

BUSINESS PLAN 2019 – 2024



Proposal for the Renewal
of Salisbury Business
Improvement District



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A Message from the Chair & Chief Executive

In 2014, businesses in Salisbury city-centre voted to become a Business Improvement District (BID). Our first five-year term is coming to an end, and the BID Board would like to see the good work of the BID continued to a second term. Therefore, under government legislation, we will be holding a renewal ballot in February 2019, which must see businesses vote in favour to allow us to continue the BID to this second term.

The BID team and Board of Directors have been working hard to deliver the objectives, projects and services set out in our first term business plan (2014–2019), and this renewal business plan reflects on our key achievements.

This business plan also outlines our objectives and proposal for term two, which was formed following a consultation with our BID levy payers. We've taken on board what our businesses want to see more of and the issues which need addressing.

Together we share our aspirations for Salisbury and we aim to work towards securing a stronger future for the city, where we can see our businesses flourish.

On behalf of businesses, I urge you to take the time to read this proposal and vote “YES” for Salisbury BID in our renewal ballot in February.



Keith Hanson
Chair of Salisbury BID & Director of Personnel Placements

Salisbury BID is now respected by city partners, leaders and government, and is firmly established as a key partner representing businesses in the city.

Over the next five years, we intend to build on the foundations we have laid and aim to encourage further collaborative working with our city leaders and stakeholders.

Throughout the response and recovery of Salisbury, the BID has been playing a crucial part in representing businesses by ensuring your voice is heard.

We want to continue to represent you and your business in the longer-term plans for the regeneration of the city.

Over the next five years, we will work to improve footfall, increase sales, reduce business costs and enhance the promotion of our city.

We are committed to learning and adapting our city to reflect the national changes and challenges UK High Streets are facing.

We trust you value your investment into the BID and we look forward to continuing to work with you and your business for another five-year term.



Robin McGowan
Chief Executive of Salisbury BID

What is a BID?

A BID (Business Improvement District) is a business-led body formed to improve a defined commercial area.

Funded by businesses, for the benefit of those businesses, a BID enables a coordinated investment into the area and delivers projects and services which are in addition to those already provided by the Council.

A BID is a not-for-profit company, which can only be formed following consultation and a ballot in which businesses vote on a BID proposal.

Following a successful ballot, a BID is created for a maximum five-year term and operates within a legislative framework. During the term, all businesses defined within the business plan will be required to pay the mandatory BID levy, irrespective of whether they cast a vote in the ballot.

BIDs were first established in Canada and the US, and now exist across the world. There are over 300 BIDs in the UK, including Winchester, Southampton, Chippenham, Bath and Bournemouth.

“

More than ever we need the work of the BID to continue to ensure the voice of businesses are heard in the longer term plans for Salisbury following the March 2018 incident. We fully support the work of the BID.

Stephen Oxley
Wilsons Solicitors

The Story so Far

Following an extensive consultation, in 2014 businesses in Salisbury city-centre voted to become a Business Improvement District (BID).

Salisbury BID was established with a proposal to help make Salisbury a better place to live, work and visit.

Salisbury BID is a not-for-profit organisation and encompasses over 500 levy paying businesses within the ring road of the city.

The BID's purpose is to deliver work of added-value, that would not otherwise be carried out by any other business, authority or stakeholder.

The projects and services delivered by the BID in its first five years (2014 – 2019) were split into five key areas:

- Events
- Access & Car parking
- Welcoming, Safe & Clean
- Marketing & Promotion
- Business Support

Salisbury BID's first term is coming to an end on 31st March 2019 and to enable it to continue its work for a second term (1st April 2019 – 31st March 2024) the BID are required to hold a renewal ballot.

The ballot will run from 31st January to 28th February 2019, and all BID levy paying businesses will be invited to vote.

If the ballot is successful, Salisbury BID will start a second five-year term commencing on 1st April 2019. In the event the ballot is unsuccessful, Salisbury BID will cease to exist on 31st March 2019.

There is no replacement body that will deliver the objectives, projects and services outlined in this proposal.



The Team & Board

Your BID Team

The BID team operates the day-to-day running of the BID and delivers the projects, services and initiatives set out in our business plan.



Robin McGowan
Chief Executive



Kara Rogers
Marketing &
Communications Manager



Steve Godwin
Operations Manager



Sarah Murphy
Business Support
Co-ordinator



Andy Milton
City Ranger



Nathan Bull
City Ranger



Richard Goodman
Community Safety Officer

Your BID Board of Directors

The Board of Directors represents our business members, provides governance and help shape the strategy for the BID. All Directors are BID levy-payers from different business sectors, or are representatives from our city partners, and work on a voluntary basis.

Our current Directors are:

- Keith Hanson, Chair – Personnel Placements
- Dean Speer, Vice Chair – Myddelton & Major
- Andy Rhind-Tutt – The Meeting Place (President of Chamber of Commerce)
- Ceri Hurford-Jones – Spire FM
- David Clayton – Bassets Sales & Lettings
- Hugh Davies – Hugh Davies Accountants
- Ian Newman – I.N Newman Funeral Directors
- James Barnett – The Therapy Centre
- Jane Morgan – Salisbury Cathedral (The Close Representative)
- Mark Ward – The Trussell Trust
- Paul Lacey – The Maltings
- Rachel Tribbeck – H R Tribbeck & Sons
- Robyn McNally – R&L Bailey
- Sebastian Warrack – Wiltshire Creative (Culture Representative)
- Stephen Oxley – Wilsons Solicitors

Industry Partners

To allow us to learn and share best practice, Salisbury BID is a member of the following industry bodies and organisations.



Our City Partners



Salisbury BID

Salisbury BID is the business improvement district for the city-centre. We are responsible for representing businesses and delivering projects and services set out in our five-year business plan.

Our budget is £360,000 per year.

We are funded by businesses within the ring-road with a rateable value of £10,000 or more.

Wiltshire Council

Wiltshire Council is responsible for growing the economy (employment, housing and environment, transport & infrastructure), delivering stronger communities (wellbeing, safety, leisure) and protecting the vulnerable (through early intervention, integrated health and social care and safeguarding families and individuals)

Their budget is: £327m (net revenue budget for 2018/19)

They are funded by Council Tax (80%), redistributed Business Rates (17%) and other grants and fees (3%).



VisitWiltshire

VisitWiltshire is the official Destination Management Organisation for Wiltshire representing over 600 partners and in 2016 was designated one of twelve 'lead destinations' by VisitEngland/VisitBritain. VisitWiltshire's priority is to grow the county's visitor economy by raising awareness of the destination and generating additional tourism visits and spend.

Their budget is £828,000 (based on 2016/17, including £291,000 of ring-fenced VisitEngland Discover England Fund and associated grant income for Great West Way project activity).

They are funded primarily by Wiltshire Council and business partners.



Salisbury City Council

Salisbury City Council aims to make Salisbury a better place to live, work and visit. It provides cleansing and grounds maintenance services across the city and manages the local crematorium, cemeteries and parks. The Council works with local people to improve their community spirit and engagement, in addition to putting on a range of markets and public events.

Their budget is £5.25m per year.

They are funded by the precept (52%) and income raised by provision of services and property rental (48%).



Salisbury Chamber of Commerce

Salisbury and District Chamber of Commerce and Industry is one of the oldest and largest business chambers in Wiltshire. It represents a wide and diverse range of more than 200 companies in South Wiltshire.

Their budget is £50,000 per year.

They are funded by membership fees and events.



Five Years of Achievement 2014 - 2019

The past five years has seen Salisbury BID successfully deliver projects and services outlined in our first term business plan.

These project themes were the key priorities businesses wanted the BID to deliver based on the original consultation in 2013:

- **Marketing & Events**
- **Welcoming Safe & Clean (including Access)**
- **Business Support**

With the UK High Street changing and national footfall in cities at an all-time low, plus the unprecedented Salisbury incident in March 2018 which had an inconceivable impact on our city and businesses, the past five years have been extremely challenging times.

Despite these challenges, Salisbury BID has delivered and exceeded against the aspirations set out in our first term business plan.

Over the next few pages, we're reflecting on these successes and key achievements.



Marketing & Events



You said...

Salisbury needs more marketing to visitors

So we...

have invested over £300,000 into Visit Salisbury digital channels and marketing campaigns to promote the city to visitors



We have delivered the Salisbury Christmas Market since 2014 and in 2018 brought the ice rink to the city with Wiltshire Council



To encourage footfall and enhance visitor experience, we ran seasonal campaigns such as the Salisbury Nutcracker Trail, Easter hunts and the lantern procession



You said...

events raise the profile of the city - good events raise the reputation

So we...

granted over £70,000 to enhance events



In the first 6 months after we launched the scheme, the Salisbury Gift Card ensured over £19,000 was spent in the city's businesses



12,000+ followers on Visit Salisbury social media channels which helps promotes the city to visitors

Welcoming, Safe & Clean



Over 300,000 mini guides & maps have been designed and distributed to help visitors explore the whole city



You said...

we need a safer environment

So we...

jointly fund Salisbury CityWatch (with the city council) which ensures the city's CCTV is fully operational



In partnership with both councils, we funded the installation of 7 map totems to enable visitors to easily navigate the city



We provided operational support for the upgrade and extension of the City Watch radio link service to a modern digital system



You said...

more affordable parking would encourage visitors and shoppers into the city

So we...

successfully negotiated free parking at Culver Street car park after 3pm weekdays and all-day Sundays



We work in partnership with both councils to carry out street and public space improvement initiatives



We provide on-going support to the city's safety & security groups (Pubwatch, Shopwatch & CityWatch)



We are the lead partner in the city's Purple Flag accreditation, recognising our safe and vibrant evening and night time economy



For 3 years, with Salisbury City Council, we've co-funded coach ambassadors for the summer months to welcome tourists



You said...

the general appearance of Salisbury needed enhancing for both locals and tourists

So we...

invested over £50,000 into city dressing, street furniture and floral displays



We launched the city's Waste Charter Scheme, to provide a contract-free, environmentally friendly waste collection service for BID members



Over 1,100 responsive cleaning services have been provided to BID members by our City Rangers



In partnership with local agencies, we work to help to reduce homelessness and anti-social behaviour

So we...

invested over £50,000 into city dressing, street furniture and floral displays



Over 550 street and highway issues have been reported by our City Rangers to the councils



150 pieces of graffiti have been removed by our City Rangers

Business Support




You said...

you want the BID to save businesses money

So we...

have saved businesses a total of over £80,000 through our cost saving scheme launched in 2018





Our City Rangers visit BID members to communicate key messages and provide support



Throughout the response and recovery of the Salisbury March 2018 incident, we represented businesses and evidenced the impact of the incident on businesses, which led to government support funding





Over £255,000 of additional funding has been invested into BID projects by other stakeholders, bringing in an additional 15% of investment into the city





We're a strong voice for businesses, ensuring their views are heard in local decisions



We invested in the Salisbury brand positioning project which aims to stimulate investment, attract visitors and shoppers and raise awareness of the city's offer





To celebrate and champion business success, we support business events (Salisbury Big Business Event, South Wilts Expo and South Wilts Business of the Year Awards)





Our mystery shop programmes have helped businesses review and improve their customer service





We measure footfall in the city, which was used as evidence of the impact of the March 2018 incident and was key for leveraging government support funding



We continually communicate to BID members to ensure businesses are aware of key messages, opportunities and support available



We provide Salisbury independent businesses with promotion and support, including the annual Indies Week campaign



We have facilitated free security and counter-terrorism training sessions for our business members



Your BID, Your Views

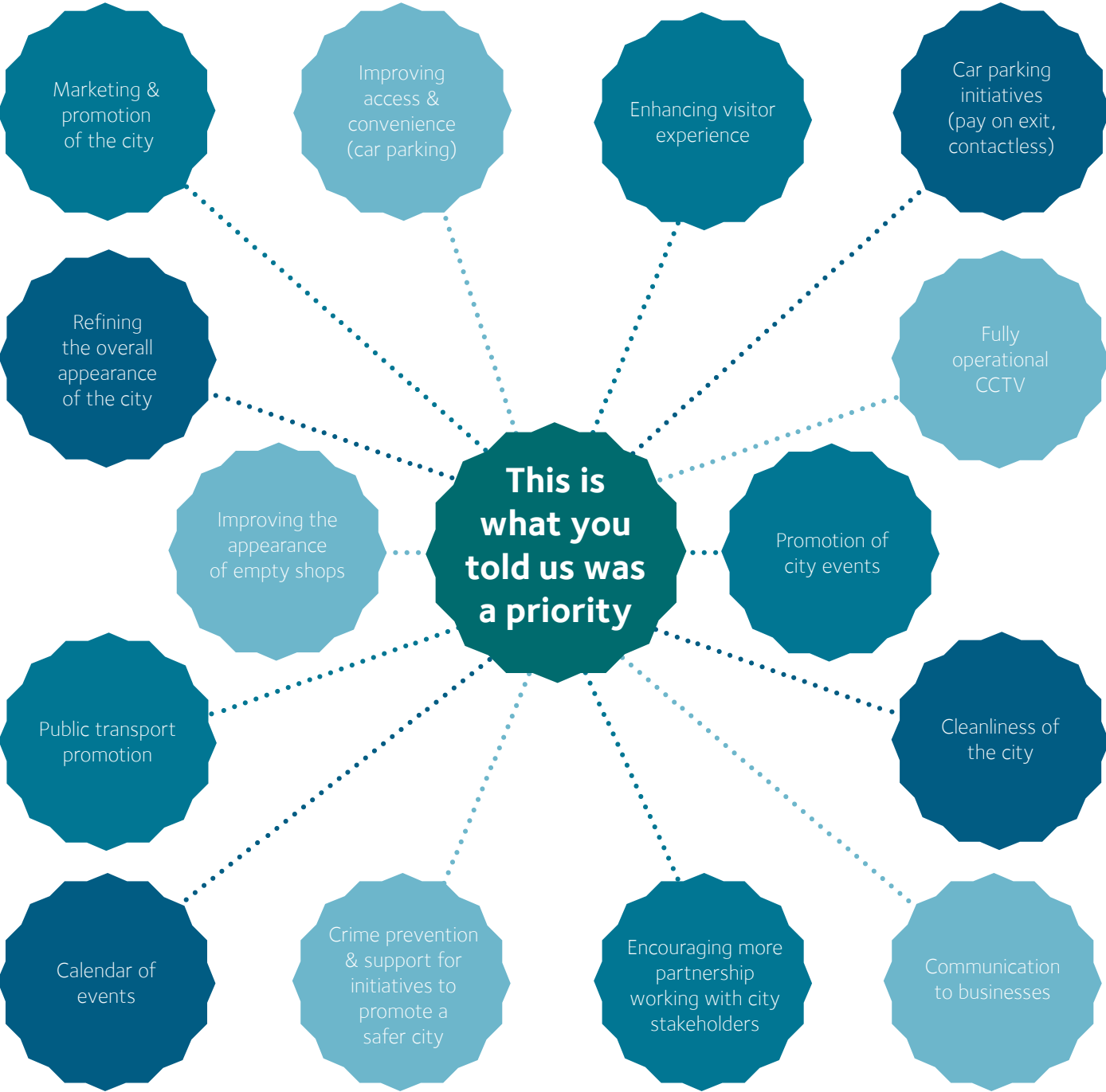
Consultation Feedback

Salisbury BID is focused on delivering projects and services for the benefit of our business members. So it was important that we took the time to understand what's of greatest value to you, your business and the city.

We ran a consultation process during summer 2018 to communicate with our businesses who will be voting in the renewal ballot in February 2019.

A consultation survey was produced and distributed as a printed and digital format to all our businesses. We received an excellent response rate of over 60% from our BID levy payers.

We've analysed the responses and feedback that you provided, and the data has shaped this business plan for our next term (2019-2024).



Your BID, Your Views

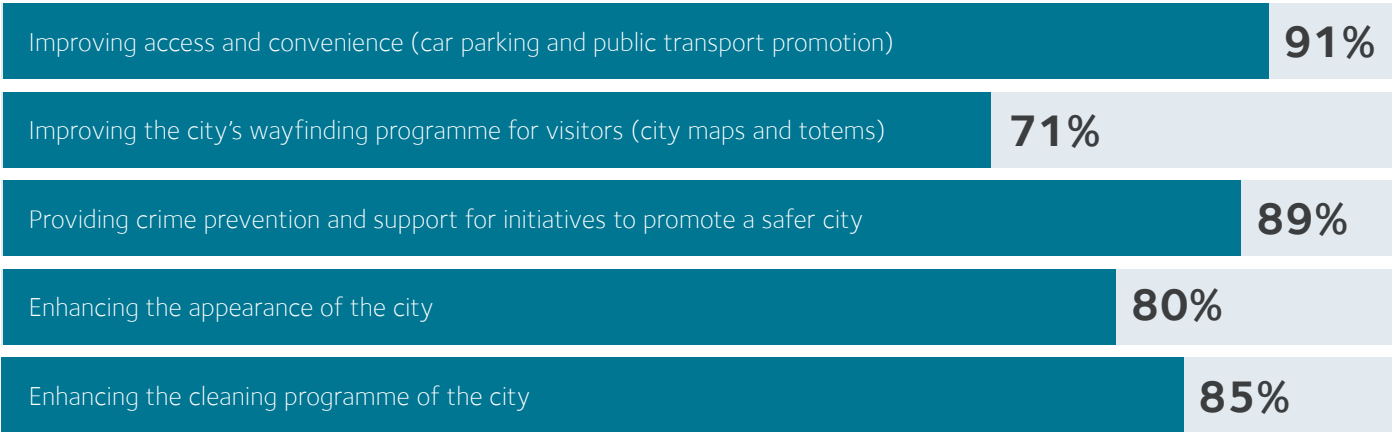
Your Project Ratings

During the consultation, we asked members to rate what projects are important to them in the future. The results are:

Marketing & Events



Welcoming, Safe & Clean



Business Support



What Will the BID Deliver 2019 – 2024?

Over the next five years, we aim to maintain and build on the firm foundations we have laid in our first term.

The BID team and Directors will work to provide leadership and representation to champion businesses within the city and ensure a strong voice on the issues which need addressing.

We aim to enhance the trading environment and the experience of visiting Salisbury, generating direct benefits to our business members.

To ensure the BID provides additional services to the city, we've consulted with city stakeholders to

understand baseline agreements and what is already being provided as a statutory service.

After analysing our consultation survey responses from businesses, we've identified three themes which summarise your priorities for the BID's second term:

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

“

The City Rangers are a godsend to have around, they're always there to help no matter the situation. The guys are always friendly and supportive, even when we give them the most challenging of tasks. It's great to have to the BID to help us with any issues we face!

Angharad Griffiths
Moss Bros Salisbury



What Will the BID Deliver 2019 – 2024?

Welcoming & Enhancing

£621,000 over 5 years



Crime prevention and support

Working with businesses along with other city organisations (including PubWatch, ShopWatch, CityWatch, the councils and the police), we will develop a comprehensive Business Crime Reduction partnership with clear objectives to reduce the impact of crime against businesses and their staff.

We will ensure that the key principles from the recently published 'BIDs and Business Crime Manifesto' are incorporated into future partnership arrangements and that the BID resources and initiatives are allocated for maximum return to businesses.

We will continue to provide financial support to the city's newly established CCTV system so that it is fully operational. We will also continue to facilitate businesses signing up to the new digital radio system which is operated from the CCTV control room.

We will continue to provide and maintain support in updating the information database (DISC). This is used to share information between businesses, Pubwatch and other organisations to help reduce crime and anti-social behaviour.

Enhancing the appearance of the city

Enhancing the appearance of the city centre remains a key priority for businesses. We will continue to provide additional services over and above the Council's statutory services.

We will invest in the following initiatives to improve the overall appearance of the city:

- Responsive cleaning services for business members
- Dressing empty shops
- City dressing
- Graffiti removal
- Street furniture maintenance
- Clean-up campaigns
- Support for pop up shop projects

Enhancing the visitor experience

To encourage visitors to explore all areas of the city, helping to spread footfall and spend, we will continue to invest in printed maps and signage, as part of how we help visitors to navigate the city.

We will also set up trails, as a fun and engaging way, to encourage visitors to walk around the city.

In partnership with the city council, we will continue to support any city initiatives to welcome and support visitors to Salisbury.



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The BID's commitment to making Salisbury a safer place through initiatives such as Salisbury CityWatch, Pubwatch and the Purple Flag award are crucial.

Amanda Newbery
The Chapel Nightclub

What Will the BID Deliver 2019 – 2024? Promoting & Supporting

£725,000 over 5 years



Promoting businesses

We will continue to work to promote businesses through our social media channels, websites, marketing campaigns and events.

We will continue to support the Salisbury Independents group, promoting the city's independent businesses, with fresh and exciting new campaigns, including support for national independents week.

Promoting the city to residents and visitors

Visit Salisbury is the city's top ranked visitor website, with over 245,000 unique visitors per year and a rapidly growing social media following of over 12,000.

We will continue to work with VisitWiltshire to promote the city to visitors and create new opportunities for our members to showcase their business. Enhanced profiles on the Visit Salisbury website, for all BID members, will improve their visibility.

Exciting seasonal experiences, campaigns and activities will attract more visitors and residents into the city centre and we will aim to maximise the busy periods of the year.

Support for events

Quality events bring footfall into the city and many of our business members directly benefit from the increased footfall. We will continue to promote city events to attract as many visitors as possible.

We will provide guidance and signposting to new and existing events to help them become financially sustainable.

We will also work to enhance events, with business engagement, promotional campaigns and marketing support.

Supporting businesses

Delivering cost saving schemes and cutting costs off the bottom line will remain a priority. From using BID's buying power to negotiate favourable rates, to facilitating free workshops and training, we will work towards reducing businesses costs.

We will work to promote and engage with workers in and around the city to promote what's on and communicating any promotional offers.

“

The BID's cost saving scheme has saved us £915 a year – almost 5 times our BID levy bill! As a small independent business, these are savings that we wouldn't have been able to secure on our own.

Phil and Jill Joliffe
Shirley Snells



What Will the BID Deliver 2019 – 2024? Representing & Influencing

£310,000 over 5 years

Powerful voice for businesses

One of our key priorities is to give the business community a stronger voice to influence local decision making.

We will represent and champion business needs in local matters such as car parking and infrastructure, the Maltings redevelopment and the city's Neighbourhood Plan.

Through our memberships with The BID Foundation and the Associate of Town and City Management (ATCM), we will continue to play an active role at national level on policies affecting our businesses and their trading environment.

Representing businesses in Salisbury's longer-term economic plans

Building on the solid foundations we've laid in our first 5 years, we will continue to work with key partners to facilitate stronger partnerships and collaborative working; with the aim of achieving visible business results.

We will lead on the development of a strategic plan for 'Christmas in Salisbury' for 2019 and beyond, we will work with city partners to enhance this peak season.

We will represent businesses for significant Salisbury events including 'National Armed Forces Day' in Salisbury 2019, 'City on the Move' 2020 and 'Salisbury International Arts Festival'. This is to ensure that we are able to maximise the opportunities events like these bring to our local businesses.

Working with Wiltshire Council's economy team for South Wiltshire, other partners and specialist advisors, we will be a key partner in the development of the economic plan for Salisbury ensuring we represent businesses in the city.

Monitoring council service

Baseline agreements are in place, which set out the agreed levels of services provided by Wiltshire Council and Salisbury City Council. These agreements help us to demonstrate to our members that their BID investment is additional funding and isn't funding core baseline services. The baseline agreements are available at www.salisburybid.co.uk/BID2.

We will monitor these baseline agreements, ensuring the services the BID provide are additional and complementary to the services already provided by the councils.

City performance data

We recognise the importance of monitoring city centre data as it allows us to evidence performance, understand trends and feedback on matters affecting trade. The data provided to the government by us, following the March 2018 incident, evidenced the economic impact on the city. This played a crucial role in the city acquiring the £7.5million funding from them.

Therefore, we will continue to measure footfall, shop vacancy rates and sales performance and will consider investment into additional city performance measurements.

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Salisbury BID has been an integral part of helping Salisbury recover after the nerve agent attacks in March 2018. The flexible and reactive nature of the organisation enables the BID to keep our businesses well informed and supported throughout. The team are proactive and routinely contribute to the Salisbury Economic Recovery meetings and will continue to be an important stakeholder in the wider South Wiltshire Recovery Task Force as we move through 2019/20.

Cllr Pauline Church

Cabinet Member for Economic Development & South Wiltshire Recovery Wiltshire Council

The Budget

Income

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Levy Income	£360,000	£365,472	£371,027	£376,667	£382,392	£1,855,558	89%
Voluntary Membership	£1,500	£2,500	£3,000	£4,000	£5,000	£16,000	1%
Grants & Sponsorship	£30,000	£35,000	£40,000	£45,000	£50,000	£200,000	10%
Total Income	£391,500	£402,972	£414,027	£425,667	£437,392	£2,071,558	100%

Projects Expenditure

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Welcoming & Enhancing	£117,450	£120,892	£124,208	£127,700	£131,218	£621,467	30%
Promoting & Supporting	£137,025	£141,040	£144,910	£148,983	£153,087	£725,045	35%
Representing & Influencing	£58,725	£60,446	£62,104	£63,850	£65,609	£310,734	15%
Total Projects	£313,200	£322,378	£331,222	£340,533	£349,914	£1,657,246	80%

Other Expenditure

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	%
Management & Overheads	£58,725	£60,446	£62,104	£63,850	£65,609	£310,734	15%
Levy Collection Costs	£8,000	£8,000	£8,000	£8,000	£8,000	£40,000	2%
Contingency	£11,575	£12,149	£12,701	£13,283	£13,870	£63,578	3%
Total Expenditure	£391,500	£402,972	£414,027	£425,666	£437,393	£2,071,558	20%

- The budget is subject to annual review based on evaluation of project results.
 - Based on past performance, an assumed levy collection rate of 97% has been adopted.
 - The discretionary annual inflation rate on levy income has been assumed at 2%.
- The figures included for voluntary membership, grants and sponsorships income are estimates based on the BID's first five years, but these cannot be guaranteed.
 - The annual levy collection charge is £8,000, which equates to less than 2% of levy income and approximately £15 per unit.

Keeping You Up to Date

A key element of the BID's role is to keep businesses up to date with BID projects, as well as city news and opportunities for businesses.

We will keep you updated through a number of channels:

- City Ranger visits – delivering key messages to businesses
- One-to-one business meetings – giving businesses the opportunity to engage and feed into the BID
- Monthly e-newsletter – if you don't receive our e-newsletters, you can subscribe via our website
- E-shots – to be sent as and when there's important news to communicate
- BID website and social media – follow Salisbury BID on Facebook, Twitter and LinkedIn and visit our website for latest updates
- Press and PR – to promote positive news and achievements
- Annual report – summarising the achievements of the year and highlighting our plans for the year ahead

In the BID's second term, we will commit to developing a digital tool which will allow us to easily communicate with businesses, as well as providing businesses with latest news, insights and city data.

“

We value being kept up to date by the BID. Without the BID's communications we wouldn't have known where to go to get support following the March 2018 incident.

Charles Aldridge
Pritchetts Butchers



Management & Governance of the BID

The management and governance of the BID will be open and transparent and will be accountable to all levy payers.

Salisbury BID operates as a company limited by guarantee and has a voluntary Board of Directors.

The Board takes responsibility for the strategic and financial management of the BID. It is the responsibility of the Board of Directors to ensure good management of the BID.

The Board will meet on a quarterly basis (as a minimum), to review strategy and consider recommendations from the Chief Executive and to agree any decisions on behalf of the BID company.

The make-up of the Board will consist of a skills-based matrix and will aim to reflect the sector breakdown of the BID levy paying businesses across the city, including both national and independent business representation.

The BID will produce a set of annual accounts made available to all BID levy paying businesses.

The BID will enter into legal agreements with Wiltshire Council and Salisbury City Council.

- Baseline agreement - this agreement sets out the minimum service standards to be delivered by Wiltshire Council and Salisbury City Council.
- Operating agreement - this agreement is between the BID and Wiltshire Council which defines the contractual arrangements for the collection and enforcement of the BID levy collection. This will be carried out by Wiltshire Council on behalf of the BID. This contractual relationship is in line with the requirements of BID legislation.

Copies of these agreements can be viewed at www.salisburybid.co.uk/BID2



Management & Governance Levy Rules

1. The BID levy rate will be charged at 1.5% of the rateable value as at 1st April 2019 based on the 2017 rating list.
2. All new hereditaments entering the rating list after this date will be charged on the prevailing values.
3. The levy will be charged annually in advance starting on 1st April 2019. In the event of a change of occupation, refunds will be given based on the residual for that chargeable year and the new occupier will be charged from the point of occupation for the remainder of that chargeable year. No other refunds will be provided.
4. For each subsequent chargeable year, the levy will be charged as at 1st April based on the 2017 rating list values at that time.
5. The BID levy may increase by an annual inflationary factor of up to 2% (i.e. the levy may increase to 1.52% from year 2, 1.54% from year 3 and so on). It will be at the Board's discretion whether to apply the inflation factor each year.
6. The BID levy will be applied to all businesses within the defined area with a rateable value £10,000 and above, provided they are listed on the National Non-Domestic rates list as provided by Wiltshire Council.
7. Businesses who meet the criteria outlined above and who are located on the streets listed in the business plan will be included in the BID, and therefore will be legally required to pay the BID levy.
8. Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations will be exempt from paying the BID levy.
9. Vacant properties, or those undergoing refurbishment or being demolished, will be liable to pay the BID levy by the registered business ratepayer, who may be the property owner. In this event, the registered business ratepayer will be entitled to vote in the BID ballot.
10. Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the Board of Directors being responsible for any debt write-off.
11. Wiltshire Council or their appointed agent are the only authorised bodies able to collect the BID levy on behalf of the BID company.
12. VAT will not be charged on the BID levy.
13. Voluntary BID levy payers will not be entitled to vote in the BID ballot.
14. The term of the BID will be five years from 1st April 2019 – 31st March 2024.



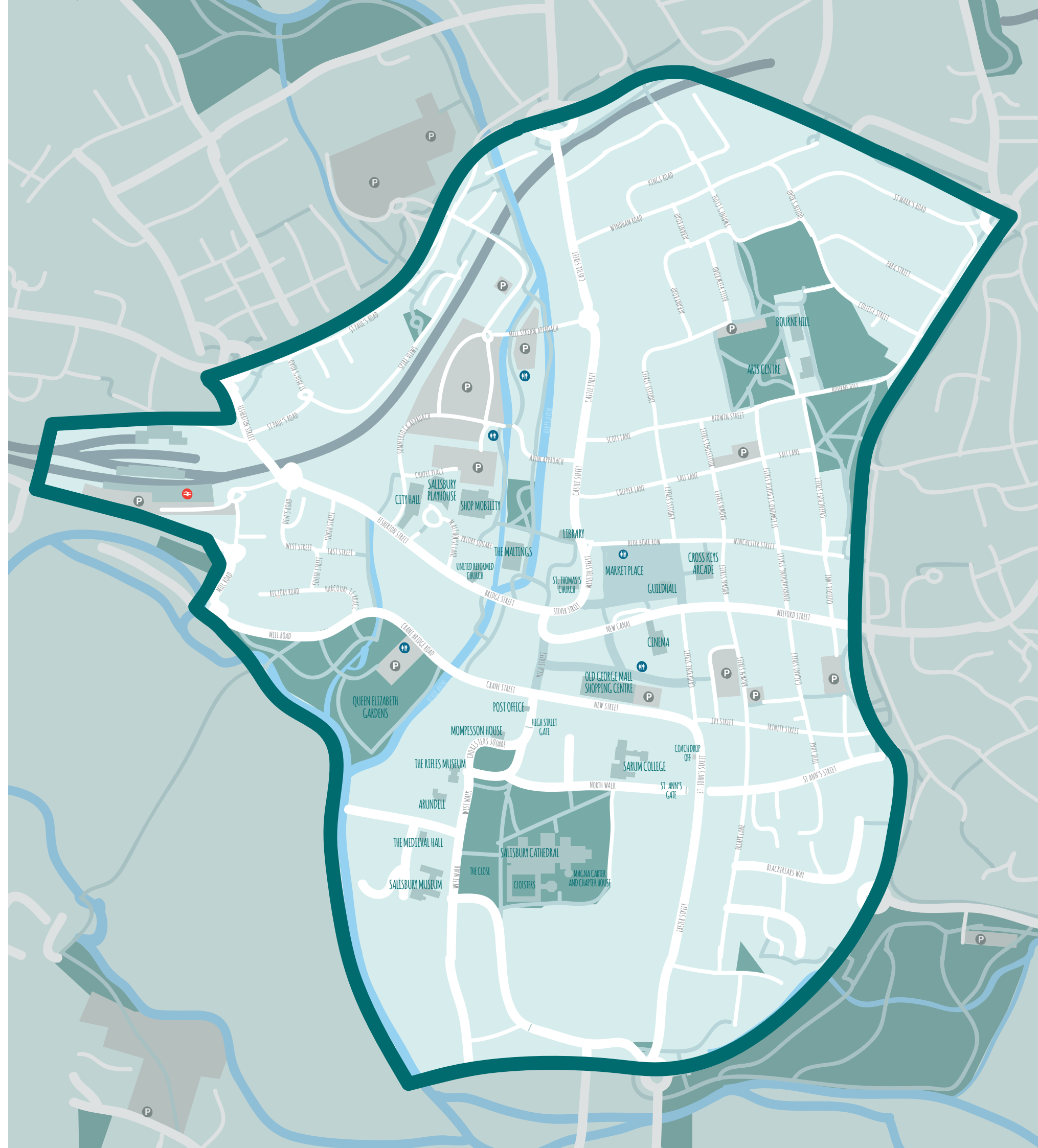
Salisbury BID Area

This map shows the proposed Salisbury BID area. Businesses who meet the criteria outlined on page 27 and who are located on the streets listed below will be included in the BID and therefore will be required to pay the BID levy.

List of Streets

Avon Approach
Bedwin Street
Blue Boar Row
Bourne Hill
Bridge Street
Brown Street
Butcher Row
Castle Street
Catherine Street
Chipper Lane
Crane Street
Cranebridge Road
Culver Street
Endless Street
Fish Row
Fisherton Street
High Street
Malthouse Lane
Market Place
Market Walk
Milford Street
Mill Road
Mill Stream Approach

Minster Street
New Canal
New Street
North Walk
Oatmeal Row
Old George Mall
Ox Row
Priory Square
Queen Street
Rollestone Street
Salt Lane
Scots Lane
Silver Street
South Western Road
St Ann Street
St Johns Street
St Thomas's Square
Summerlock Approach
The Close
The Maltings
Water Lane
West Walk
Winchester Street



The BID Ballot

What does a ‘YES’ vote mean for Salisbury?

The renewal of Salisbury BID for a further five years would mean:

- An additional £2m investment into Salisbury city centre
- The continuation of BID projects, initiatives and services
- Development of new projects as set out in this business plan, following feedback from businesses given in our consultation
- A voice for businesses to influence the future of the city

What happens if it’s a ‘NO’ vote?

Should the BID ballot in February 2019 fail to gain a positive majority vote, Salisbury BID will cease to exist on 31st March 2019.

Under such circumstances, all projects and activities funded by the BID will terminate.

There is no replacement body that will deliver these services.

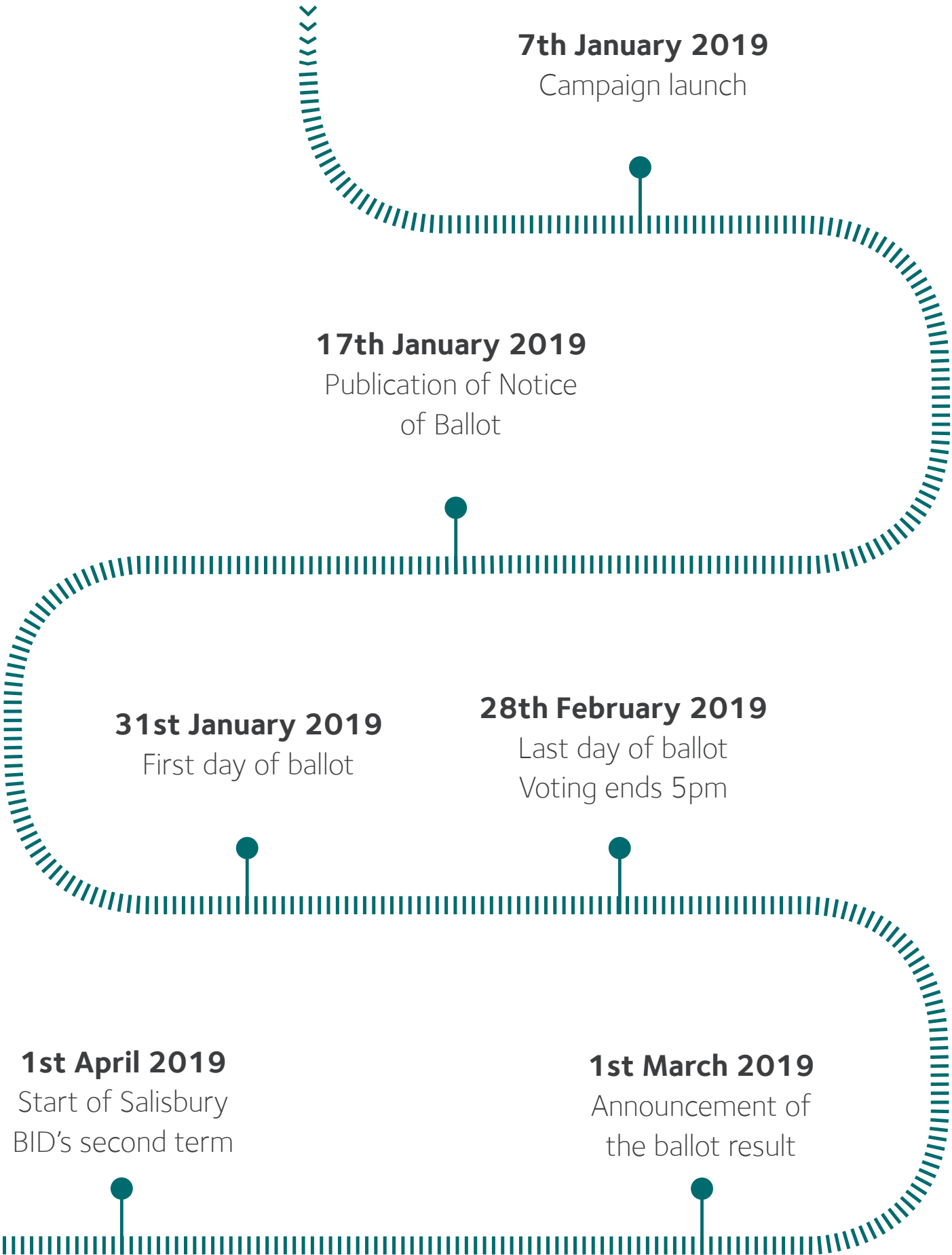


Ballot Details

- A ballot of defined business ratepayers in the BID area will take place on 31st January – 28th February
- Ballot papers will be delivered by post to all businesses eligible to vote on 31st January
- The voter must cast their vote and return the ballot paper by 5pm on 28th February
- The BID ballot will be successful if the following two criteria are met:
 - More than 50% of businesses that vote must vote YES
 - Of the businesses who vote, the YES vote must represent more than 50% of the total rateable value of all votes cast
- The result of the ballot will be announced on 1st March 2019



The Ballot Timeline





Without the BID, **Salisbury** will lose

- ✗ £2 million investment into the city
- ✗ CCTV funding
- ✗ City Rangers
- ✗ Responsive cleaning service
- ✗ PubWatch & ShopWatch support
- ✗ Removal of graffiti
- ✗ Investment into the city radio scheme
- ✗ Improvements to street furniture
- ✗ City centre business voice
- ✗ Footfall data
- ✗ Cost saving schemes
- ✗ Dedicated communications to businesses
- ✗ Business representation
- ✗ What's on employee updates
- ✗ Marketing & promotion of businesses
- ✗ Salisbury Gift Card
- ✗ Investment into the city's appearance
- ✗ Lantern procession
- ✗ Salisbury umbrellas
- ✗ Promotion of the city through Visit Salisbury
- ✗ Coach ambassador funding
- ✗ Investment into Christmas Market
- ✗ Christmas Nutcracker Trail
- ✗ Christmas in Salisbury brochure
- ✗ Salisbury Independents promotion
- ✗ Salisbury mini guides & maps

In the event of a NO vote, the projects and services delivered by the BID will cease and the details set out in this business plan will not be taken forward.



VOTE YES

31ST JANUARY - 28TH FEBRUARY 2019

SalisBury
BID

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