

Salisbury BID

Annual Review

2021-2022

www.salisburybid.co.uk



City Radio and ShopWatch

Salisbury BID
Businesses
Against
Crime

A message from the Chair & Chief Executive

It has been another turbulent year for our businesses. Coronavirus has continued to grip the nation, and yet, Salisbury has remained strong.

It has been tough, but through a lot of hard work, businesses have shown resilience. Salisbury was named top bounce-back city in the UK; vacancy rates have remained lower than the regional and national average; and we have welcomed many new businesses to our city centre.

Over the last year, Salisbury BID has worked proactively to put steps in place to enhance and promote Salisbury further, to bring back visitors, increase footfall and showcase the city's attractive offer. All whilst dealing with the uncertainty of a global pandemic. We have been instrumental in launching the first Taste Salisbury and Window Wanderland events, plus the introduction of new city art and the implementation of Experience Salisbury, a dedicated website for the city.

Salisbury BID will continue to build on the success of the last year, working closely with partners to increase the number of co-ordinated events and activities across the city, making sure the business community is represented and included.

The future is looking brighter and Salisbury BID will continue to champion and act as a voice for city centre businesses over the next 12 months, whatever they may hold. Together we are stronger.



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



*Robin McGowan
Chief Executive,
Salisbury BID*

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 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, with priorities over its five-year term (2019-2024) split into three themes:

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

The Team

Robin McGowan

Chief Executive
robin@salisburybid.co.uk

Dan Collins

Business Manager
dan@salisburybid.co.uk

Andy Milton

City Ranger
andy@salisburybid.co.uk

Louisa Jackson

Experience Salisbury Manager
louisa@experiencesalisbury.co.uk

Board of Directors

Salisbury BID is governed by a voluntary Board of Directors, all of whom are BID levy-paying businesses from different sectors within the city. They are responsible for the strategic and financial management of the BID. We are pleased to welcome four new members to the Board, following their confirmation at the last AGM, and look forward to working with them to champion business needs.

Keith Hanson (Chair)

Personnel Placements

Dean Speer (Vice Chair)

Myddelton & Major

Stephen Oxley (Legal Director)

Wilson Solicitors

Susi Mason

Casa Fina

Alex Chutter

Salisbury Reds

Arron Howle

Peartree Apartments

James Barnett

The Therapy Centre

Rachel Tribbeck

H R Tribbeck & Son

Elizabeth Coombes

The Artisan Wine & Spirit Co

Arnold Catterall

Centre Manager, Old George Mall

Peter Beck

Salisbury Antiques Market

Shane O'Neil

The Old Ale and Coffee House



Salisbury BID Directors in position from November 2021

Financial Report 2021/2022

We had revised and reduced the BID levy collection forecast due to the pandemic, however we are pleased to report good collection rates for 2020/21 and 2021/22 which will allow us to deliver more projects in 2022 and 2023.

	2021/22	2020/21
Income	Estimate	Actual
BID Levy Collected	£335,000	£317,595
Sponsorship & Grants	£54,847	£51,888
Voluntary Membership	£300	£750
Other incomes	-	£11,255
Total Income	£390,147	£381,488

Expenditure	Estimate	Actual
Welcoming & Enhancing	£83,077	£83,867
Promoting & Supporting	£163,030	£108,726
Representing & Influencing	£26,318	£20,629
Christmas in Salisbury	£14,556	£13,150
Operational Management	£44,830	£61,342
Total Expenditure	£331,811	£287,714
Surplus of Income Carried Over	£58,336	£93,774
Funds Brought Forward	£262,500	£168,726
Funds Carried Forward	£320,836	£262,500

2021-2022 Key Achievements



Promoting & Supporting

Experience Salisbury Again

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 media campaign with the Salisbury Journal alongside the production of a 'Welcome Back Business Toolkit' which gave levy-paying access to original assets.

Trails

Salisbury BID was involved in three new trails as part of ongoing efforts to increase footfall and vibrancy. The Salisbury Story Trail, Little Yellow Duck Trail and Salisbury Bear Hunt.

£16,000

of Salisbury Gift
Cards spent in city
centre businesses



Continuous
1-2-1 COVID-19
grant support and
signposting of
funding available

Taste Salisbury

The first Taste Salisbury took place in August and September 2021. The ten-day celebration of food and drink – supported by Salisbury BID and levy-paying businesses – saw events and promotions across the city centre.

Window Wanderland

The first Window Wanderland took place in August. Organised by the BID alongside Wiltshire Creative and Salisbury City Council, businesses across the city got involved in the unique art trail by decorating their windows with art designs inspired by Diwali.

SWR Rewards Scheme

Salisbury BID developed a new partnership with South Western Railway to increase promotional opportunities for levy-payers. Businesses were invited to sign-up to SWR's Rewards Scheme. The response was so good Salisbury had the highest number of offers outside of London.

16,716

followers on Experience
Salisbury across all
social channels



Experience Salisbury

Experience Salisbury is the new website dedicated to our wonderful city. Led and co-funded by Salisbury BID, it is packed with events, news, blogs and gives promotional opportunities for businesses.

Thanks to Salisbury BID involvement, all levy-payers have received a free upgrade on their listing on the business directory. There has also been the addition of a Recruitment page and businesses will continue to be included in blogs, social media posts, editorials and campaigns.

Over the first six-months there were:

- 222 events uploaded to the site
- 13 releases to media
- 60 pieces of press coverage
- 56 business focussed features
- 7 business focussed videos

Be part of Experience Salisbury. Get involved and check your listing at www.ExperienceSalisbury.co.uk



Responsive
Covid signage
designed and
delivered
available for all
businesses

Christmas in Salisbury

Salisbury BID developed projects to increase footfall and inject merriment into the city centre.

44 businesses took part in the Best Dressed Christmas Window Competition, with 2,000 votes cast online.

30 levy-paying businesses hosted the BID Nutcracker Kings as part of a Hide & Seek Challenge that offered prizes to shoppers for finding the giant statues

Salisbury BID secured £15,000 of free marketing for BID levy payers as part of a promotion with media company, Love Salisbury. 56 businesses signed-up to the deal.

6,622

followers on
Salisbury Indies



Independents Month

A month of initiatives, led by Salisbury BID, to champion the city's indie businesses and remind people to shop local. As part of the campaign, a Salisbury tote bag was created by the BID. 2,000 were given away in over 40 independent businesses across the city.

“

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

Representing & Influencing

Future Salisbury Place Partnership

It was recognised that in order for Salisbury city centre to survive and thrive, all partners need to work more effectively together so an overall place Partnership was created to strategically review matters that effect the city. Salisbury BID's Chair sits on the Future Salisbury Place Partnership to represent levy-payers. There are six pillars of workstreams (sub-groups) that feed into the Partnership:

- **Marketing and communications**
- **Vibrancy**
- **Managing the City**
- **Business Support**
- **Developing the city**
- **Cultural**

Representing businesses
at council, police and
stakeholder meetings



24

newsletters and
14 e-shots sent

£15,000

invested to collect city
performance data



24

newsletters and
14 e-shots sent



6,323

followers on all Salisbury
BID social channels

“

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





Welcoming & Enhancing

Bunting

Brightness returned to the city centre in March 2021 with the addition of the city centre bunting. Co-funded by the BID, the bunting was about 4.5 kilometres in length and added a pretty dressing to our streets.

This Too Shall Pass

This Too Shall Pass was a temporary sculpture commissioned by Salisbury BID to celebrate and bring vibrancy to the city centre. It took pride of place on the high street over the summer months.

Full funding of
PubWatch DISC
system (data
sharing platform)



£25,000

co-funding to keep
city centre CCTV
operational



City Ranger employed
to support businesses
and help enhance the
city appearance

Salisbury BID Businesses Against Crime

SBBAC works to create a safe and secure city for customers, staff and visitors. Through the initiative, Salisbury BID trains staff to build confidence and improve awareness and response to crime related issues. On top of expert training, businesses that sign-up to the scheme will receive:

- City Radio - a radio system connecting businesses, CCTV control room, the police and city centre security personnel
- Shared intelligence through the ShopWatch DISC system
- Business crime support from the BID City Ranger
- Intelligence meetings with Police and city partners
- Expert Training



Salisbury BID's crime initiatives are an absolute strength in providing a safe and secure environment for our customers. With the City Watch Radios and the City CCTV we can actively prevent as well as tackle crime, recovering goods and giving excellent evidence to the police.

Arnold Catterall, Centre Manager,
Old George Mall and BID Director



2022-2023

What Will The BID Deliver?

As we move into the Spring of 2022 and better understand the Governments plans for 'Living with Covid-19', we continue to deliver projects within the three main themes of the BID business plan and are continually looking for new initiatives that will benefit businesses.

We will be engaging with as many businesses as possible during 2022 to understand how we can best support your business priorities.

Welcoming & Enhancing

The city centre experience continues to be an essential part of the city's offer to those that live, work and visit the city and we will continue to invest in initiatives that enhance the city's appearance and vibrancy

Promoting & Supporting

We will continue to invest in the promotion of the city following the launch of Experience Salisbury in 2021 which is co-funded by a number of city partners and incorporates the new city brand.

Representing & Influencing

Championing business needs will continue to be at the forefront of what we deliver and we will build on the new and existing relationships developed over recent years.

Get Involved & 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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