salisbury's hidden stories. The BID is delivering this project, but it's jointly funded by a number of organisations, including a match funding grant from Wiltshire Council's Area Board.

Temporary art installation on the High Street

As part of Salisbury 2020: City on the move, Salisbury BID has successfully secured a grant from Arts Council England to commission an artist to install a temporary piece of art on the High Street.

The public art will draw visitors and residents to the city and will help them interpret the city's 800th anniversary. The installation will also create a space for people to dwell, celebrate and reflect on the positive future of Salisbury.

City dressing

Salisbury is already beautiful but enhancing the appearance of the city remains a key priority for businesses.

On top of dressing the city with bunting, the BID will consider other initiatives to boost the vibrancy and appearance of the city for visitors and residents. These initiatives will be in addition to the statutory services provided by the Councils.

Place marketing & communications review & strategy

Along with city stakeholders, the BID recognises a more collaborative approach to marketing of the city is needed for future economic success.

The BID is leading on a marketing and communications review and strategy project which will recommend a framework model for partners to work more effectively together to promote Salisbury.

Salisbury 2020: A city on the move

As one of the founding partners of Salisbury 2020: A city on the move; a year-long programme of events and activities to celebrate the 800th anniversary of the city, the BID is delivering a number of initiatives as part of the celebrations and providing marketing support for the campaign.

The BID is also working with other organisation to enhance some of the existing events in the 2020 programme.

Salisbury Indies Artefacts Trail

The BID has collaborated with Wessex Archaeology to run an artefacts trail with some of Salisbury's independent businesses. Each business will host an artefact in their window with further information about the history of that item.

The trail will encourage visitors to walk areas of the city they may not usually go to, as well as encouraging engagement with businesses.

Future Salisbury Place Board

In order for Salisbury city centre to survive and thrive, all partners need to work more effectively together. Therefore, an overall place board has been established to strategically lead the city forward. Salisbury BID's Chair sits on the Future Salisbury Place Board to represent city centre businesses.

There are 6 pillars of workstreams (sub-groups) that feed up to the place board:

- Managing the city
- Supporting business growth
- Supporting the cultural offer
- Curating vibrancy in the city
- Developing the city
- Marketing the city

Development of business crime reduction schemes

Working in partnership with the Councils, police and businesses, the BID will continue to invest in developing the city's business crime reduction partnerships and schemes. This is to ensure Salisbury's business crime is reduced and that the city remains a safe place for residents and visitors.

Environmental initiatives

Local businesses are becoming aware of the environment and many are striving for sustainability and to become more eco-friendly businesses.

Salisbury BID will consider environmental initiatives to support businesses to help them to take steps to lower their environmental impact.

Get Involved

Salisbury BID is a business led organisation and therefore your thoughts, suggestions and feedback is always welcomed. We encourage levy payers to proactively get involved with the BID to make the most of the services and opportunities available to your business.

If you'd like to find out more about the work of Salisbury BID or would like to get involved, please get in touch. The door is always open, but please contact us in advance to arrange a meeting.

Keep up to date

A key element of the BID's role is to keep businesses up to date with the latest city news and opportunities. Communications from the BID is intended to be useful and to help support your business.

Meet with the team

The BID team and Directors welcome meetings with levy payers. If you'd like to arrange a meeting with the BID, please contact us.

Subscribe to our e-newsletters

We send regular e-newsletters to keep businesses up to date with the latest news and opportunities. Sign up to our e-newsletters via our website.

Follow us on social media

Follow Salisbury BID on Facebook, Twitter and LinkedIn to keep up to date with the latest news and opportunities.

Check out our new website

Check out Salisbury BID's brand new website! It's a useful tool for businesses to easily find out information about what's happening in the city, the BID's work, how to get involved and other opportunities for your business.

www.salisburybid.co.uk



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