

Salisbury BID

Term 3
Renewal
Proposal

Business Plan 2024-2029

Proposal for the Renewal
of Salisbury Business
Improvement District

VOTE
YES



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

Moving Salisbury Forward...

Salisbury BID has emerged as a pivotal force in driving the economic growth and prosperity of the city since 2014. **With a decade of proven commitment and results, we stand as steadfast partners in Salisbury's evolution.** Now it is time to renew that mandate to drive the interests of the city's business community forward over the next five years.

In everything we do, Salisbury BID represents the needs and concerns of our approximately 500 members. Our organisation is firmly grounded in a business-led ethos, **where your interests become our priorities.** Over the last 10 years, Salisbury BID has delivered two bold business plans, successfully executing projects, initiatives, partnerships, and events that have had a significant, positive impact for our levy-paying businesses and all those who spend time in our city.

Through our work encompassing strategic planning and visible delivery, we have enabled **over £4 million** to be invested in the city, alongside over £200,000 more in grants, sponsorships and project-generated income. **Our expertise, reactive creativity and tangible achievements** have been vital in Salisbury's post-Novichok and post-Covid recovery, striving to return our city to a thriving destination for our businesses, residents, and visitors alike.

Our vision for the proposed third term 2024-2029 is a **Salisbury which can harness its inherent advantages and fulfil its true potential.**

Salisbury is a modern medieval city and a world tourism destination which is beautiful to visit and live in. With easy access to London and several neighbouring cities as well as the coast, the New Forest and the South West, Salisbury is well placed to prosper. If granted this third term, we will continue to be a passionate advocate for you, our member businesses, **acting both as your voice and as a proactive catalyst for change.**

We believe that whatever the challenges ahead, we can work together to move Salisbury forward.

Keith Hanson
Chair, Salisbury BID
& Director, Personnel
Placements

Robin McGowan
Chief Executive,
Salisbury BID



The breadth of projects covered by Salisbury BID is extensive. There is something for everyone to get involved with and we really look forward to continuing to work with the skilled team over the next 5 years.

Michael Adamson
Co-owner, Clearway Pets

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NO Vote Means NO...

Without Salisbury BID,
Salisbury will lose:

Experience Salisbury: website, social media, printed collateral 	Salisbury BID Businesses Against Crime 	Comprehensive and influential strategy around parking 	Salisbury: Your City of Independents campaigns 
Crucial city performance data to shape strategy 	Powerful and influential voice for businesses 	City Ranger support 	Hand-drawn Salisbury city map 
Biannual printed and posted What's On guides 	Tackling empty premises with strategy, investment and dressing 	£100k funding into city events including Taste Salisbury and Christmas 	Business support through times of crisis 

Here are the three steps to ensure
a **thriving** and **vibrant** Salisbury...



3 OCT

Your ballot paper will
arrive from 3 October
2023 asking you to
vote on the BID.



Cast Your Vote

This will retain the BID
and its investment for
a further 5 thriving
years until 2029.



2 NOV

Your ballot paper must
be received by 5pm on
2 November 2023.



If there is a **No vote**,
the BID projects and
services will cease and
this plan will not be
taken forward.

The Story So Far...

What is a BID?

A BID is a Business Improvement District that enables coordinated investment in the management and marketing of a commercial area. Governed by legislation to ensure fairness and transparency, a BID is created for a five-year period following a successful ballot.

During a term, a BID aggregates payments from businesses proportionate to their rateable value into an investment fund. This fund is directed by local business owners and spent exclusively on improving the BID's catchment area, allowing for its operational costs.

It is important to note that these funds are for interventions and services which are in addition to any existing arrangements.

BIDs are therefore both a means of generating focused investment in a place and directly representative bodies of the businesses who contribute towards their work. They rely on the consent of their contributors and are responsible to them.

VOTE
YES

What is Salisbury BID?

Here at Salisbury BID, we are an **entrepreneurial team** dedicated to enhancing our city and 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 timelessly original city.

Salisbury BID began operating in 2014. In that time, we have collected and reinvested almost **four million pounds with one goal: to improve Salisbury**. In our first term (2014-2019) we started our work and took our place as an important and influential new voice in the organisational ecosystem which supports Salisbury's future, alongside Wiltshire Council, Salisbury City Council, and other partners.

Both terms of the BID so far have sadly been rocked by business-halting crises with the Novichok nerve agent attack of 2018 and the COVID-19 pandemic.

We are proud to have remained **agile** and **responsive** under pressure throughout these trying times, continuing to **strategise with dexterity** and always be there for our levy payers no matter the adversities.

We delivered two bold and diverse business plans throughout an extraordinary decade, achieving concrete and measurable successes across marketing, events, operations, safety, support, and influence. Through strategic initiatives, advocacy, and collaborative partnerships, Salisbury BID drives positive change and fosters a vibrant city centre. We create opportunities for businesses to thrive and for visitors to experience the best of Salisbury.

Our case for your continued support rests partly on this track record and the proven key achievements and metrics you can see alongside. But it rests primarily on our ability as an experienced and influential BID, to turn your top priorities into a compelling business plan for the next five years and to deliver against it.

Key Achievements

Experience Salisbury

Growing an engaged follower base since June 2021

Summer & Christmas What's On Guides

Distributed to over 100k people respectively

6500 promotional Salisbury tote bags distributed encouraging spend in the city

City Activation & Trails

Bear Trail
Duck Trail
Nutcrackers
Pumpkin Trail
Snow Machine
Barons
Interior Design Masters Window Competition

Public Art

Umbrella Installation
Window Wonderland
This Too Shall Pass
City Murals

Each project viewed by over 90k people!

Social

Followers: **20k+**

Total Reach: **763k**

Total Posts: **3.5k+**

Website

Page Views: **58k**

Unique Users: **27k**

Events Uploaded: **1.1k**

Email

E-Newsletter Subscribers: **4.5k**

Emails Sent: **164k**

E-Shot Open Rate: **50-70%**

Over **£100k**

of spend kept in the city through initiatives like the **Salisbury Gift Card**

Consistently Outperforming

National & Regional football averages (Novichok period excepted)

Co-investment in and Launch of **Traditional Original**

Taste Salisbury

For the past 3 years we have co-funded our city's premier food festival showcasing Salisbury's strong tradition of hospitality

Christmas in Salisbury

Salisbury BID has been a primary partner and funder of the city's festive activity

Salisbury BID Businesses Against Crime

(SBBAC)

85 Radio Users
10,000 Incidents Logged Through DISC
Over 400 ShopWatch Members
20,000 Hours of CCTV

COVID-19 Support in Numbers

31,891 Page views on the BID website COVID-19 Hub
1,000 Social distancing floor stickers across the city
Nine Support webinars
Three Mental resilience workshops
200+ Levy-paying businesses helped with 1-2-1 support

Consultation

You Spoke, We Listened...

Here at Salisbury BID, it is always our priority to listen to and gather feedback from our businesses. Everything we deliver is for the benefit of **you and your business** and for the improvement of the city as a whole. It was therefore important for us to take time to listen to your thoughts to ensure we have a good understanding of the needs of the city and the changing landscape we have all witnessed over the last few years.

During February and March 2023, we ran an extensive consultation process through a printed and digital survey distributed to all levy-paying businesses who will be voting in the renewal ballot in October 2023.

We asked for your feedback on the projects, strategy, priorities, and deliverables of the last five years, as well as on future initiatives you might like to see in our next 2024-2029 term.

All of these metrics, written responses, and comments from our face-to-face meetings have shaped the planning of our BID Term 3 and created **the framework for a thriving and vibrant Salisbury over the next 5 years.**



I feel confident that my business is listened to and truly valued by everyone at Salisbury BID. Their projects and initiatives directly reflect the priorities of our city's businesses and successfully drive our city's prosperity. Salisbury BID's vision for the future is ambitious, and their track record of success speaks volumes.

Rob Stephens
General Manager, Wetherspoons



Your Top 10 Priorities



You Said You Want a Salisbury That is...

Buzzing Creative Attractive
Bustling Alive Thriving
Vibrant Beautiful Joined-up
Presentable Greener Cool
Animated Contemporary

How?

Keep reading to see how we will deliver a thriving and vibrant Salisbury in 2024-2029...

Who?

Responses

246

In-person
Business Visits

470

What?

Welcoming
& Enhancing

81%

Representing
& Influencing

81%

Percentage of businesses
that rated our projects
as highly valuable

Promoting
& Supporting

72%

Future
Initiative Ideas

82%

2024-2029

For our proposed third term 2024-2029, our activities will continue to encompass strategic planning and operational delivery. As well as thinking about what the city could look like at the end of the term, the BID will be ready to respond to our businesses' immediate needs on day one of the term and every day thereafter. We will advocate at every level for progress and change as well as work to keep the city safe, clean, and attractive – day in, day out.

Our mission is to create a thriving and vibrant city that fosters economic growth, empowers businesses, and enhances the overall experience for locals and visitors alike. We'll do this by collaborating with our partners to make Salisbury an ever more compelling place in which to work and live, renowned for its rich heritage and bright future.

Three main themes will shape our strategy over the next five years:

Experience

Making our modern medieval city a vibrant destination of choice for locals and tourists alike.

Influence

Shaping our city, empowering our business community and raising our voice.

Place

Creating a holistic approach to managing and maintaining a thriving Salisbury.



As a business owner, I am happy to have Salisbury BID as a dedicated partner, driving our city's prosperity and delivering an ambitious vision for the future of our city. Their support in fostering connections between ourselves and local stakeholders was invaluable and ensured our seamless integration into the city.

Greg Davies
Managing Director, Bradbeers

**VOTE
YES**

The following pages outline how we plan to achieve these ambitious objectives using both current projects and services together with new proposals that result from consultation with and feedback from our business community.



Experience

VOTE
YES

Making our modern medieval city a vibrant destination of choice for locals and tourists alike.

Salisbury has so much to offer. It's beautiful, accessible, and full of life. So, we want to attract more people to our modern medieval city, and that's what our Experience theme is all about.

We will lead the city's marketing efforts, running dynamic campaigns across social media, web and print to raise Salisbury's profile. Working with city partners, we will develop and promote a rich calendar of diverse events.

Our work on dressing the city, often in collaboration with Salisbury City Council, will bring the city to life at key times of the year, for example at Christmas, as well as keep it looking its best every day. And we will spread the word about the city far and wide, encouraging individuals and groups to discover our beautiful city.

There is always something going on in Salisbury and we want to tell as many people as we can about the great experience they can expect when they visit.



Experience Salisbury provides a much-needed insight into the city and all that it offers, including all the hidden gems. This helps us to attract and engage with potential talent so that we can continue to grow our team, in keeping with our future business plans. When our employees are connected to the vibrant experiences that Salisbury offers, it creates a sense of belonging that directly impacts retention and fuels our recruitment efforts.

Lisa Cox
Head of Operations, Casterbridge Wealth



Social Reach

Followers:
20,000+

Total Reach:
763,000+

X 150k Reach

Instagram 78.2k Reach

Facebook 534.8k Reach

Experience Salisbury

We created Experience Salisbury in our last term...

It is a website, social media channel and suite of offline marketing activities dedicated to promoting the city. Already the go-to 'what's on' guide for Salisbury, it brings together event listings, business profiles, offers, news, blogs, and travel guides. The platform passionately champions Salisbury as a retail, culture, and heritage destination not to be missed.

The BID manages and creates content for experiencesalisbury.co.uk and will work to develop it over the term. We will update it regularly with fresh news articles, blogs, event round-ups and much more. Our business, accommodation and culture listings will continue to be the most comprehensive guide to our vibrant city.

We will grow our audience on **social media** by creating compelling original content. A comprehensive content plan together with advanced platform-specific analytics will attract engaged followers who see what we have to offer online and then visit the city to participate. We will reinforce and develop our role as the dependable and unrivalled guide to our city.

Conscious that many residents, visitors and businesses want to **engage with our content offline** as well as online, we will continue work already begun to do more print adverts, mail drops, leaflets and billboard posters. Our Christmas and Summer event guides are already distributed to over 100,000 people each.

Over the next term, we will create **bespoke campaigns** to promote each of our city's thriving business sectors. By using our expertise in digital and physical promotion, we will highlight the wonderful mix of businesses our city has to offer. During Indies Week in July 2023, we launched a campaign promoting Salisbury as **'Your City of Independents'**. Combining billboards, posters, digital and print advertising, a stand-out video trailer and a tote bag giveaway, it was coordinated, consistent and impactful. We will continue to champion and support our independents with campaigns during July and December as well as regular promotion as part of our new 'Saturday Spotlight' series.

We **analyse the impact** of all our campaigns, online and offline, and will always prioritise activities which are making a difference.

Experience



City Events

Events enhance the city's appeal, making it distinctive and giving people a reason to visit. Salisbury BID is an active and engaged partner across the city, working with the council and others to collaboratively execute and promote a wide range of events.

Examples include Taste Salisbury, the annual food and drink festival, our Christmas celebrations featuring city-wide decorations and interactive trails, and our window competition in partnership with stars from the hit BBC show 'Interior Design Masters'.

These events are marketed on behalf of the city and its partners on our Experience Salisbury platform. We will continue to deliver **dynamic campaigns** for these exciting city events and make sure that participating businesses are featured prominently.



City Dressing

Salisbury is attractive and appealing, with its medieval architecture, peaceful green spaces, and expansive market square. We will continue to work to **enhance the city's intrinsic beauty** by funding city dressing activities, including street bunting, planters, shop window vinyls and event-specific city décor. Together with Salisbury City Council, we will improve the lighting in the festive season and support the development of a bespoke and distinctive Christmas offer over the next five years.

Public art can play an important part in attracting visitors and improving the city's appearance. Past public installations supported by the BID have generated large-scale engagement. Tim Scrace's interactive sculpture 'This Too Will Pass' inspired thousands of direct reactions and comments. We are planning a programme of accessible public art events across the next three years and will contribute funding alongside an Arts Council England application. We hope to enable a series of talks, installations, and exhibitions to attract visitors and complement the city's vibrant cultural offering.



City Ambassadors

We will introduce voluntary City Ambassadors to welcome tourists, help visitors and act as proactive and friendly representatives for our city. They will offer maps, leaflets, and city-branded collateral to help guide and **enhance the stay of every visitor**, whether they are here for the day or are staying longer.



Employee Offers Initiative

In the third term, Salisbury BID will introduce the **Salisbury Employee Offers Initiative**, a powerful tool designed to support businesses and enhance staff retention. The card will entitle employees of levy-paying businesses to exclusive discounts across the city. We believe this will incentivise people to shop and eat locally and be an enticing benefit to aid staff retention in our BID businesses.



Tourism and Travel Trade

As the world moves out of Covid recovery, there is a great opportunity to **attract more tourists from the UK and overseas** to Salisbury. Salisbury BID is a founding partner of the city's Group Travel Trade initiative, and our funding drives the imperative work required to get visitor numbers back to pre-Novichok levels. This includes liaising directly with group travel providers and cruise operators and attending national travel trade shows to promote the city. We will host travel providers in Salisbury to allow them to experience it directly and encourage them to offer the city as a destination to their customers. We will also lead on the production of a City Marketing Strategy, in collaboration with key city partners. This will be a shared document of intent to promote, manage and develop our city as a destination over the next five years and beyond.



The BID is such a great asset to Salisbury. They give small, independent businesses like mine a voice and support. As a small independent business owner, I have benefitted a lot by working with the BID - especially on their indies campaigns. The support, promotion, and tailored focus the team gives my business are so valuable.

Kelly Salvatelli
Owner, Sienna Taye



Influence

Shaping our city, empowering our business community and making our voice heard.

Influence encompasses a range of activities designed to foster economic growth, empower businesses, and ensure a prosperous future for Salisbury.

These include encouraging inward investment, forging national partnerships and championing the business voice. We also provide networking events, benchmarked data and analysis, and opportunities to celebrate our city's collective successes.

VOTE
YES

Investing in Our City



Inward Investment

Salisbury BID is committed to **attracting inward investment and multiplying income opportunities** in our city. In the coming term, we will develop our existing investment attraction strategy to showcase Salisbury's potential as a fertile destination for businesses and investors. We have always looked for opportunities to enhance the investment of the business levy, whether this is at a local level through Wiltshire Council's Area Board Grant scheme or through National schemes such as Arts Council England, via both of which we have been successful at attracting additional investment. We also lead on a number of partner projects that bring further investment and resources to support businesses and we will look to continue building on this strategy in our third term.



National Partnerships

Salisbury BID seeks to establish national partnerships and to **collaborate with organisations which share our vision** for economic growth and development. We are part of national organisations that champion and guide best practices for BIDs across the country, including British BIDs, the Association of Town and City Management (ATCM), and the BID Foundation.

Our Chief Executive also chairs the South of England BIDs Group, which enables all South of England BIDs to network, learn and develop together. These partnerships enable us to **leverage our collective influence**, explore funding opportunities, and drive initiatives that have a positive impact on Salisbury's economic landscape.



Championing the Business Voice

We work to amplify the voice of local businesses to make sure their concerns are heard at all levels. By engaging with local, regional, and national stakeholders, we advocate for policies that support our business community. This includes working closely with **Wiltshire and Salisbury City Councils** on the impact of existing and planned major projects and developments, including the Fisherton Gateway scheme. Additionally, Salisbury BID sits on the **Salisbury Place Partnership**, an unincorporated voluntary partnership that brings together key stakeholders in the public and private sectors, championing our businesses at every stage.



Data & Analysis

Salisbury BID takes the lead in **funding and analysing crucial city performance statistics**, including footfall, visitor origin, city spend data, and vacancy rates. This information provides valuable insights for our city's stakeholders including Wiltshire and Salisbury City Councils. It also feeds into internal and external strategy development, allowing us and Salisbury's Place Partnership to make evidence-based decisions.

This data-driven approach helps the BID, the city's businesses, and policymakers to make informed choices.



Business Excellence Awards

Salisbury BID, in collaboration with the Salisbury Chamber of Commerce, proudly delivers the Business Excellence Awards. After a nine-year break, these prestigious awards returned in 2022 and we have since organised two successful events in the new format. Recognising and honouring businesses which have demonstrated excellence in various categories, these awards shine a spotlight on innovation, dedication, and success.



Networking & Connection

We are committed to **fostering collaboration and information sharing** within our skilled and entrepreneurial business community. We will continue our newly established Indie Sector Forum and Accommodation Forum alongside our effective PubWatch and ShopWatch meetings. These networking initiatives strengthen relationships, promote mutual support, and enhance the overall business environment.



Sustainability

Through our collaboration with the Green Business Association, we provide support and guidance to local businesses in adopting green practices. By promoting sustainable initiatives, encouraging energy efficiency, and fostering eco-friendly business practices, we aim to create a greener and more resilient Salisbury.



I feel that Salisbury BID is a central pillar in our city's success story and, after two very successful terms, their adept navigation of strategic partnerships, from regional and national strategies to grassroots place management, ensures a thriving, united business community. The representation this offers businesses of all sizes is critical to having our voices heard in decision making spheres and without the BID this would not be possible.

Deborah Fox
Managing Director, Fisherton Mill

Place

Creating a holistic approach to managing and maintaining a thriving Salisbury.

Salisbury BID will work with city partners to ensure we all have a city to be proud of; a city that is safe, clean, tidy, and well-functioning. Alongside continuing our imperative work with Salisbury BID Businesses Against Crime, we will invest to improve the way the city looks and functions so that it is a pleasure to live in, work in and visit.

Deterring Crime and Anti-Social Behaviour

Our **Salisbury BID Businesses Against Crime** initiative has built a **strong and resilient crime prevention network** across the city, helping to create a safer environment for businesses and local communities and to reduce and deter crime.

We recently agreed to co-invest in the City Centre Security Officer service, which without us would have been lost. Investing in this project ensured that Salisbury City Council retained this vital boots-on-the-ground crime deterrent. Since then, we have sole-funded an extension to the service's operating hours to cover the early evenings throughout the summer holidays and discourage anti-social behaviour which was negatively impacting our evening economy.

The BID also co-invests in **CCTV** with Salisbury City Council, which is a proven deterrent to crime and anti-social behaviour in the city as well as a loss-recovery tool.

We manage **ShopWatch** and support **PubWatch**, safety partnerships of day and night-time economy businesses that act as a platform for information sharing and city-wide crime prevention.

The **DISC** system, also funded by Salisbury BID and free to all members, is a secure and GDPR-compliant intelligence platform, that allows businesses to share and report information.

We also manage the **City Radio Link** system, an essential real-time information sharing network that provides a vital connection between businesses, CCTV operators, the Police, City Centre Security Officers, and our BID City Ranger.

We provide expert support and guidance to city businesses on how to tackle business crime. A **new loss prevention training manual** and in-person guidance from our City Ranger will give retail staff the skills and knowledge they need to protect against theft, fraud, and other security threats.

Our **City Ranger** will continue to be a visible and proactive presence on the streets. Our Ranger works on the ground to respond to businesses' operational issues, provide business crime support, address maintenance issues, and help to enhance the appearance of our city.

Alongside this essential day-to-day work, the BID is always working in partnership with businesses, city partners and the police to **tackle crime and anti-social behaviour in the city at a strategic level** through monthly intelligence meetings, lobbying, data analysis, and funding applications.

Commercial Waste

With so many businesses packed into the city there can be issues with the build-up of commercial waste. We intend to commission a comprehensive external audit of the city's current approach to waste management. Our goal is to find a solution based on current and future best practice which works for businesses and the community. Central to this work is a focus on recycling, waste segregation, and sustainability.

Tackling Vacant Properties

Like many towns and cities, we have more vacant properties than we would like. We propose to take a comprehensive approach to the problem by focusing on three main themes: analysing, attracting, and dressing.



Analysing

We will commission bespoke data which benchmarks Salisbury against specially selected peers to better understand the causes of the problem and how barriers to occupancy can be overcome.



Attracting

By producing a new 'Doing Business in Salisbury' guide and an easy-to-use platform which brings all vacant properties into one place, we will help to bring new businesses to the city.



Dressing

For properties left vacant for a significant time, we will produce attractive city-branded signage to minimise the visual impact of empty premises.

Parking

Efficient parking is crucial to any place, and ineffective parking operations harm a city centre, its customers, residents, visitors, and businesses. Acting upon the current parking challenges in the city, in the summer of 2023 we commissioned a comprehensive parking review of Salisbury with People & Places and Park Consult.

The review aims to understand how parking impacts our city centre's prosperity and suggest improvements. We have already established a working group with Wiltshire Council to consider the report's findings, prioritise actions, and decide upon concrete deliverables.

This ongoing effort will extend into the third term, and we will allocate BID budget to ensure continuous progress towards improvements.



Having Salisbury BID makes a huge difference to the safety and security of the city. Without the BID's strategic anti-crime initiatives and on-the-ground support, our city would not be able to function and flourish.

Mike Storrar
Store Manager,
Mountain Warehouse



Our goal is to **enhance the existing vibrant business offering** in the city and to boost and retain occupancy materially over the coming term. In doing this, we hope to **ensure and promote the vitality of our high street** for many years to come.

Vote YES For...

Experience Salisbury: website, social media, printed collateral



Salisbury BID Businesses Against Crime



Tourism strategy encouraging domestic travel to Salisbury



A powerful & influential voice for businesses



Hand-drawn Salisbury city map



Employee Offers Initiative



Sector Forums



Salisbury: Your City of Independents campaigns



City Ranger support



Biannual printed What's On guides



Public Art



Comprehensive and influential strategy around parking



Informed gathering and analysis of city performance data



Tackling empty premises with strategy, investment, and dressing



A vibrant city of events, markets, and festivals



+ £2million additional investment in Salisbury



Finances

BID Term 3 Budget

INCOME	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	%
Levy Income	£325,000	£335,833	£346,666	£357,500	£368,333	£1,733,332	80%
Voluntary Membership	£5,000	£6,000	£7,000	£8,000	£9,000	£35,000	3%
Project Partner Funding	£50,000	£55,000	£60,000	£65,000	£70,000	£300,000	13%
Reserves Carried Forward	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000	4%
TOTAL INCOME	£400,000	£416,833	£433,666	£450,500	£467,333	£2,168,332	100%

EXPENDITURE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL	
Experience	£120,000	£125,050	£130,100	£135,150	£140,200	£650,500	30%
Influence	£80,000	£83,367	£86,733	£90,100	£93,467	£433,666	20%
Place	£120,000	£125,050	£130,100	£135,150	£140,200	£650,500	30%
Overheads	£52,000	£54,188	£56,377	£58,565	£60,753	£281,883	13%
Levy Collection	£15,700	£16,700	£17,700	£17,700	£17,700	£85,500	4%
Contingency	£12,300	£12,478	£12,657	£13,835	£15,013	£66,283	3%
TOTAL EXPENDITURE	£400,000	£416,833	£433,666	£450,500	£467,333	£2,168,332	100%

Finance Notes

- Based on past performance an assumed levy collection rate of 97% has been adopted.
- The discretionary annual inflation rate on levy income has been modelled at the maximum 5% although this could be less, subject to the decision annually by the Salisbury BID Board.
- The figures included for Voluntary Membership and Project Partner Funding are estimated based on past performance but cannot be guaranteed.

Map

This map shows the Salisbury BID area...

Businesses that meet the criteria outlined on page 22 and that are located on the streets listed below will be included in the BID and therefore will be required to pay the BID levy.

We are not proposing any change to the BID area for BID Term 3 2024-2029.

List of Streets

- | | | |
|--------------------|------------------------|-----------------------|
| ○ Avon Approach | ○ High Street | ○ Rollestone Street |
| ○ Bedwin Street | ○ Malthouse Lane | ○ Salt Lane |
| ○ Blue Boar Row | ○ Market Place | ○ Scots Lane |
| ○ Bourne Hill | ○ Market Walk | ○ Silver Street |
| ○ Bridge Street | ○ Milford Street | ○ South Western Road |
| ○ Brown Street | ○ Mill Road | ○ St Ann Street |
| ○ Butcher Row | ○ Mill Stream Approach | ○ St John's Street |
| ○ Castle Street | ○ Minster Street | ○ St Thomas's Square |
| ○ Catherine Street | ○ New Canal | ○ Summerlock Approach |
| ○ Chipper Lane | ○ New Street | ○ The Close |
| ○ Crane Street | ○ North Walk | ○ The Maltings |
| ○ Cranebridge Road | ○ Oatmeal Row | ○ Water Lane |
| ○ Culver Street | ○ Old George Mall | ○ West Walk |
| ○ Endless Street | ○ Ox Row | ○ Winchester Street |
| ○ Fish Row | ○ Priory Square | |
| ○ Fisherton Street | ○ Queen Street | |



Whether my business directly engages with an initiative or not, I see Salisbury BID and its work as integral to the past, present, and future successes of our city. I feel secure in knowing I am part of a strong and represented community of businesses and particularly independent business owners in Salisbury, and the BID makes this possible.

Trevor Horswell
Co-owner, Gallery 21



Management & Governance

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

The 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 composition of the Board will be 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; it 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.

Find copies of these agreements at: www.salisburybid.co.uk

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
- 1-2-1 business meetings
- E-newsletters
- BID website & social media
- Press & PR
- Annual reporting
- Sector forums & meetings
- Quarterly Salisbury data reports

Levy Rules

- 01 The BID levy rate will be charged at 1.5% of the rateable value as at 1 April 2024 based on the 2023 rating list.
- 02 All new hereditaments entering the rating list after this date will be charged on the prevailing values.
- 03 The levy will be charged annually in advance starting on 1 April 2024. 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.
- 04 For each subsequent chargeable year, the levy will be charged as at 1 April based on the 2023 rating list values for the entire term of the BID.
- 05 The BID levy may increase by an annual inflationary factor of up to 0.05 (i.e. the levy may increase to 1.55% from year 2, 1.6% from year 3 and so on). It will be at the Board's discretion whether to apply the inflation factor each year.
- 06 The BID levy will be applied to all businesses within the defined area with a rateable value £12,000 and above, provided they are listed on the National Non-Domestic rates list as provided by Wiltshire Council.
- 07 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.
- 08 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.
- 09 Vacant properties 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 is the authorised body 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 1 April 2024–31 March 2029.



BID Team

- Robin McGowan**
Chief Executive
- Ellie Burke**
Marketing & Communications Manager
- Crystal Wright**
Communications & Administration Assistant
- Dan Collins**
Business Manager
- Andy Milton**
City Ranger

Board of Directors

- Keith Hanson**
Chair/Personnel Placements
- Dean Speer**
Vice-Chair/Myddelton & Major
- Rachel Tribbeck**
H R Tribbeck & Son
- Susi Mason**
Casa Fina
- Arnold Catterall**
Old George Mall
- Elizabeth Coombes**
Artisan Wine and Spirit Co.
- Peter Beck**
Salisbury Antiques Market
- Shane O'Neill**
Old Ale and Coffee House
- David Christie**
Vanner Gallery
- Paul Clarke**
Mercure White Hart Hotel
- Lynne Rose**
Personnel Placements

A postal ballot of all eligible ratepayers in the BID area will take place from 5 October 2023 to 2 November 2023.

3 NOV 2023
RESULTS WILL BE ANNOUNCED

A third term will be granted if the following two tests are met:

- A simple majority by number of those voting in favour.
- Those voting in favour represent the majority of rateable value of those voting.

In the event of a 'yes' vote, the Salisbury BID will commence a third term of five years on:

1 April 2024

Invest in our city...



Salisbury BID's role in city management and stakeholder collaboration is indispensable. Their creation of Experience Salisbury has opened doors for us, enabling our involvement in pivotal discussions on city planning and strategy. Being engaged in this way helps support our ambition for the hospital,

staff wellbeing and recruitment challenges. Without their inclusive approach, the hospital's voice wouldn't have the platform it needs for meaningful contribution.

Dave Roberts

Associate Director of Communications, Engagement and Community Relations, Salisbury NHS Foundation Trust



Salisbury BID

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For a **thriving** and
vibrant Salisbury

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