

# Salisbury BID

Consultation  
2024-2029

YOUR BID  
YOUR VOICE



For a **thriving** and **vibrant** Salisbury



# WE NEED YOUR VOICE...

Help shape our next five-year business plan by completing our business consultation survey.



Here at Salisbury Business Improvement District (BID) we are a democratically elected, entrepreneurial team dedicated to **enhancing our city** as well as **supporting, promoting and representing** over 500 city businesses.

We are governed and led by our elected, voluntary Board of Directors, all of whom are representatives of city centre businesses. In everything we do, **we are always a strong and influential voice for the businesses** that form our timeless original city.

In March 2024, our current term comes to an end, and **we need your voice** to shape our 2024-2029 Business Plan. Since 2019, Salisbury BID has delivered a bold five-year business plan, successfully delivering projects, initiatives, partnerships and events that have had a significant positive impact for our levy-paying businesses and all those that spend time in our modern medieval city.

Under Government legislation, we are required to run a renewal ballot to continue being THE voice and delivery body for the city centre of Salisbury.

## This is where you come in.

We want to know what you think we've done well, what we could have done better and what initiatives you'd like to see going forwards.

Please complete our business consultation survey to **help shape Salisbury's future** and influence our strategies over the next five years.

Here's a glimpse of what your BID contribution has enabled us to achieve

## THE STORY SO FAR...

### PROMOTING AND SUPPORTING

We invested and collaborated on the new, innovative branding of Salisbury as **TRADITIONAL ORIGINAL.**

As the lead funder of **EXPERIENCE SALISBURY**, we have curated Salisbury's ultimate guide to 'What's On' and spearheaded the marketing campaigns for key city-wide activity (including Christmas, Jubilee and Taste).

The **EXPERIENCE SALISBURY** website houses business listings, an events calendar, news pages and blogs. This is a resource that, through our majority funding, BID businesses can use and **benefit from FOR FREE.**

Since its inception in 2021 **EXPERIENCE SALISBURY** has had:

- ▲ **907** event submissions
- ▲ **428,600** Page views
- ▲ **167,514** Users

We have worked collaboratively with city partners to enhance **city-wide events**, festivals and markets with **business promotion and opportunities** (including Taste Salisbury and the Jubilee).

We have **kept spend in the city** through the promotion, sole funding & management of the Salisbury Gift Card.

Through **SALISBURY INDIES** we have promoted and represented Salisbury's vibrant independent businesses through specific campaigns and regular year-round content.

By facilitating 1-2-1 support, seminars and events, we have enabled over **two thirds** of BID businesses to receive **FREE training and guidance.**

Always driving inward investment, Salisbury BID has raised & re-invested over **£2 million** in our city over the past five years



Salisbury BID expertly gathering, analysing and responding to **city performance data** to build strategy has resulted in **1/3 increase** in footfall from 2021 to 22



**£125k** invested into CCTV & City centre security to build safer city streets



Entertained over **12,600** people with our Christmas trails and Initiatives



## WELCOMING AND ENHANCING

Our **City Ranger**, Andy, works on the ground responding to business' operational issues, reporting problems, providing business crime support, and helping to enhance our city's appearance.

Through **SALISBURY BID BUSINESSES AGAINST CRIME** we are building safer streets: we provide, fund and manage the **City Radio Link**, **Shop Watch** and **Pub Watch**, as well as match funding Salisbury's **CCTV** system with the City Council.

We enhance the city's appearance by **funding city dressing**, including bunting, street planters, waste bins and event-specific city decor.

Working collaboratively with artists, we have funded **public art installations** including the interactive high street piece by Tim Scrase 'This Too Will Pass'.

We annually **enhance the city-wide Christmas offer** with extra initiatives like the Nutcrackers, the Snow Machine and the **Interior Design Masters** window campaign.



## REPRESENTING AND INFLUENCING

We are always a **strong and influential voice** for the businesses that form our vibrant city, representing each of our 500 levy-paying business in city-wide and national partnerships.

We **drive visitor numbers** through funding the development of our city's **Group Travel Trade** initiative in collaboration with city partners and representing businesses at every stage of the conversation.

We solely fund **city performance and economic data** – which we measure, analyse and disseminate to help dictate and shape imperative city strategy conversations.

We constantly strive to **drive inward investment** into our city by applying for external funding opportunities to strengthen the finances of events and business opportunities.

To ensure the strategic collaboration of city partners and create a vision for Salisbury as a city, we jointly funded a review with the **Institute of Place Management** which resulted in the development of the **Strategic Place Plan 2022-2025** and the **Salisbury Place Partnership**.

After a 9-year break, we resurrected the **Business Excellence Awards** with the Chamber of Commerce to recognise the incredible businesses of our vibrant, Traditional-Original city.

## COVID-19 SUPPORT

We created a **dynamic support strategy** to help our businesses through the unprecedented times of the COVID-19 pandemic. This included initiatives like informative webpage hubs, social distancing floor stickers, & tailored communications with updates and guidance; but also included **targeted tactical support** like mental resilience workshops, business support webinars and 1-2-1 guidance meetings.

The pandemic taught us that we can be **agile** and **responsive** under pressure, we can **strategize with flexibility and dexterity**, and that above all, we can, and always will, be there for our levy payers **no matter the adversities**.



**Our COVID-19 support in numbers...**

**31,891**  
page views on  
the BID website  
COVID-19 Hub

**1,000** social  
distancing floor  
stickers placed  
across the city

**Nine** support  
webinars & **three**  
mental resilience  
workshops

over **200**  
levy-paying  
businesses helped  
with 1-2-1 support



# MAKE YOUR BUSINESS VOICE HEARD

Please complete our business consultation survey to **help shape Salisbury's future** and influence our strategies over the next five years.



Having analysed the new business rate values that are coming into effect from April 2023, we propose to **keep our current levy rate of 1.5%** as well as our current boundary (see map) for our new term.

We are, however, proposing to raise the threshold from £10,000 to £12,000 in line with the Government's **Small Business Rates Relief** threshold.

## DATES FOR YOUR DIARY 2023...



For a **thriving** and **vibrant** Salisbury

# Salisbury BID

35 Chequers Court, Brown Street, Salisbury SP1 2AS

✉ [info@salisburybid.co.uk](mailto:info@salisburybid.co.uk)

☎ 01722 658000

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