

ANNUAL REVIEW 2020 - 2021



Message from Salisbury BID

2020 was a year of crisis. Coronavirus took hold and Salisbury businesses had to adapt to a world with Covid. It was tough, it still is tough, but our local businesses are resilient. They have embraced new ways of working and diversified where possible and we applaud them.

It has also meant that we, Salisbury BID, had to adapt. Projects that we hoped to deliver were put on hold while we worked to support businesses trying to navigate their way through new restrictions, furlough schemes, grants and national lockdowns.

The pandemic has made it very difficult to plan, but what we can proactively work towards is putting steps in place to enhance and promote Salisbury. To bring back visitors. To increase footfall and showcase what we have to offer because, as city, we do have a lot to offer.

It has never been more important to work together as an organisation and as a business community. We will continue to offer increased business support while working to improve partnership working and champion local business needs.

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, working 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.

Financial Report 2020/2021

	2020/21	2019/20
Income	Estimate	Actual
BID Levy Collected	£262,500	£352,108
Sponsorship & Grants	£46,793	£55,902
Voluntary Membership	£525	£1,950
Total Income	£309,818	£409,960

Expenditure	Estimate	Actual
Welcoming & Enhancing	£75,298	£96,494
Promoting & Supporting	£110,848	£112,606
Representing & Influencing	£17,884	£26,687
Christmas in Salisbury	£14,015	£56,512
Operational Management	£59,664	£69,126
Total Expenditure	£277,709	£361,515
Surplus of Income Carried Over	£32,109	£48,445
Funds Brought Forward	£168,726	£120,281
Funds Carried Forward	£200,835	£168,726

The Salisbury BID Team

Robin McGowan,
Chief Executive

Andy Milton,
City Ranger

Dan Collins,
Business Manager

Kara Rogers,
Experience Salisbury
Marketing Manager

2020-2021 Key Achievements

COVID-19 response

- 4,861 page views on dedicated COVID-19 hub on BID website
- 9 business support webinars
- 3 mental resilience workshops
- 36 e-communications sent offering information and guidance

Continuous sign posting of funding available on our media platforms

- Support letter detailing available funding sent to all levy payers
- Continuous 1-2-1 COVID-19 support, helping over 200 members



15,500 page views on the web page for Eat Out to Help Out participating businesses

12,000 page views on the web page with list of open businesses

- Press and radio campaign delivered
- COVID-19 signage poster templates created for businesses
- 1,000 social distancing floor stickers placed across the city and in businesses

Promoting & Supporting

- Creation of "Experience Salisbury" a joint venture with key city partners to promote Salisbury - launching 2021
- 33,000 page views on 'Christmas in Salisbury' website



66 pieces of PR for the city (newspaper, radio and TV)

- 30 Salisbury BID businesses shop windows decorated to promote #shopsalisbury
- £21,500 worth of Salisbury Gift Cards sold

Welcoming and Enhancing

- Over 300 families took on the Salisbury Pumpkin Trail



£25,000

granted to keep the city centre CCTV operational

- 1 City Ranger employed full time to support businesses & business crime reduction initiatives
- 149 ShopWatch members



72

radio link users that help detect and deter crime

- Funding of PubWatch DISC (data sharing platform)



Full funding and operation of Salisbury ShopWatch

Representing & Influencing

- 3 permanent footfall counters funded to measure city performance



5 formal letters to Wiltshire Council on behalf of levy payers regarding local issues

- 6,356 followers on Salisbury BID social media



Representing businesses at council, police and stakeholder meetings

- Regular and direct communication with Salisbury's Member of Parliament



£15,000

invested to collect city performance & economic data

What Will The BID Deliver 2021-2022?

In 2019, businesses voted to keep Salisbury BID for another 5-year term. The priorities for those 5 years were split into 3 main themes and our team will continue to work on projects and initiatives

based on those areas. The Coronavirus has led to many previous key projects being put on hold, but we are proactively working on future initiatives whatever 2021 may bring.

Welcoming & Enhancing

The city centre experience will become even more important as we welcome back both visitors and local residents. Salisbury BID is working with partners to enhance the appearance of the city and increase consumer spending.

We will continue to develop business crime reduction initiatives in order to not just create a safer Salisbury but to reduce business losses. All BID levy payers will be offered loss prevention training and there will be further work on increasing the number of ShopWatch members and radio users.

Promoting & Supporting

2021 will see a new brand launch for Salisbury with an aim to increase visibility and city footfall.

The new Experience Salisbury website and social media channels will enable us to promote our city and all it has to offer. The initiative will give BID levy payers enhanced promotion opportunities while showcasing why Salisbury is a great place to visit, live and work.

Our team will continue to be on hand to offer the most up-to-date Covid-19 business advice.

Representing & Influencing

As businesses deal with the impact of Covid-19, working together and fostering stronger relationships will become even more essential over the next year. Salisbury BID will continue to develop partnership working on a local level as well as advancing our direct voice to national government in order to act as a strong voice for city centre businesses.

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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