

Salisbury BID

Autumn Update

October 2021

www.salisburybid.co.uk





Message from Salisbury BID

2021 has been another year of highs and lows. Another year with Covid-19. Another year of lockdowns, re-openings, resilience and hard-work. But, as we head towards Christmas and 2022, the future is looking bright for Salisbury and its businesses.

It has been encouraging and reassuring to see visitors return to our city centre. Footfall has increased (especially over the summer months) and BID led initiatives have contributed to the feeling of vibrancy and vitality on our streets.

Over the last 19 months, Salisbury has shown its strength. It was named top bounce-back city in the UK by market research company Ipsos and vacancy rates have remained lower than the regional and national average. Yes, we have lost some businesses from our high street, but we have welcomed many more. From cafes to clothes and galleries to workspaces, we have been thrilled to see new entrepreneurs choose Salisbury as their new home.

There is still hard work ahead. Salisbury BID will continue to offer business support and champion the needs of levy payers as we learn to live in a world with Covid-19. We are here for you; we work for you.

Who is **Salisbury BID**?

Salisbury BID (Business Improvement District) is a business-led, not for profit organisation. It is funded by businesses, works for businesses in a defined commercial area: Salisbury city centre.

The key objective of the BID is to deliver additionality to the city centre. It enables a coordinated investment and delivers projects and services that benefit local businesses.

It encompasses and is funded by over 500 levy-paying businesses within the ring road of the city and is governed by a voluntary Board of Directors, all of whom are levy-payers from different sectors in the city.

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It has been reassuring to see Salisbury BID increase their involvement in the city's joint working groups. They have led on many city-wide projects that have brought vibrancy to the high street and real benefits to businesses.

Susi Mason, Owner of Casa Fina and BID Director

Salisbury BID Key Projects

Experience Salisbury Again

In April, it was time to #ExperienceSalisburyAgain. Salisbury BID launched their 'Welcome Back' campaign as many businesses were finally allowed to reopen following a third national lockdown. There was a six-week campaign with the Salisbury Journal to promote the city. And, a 'Welcome Back Business Toolkit' produced by the BID gave businesses access to easy to download posters and social media assets that welcomed customers back.

"We found the toolkit extremely helpful, particularly with clear and simple posters which helped explain the somewhat confusing and ever-changing rules."

Shane O'Neill, Old Ale House



Independents Month

July was Independents Month. Salisbury BID led an initiative to champion the city's impressive indie businesses and remind residents to shop local. As part of celebrations, the BID funded the design and production of Salisbury branded tote bags that were given away in businesses throughout the month. Independents Month was a huge success, with 2,000 shopping bags given away, and coverage by all local media outlets.

"At Conker Boutique, we felt the benefit of the tote bag giveaway as it certainly encouraged customers to support the fantastic independent businesses that Salisbury has to offer."

Sarah Haydon, Conker Boutique



Taste Salisbury

In August, the city came alive for the first Taste Salisbury. The ten-day celebration of local food and drink saw events and promotions take place across the city centre. After a tough couple of years for hospitality, the programme offered businesses the perfect opportunity to showcase what they have to offer to residents and visitors.

"As a new independent business in Salisbury, Taste Salisbury was brilliant for us. It was a great opportunity to collaborate with other businesses. It has created a momentum for us that we will undoubtedly build on next year."

Elizabeth Coombes, co-owner Artisan Wine & Spirit Co.



Introducing Experience Salisbury

Experience Salisbury is a new website dedicated to our wonderful city. Led and co-funded by Salisbury BID, it is packed with events, news, blogs and gives improved promotional opportunities for city businesses. Levy payers can use the platform to showcase what they have to offer, attract new customers and boost business.

Thanks to the funding from Salisbury BID, all levy payers have received a free upgrade on their listing in the business directory. Levy payers have also been included, and will continue to be, in blogs, social media posts, editorials and campaigns, including videos for Independents Month and promotion for Taste Salisbury events. Get involved and check your listing at www.experiencesalisbury.co.uk.

What's On

Never miss an event again! From family fetes to live music, theatre and sporting events, Experience Salisbury's What's On guide will keep you up-to-date with what's going on today, tomorrow, next month or next year. You can also submit your events too.

Explore

Experience the best of our Traditional Original Salisbury. There is plenty to see, do, discover and explore. Be inspired by our itineraries, blogs and tours.

Experience

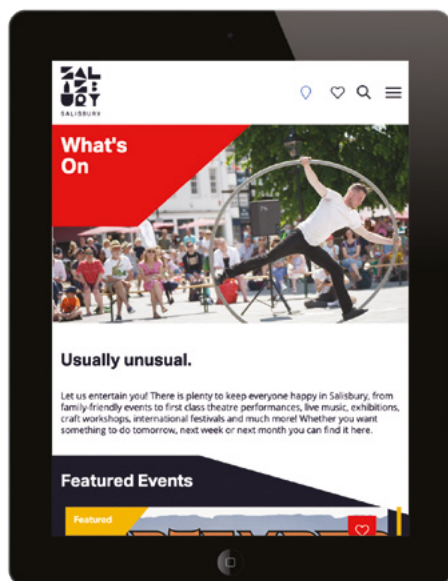
Salisbury offers an experience like no other, with much to discover within the city and surrounding areas. World-class attractions, award-winning galleries, perfect parks and dramatic theatre are just some of what's on offer. Find it all at Experience Salisbury.

Shop

Salisbury is blessed to have an active community of independent shops as well as larger chains. Specialising in the quirky and eccentric, Salisbury offers a unique shopping experience and an opportunity to discover things you wouldn't find on any other high street.

Live

For hundreds of years people have chosen Salisbury as their home and the city's timeless originality, history and reputation for innovation is still a draw today. Whether you are after first-class education, inspiring employers or business opportunities, Salisbury offers the perfect location to live, work and play.



“The launch of the Experience Salisbury website by the BID and its partners has been a wonderful tool for my business. It’s been both a source of marketing content to help encourage new visitors to the city, and is something we can send to guests prior to arrival to help plan what to do with their visit, creating an experience that hopefully makes them want to come back again and again.”

Arron Howle, Salisbury BID Director and Managing Director of Howle Hotels.

Sleep

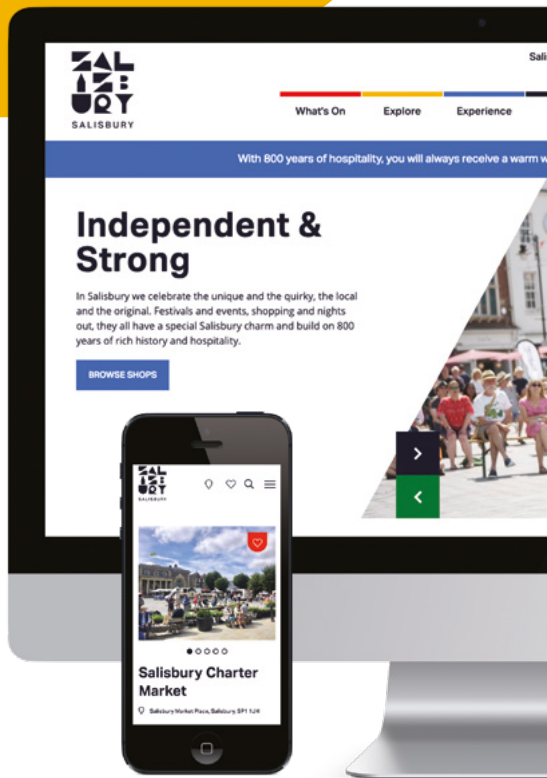
With a range of accommodation, from luxury hotels to B&Bs and guesthouses, there is something to suit every pocket. This is where to find them.

Taste

Old style ingredients. New recipe. For 800 years Salisbury’s hospitality businesses have offered a warm, friendly welcome and we take pride in continuing that tradition. From fine-dining to family food and cosy cafes, there is much to experience here.

Recruitment

Do you have a job vacancy you want advertised, or a volunteer opportunity? Upload the details now to Experience Salisbury’s new Recruitment page, backed by Salisbury BID.



If you have any news or events you would like to let us know about, email hello@experiencesalisbury.co.uk and sign-up to the mailing list to receive all the latest events, blogs and inspiration direct to your inbox www.experiencesalisbury.co.uk/subscribe-to-mailing-list.

Salisbury BID Key Projects

This Too Will Pass

This Too Will Pass was a temporary sculpture commissioned by Salisbury BID to celebrate and bring vibrancy to the city centre. Taking pride of place on the high street during the summer, the interactive artwork brought together themes of movement and reflection with hand-selected stones from Salisbury Cathedral. The sculpture was originally commissioned as part of the 800th anniversary celebrations of Salisbury Cathedral, but plans were put on hold due to the pandemic.

“It is so exciting to see our cityscape being enlivened by this locally designed, interactive artwork for the summer season.”

Deborah Fox, owner of Fisherton Mill



Salisbury Brand and Marque

This year has seen the launch of our new Salisbury brand and marque. Co-funded by Salisbury BID, the Traditional Original branding forms part of a new vision for Salisbury. One that will showcase it as a modern medieval city and help it stand out from the crowd.

The marque – which spells out SALISBURY – was co-created using young designers from Wiltshire College and each letter was inspired by a different part of Salisbury’s history. The brand and marque can be seen used throughout the Experience Salisbury website, where you can also find more information about the city’s new vision. A brand toolkit for businesses will be available soon.

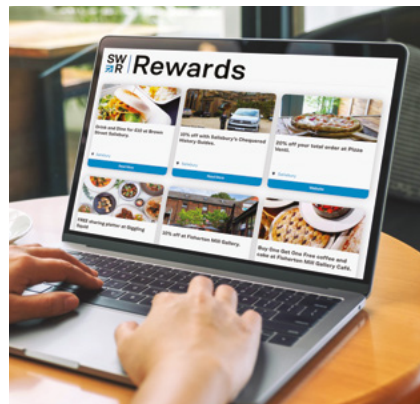


SWR's Rewards Scheme

New promotional opportunities were opened up through a partnership secured by Salisbury BID with South Western Railway. Levy-payers were invited to join SWR's rewards scheme, where businesses were able to promote discounts and offers on the South Western Railway website and via links on their 'e-tickets'. The response was fantastic, with Salisbury having the highest number of offers outside of London.

“SWR are excited to be working with Salisbury via the rewards program to offer incentives to enhance the customer experience while supporting local businesses.”

Richard Barker, Partnership Manager,
South Western Railway



Salisbury BID Projects

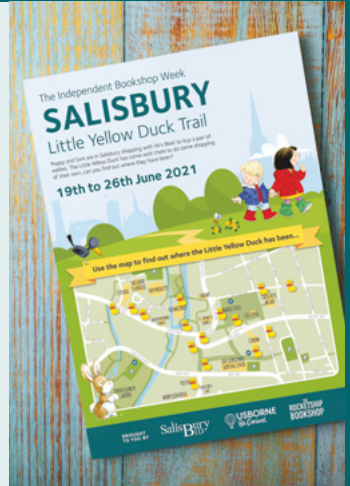
Trails

Salisbury BID was involved in three new trails over the last six months, as part of ongoing efforts to increase footfall and vibrancy across the city.

The Salisbury Story Trail took visitors on a journey through the history of Salisbury and the story behind our exciting new marque.

The Little Yellow Duck Trail was a family-friendly trail winding its way through the city using two hugely popular children's characters: Poppy and Sam.

The BID supported Salisbury Bear Hunt returned for its sixth year to raise money for Save The Children with print costs and a £50 Salisbury Gift Card from Salisbury BID.



Bunting

In March, as we worked towards the end of lockdown, brightness returned to the city centre with the hanging of the bunting! About 4.5 kilometres worth of the pretty street dressing was hung across our streets. It was once again co-funded by Salisbury BID.

“It really is cheerful and uplifting, and a welcome sign that we are emerging from a really difficult time. I would just like to express my thanks to the BID who organised it.”

Robyn McNally R&L Bailey Ltd



Business Crime Reduction

Salisbury BID continues to lead, promote and fund Business Crime Reduction efforts across the city supporting initiatives including Pubwatch and co-funding CCTV. Businesses are encouraged to sign-up to Salisbury ShopWatch and City Radio which both aim to detect and tackle crime. It is free to join for our levy-payers. Email us at info@salisburybid.co.uk to find out more.

SEBP

Salisbury BID joined Salisbury Chamber of Commerce and Sarum Rotary in the launch of a new partnership that will forge closer links between businesses and schools. The Salisbury Education & Business Partnership (SEBP) aims to help develop and retain home-grown talent. Go to www.sebpartnership.org for more information to find out more.



The work done by the BID this year has helped to enhance the appearance and feel of the city and I am sure that has contributed to the activity seen with the good take up of vacant shop units. Occupiers, encouraged by the vibrancy they experience, see Salisbury as a location to open their new businesses.

Dean Speer, Salisbury BID
Director and Myddelton
& Major Partner.

Still to come from Salisbury BID

Window Wanderland

November will see the launch of Salisbury's first Window Wanderland. Salisbury BID is organising the unique art gallery alongside Wiltshire Creative and Salisbury City Council, to bring a little magic and light to the city as the nights get darker. The event will run from 4th to 7th November 2021, when windows across the city will be decorated with imaginative designs. The main theme this year will celebrate the diversity in our city, inspired by Diwali, Festival of Lights. Thank you to all those businesses that have signed-up to take part.

Christmas in Salisbury

Nutcracker Kings

The countdown to Christmas has already begun for Salisbury BID! This year we will be bringing back the popular Nutcracker Kings. They will be located in businesses across the city centre, as shoppers try to track them down. The shop local message will be heavily promoted through the Experience Salisbury website and social media channels, with blogs, editorials and social posts showcasing levy payers.

Best Dressed Christmas Window

In partnership with the Salisbury Journal, there will also be a Best Dressed Christmas Window competition. All levy-paying businesses that take part will receive free promotion in the paper and online. The top 5 window designs voted for by the public will receive over £1500 free advertising. Thanks to the partnership, editorials promoting businesses will run both within the paper and online.

Get Involved and Keep up to Date

Salisbury BID is a business led organisation and therefore feedback, thoughts and suggestions are always wanted and welcomed.

We encourage levy payers to proactively get involved with the BID to make the most of the services and opportunities available.

The latest news and advice can be found on the BID website. Sign-up to our regular e-newsletter for updates direct to your inbox, or follow Salisbury BID on Facebook, Twitter and LinkedIn.



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