

Salisbury BID

Annual Review
2023-2024

2023
2024



The years ahead...

2024
2029

For our 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 our third 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 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 and delivery plan over the next five years:

Experience

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

- Experience Salisbury
- City Dressing
- Tourism & Travel Trade
- City Events and more...

Influence

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

- Inward Investment
- National Partnerships
- Sustainability
- Data & Analysis and more...

Place

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

- City Rangers
- Crime Reduction
- Vacant Properties
- Parking Strategy and more...

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

Salisbury BID

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

A message from Salisbury BID



2023-2024, our 10th year of operation, was characterised by **revitalisation, tangible execution and active listening**. Through extensive consultations with our businesses we crafted a dynamic five-year business plan, emphasising three pivotal themes: **Experience, Place and Influence**. These themes are formed of a strategic mix of interventions to enhance and promote our city, **based on the priorities of almost 500 businesses**.

This year, a revitalised **Experience Salisbury** channel saw the launch of the **City of Independents** brand during Indies month alongside our #SpotlightSaturday campaign showcasing our city's unique independents. We also led **dynamic and targeted** marketing campaigns for Taste Salisbury, Summer and Christmas on behalf of the city partners, to **attract visitors by strengthening our city's appeal**.

The city saw **great investment** in 2023 2024 with the opening of new premises from indies like Rude Giant and Bradbeers to national investments from the likes of Primark and Everyman Cinemas. All of this entrepreneurship and innovation instigated an increase in footfall and demonstrated **firm belief in the prosperous future** of our city.

The year was not without its challenges: major investment in the city brought widespread infrastructure challenges and the cost of living crisis continued to affect trade. Demonstrating **agility and dexterity**, we proactively collaborated with Wiltshire Council to employ **a holistic access strategy** at Christmas (including traffic marshals, Varied Message Signs and a complementary communications campaign). Through year-round collaboration with key city and county stakeholders, Salisbury BID has fortified its role as **the voice of our city's business community**.

Financial Report 2023-2024

We continued to have good levy collection rates for 2023-24 and have further invested working capital into project delivery as outlined in the financial summary below. 2024-25 will see investment into revised priorities as outlined in our Term 3 business plan.

	2023-24	2022-23
Income	Estimate	Actual
BID Levy Collected	£325,000	£320,788
Sponsorship & Grants	£47,900	£38,766
Voluntary Membership	£3,783	£6,576
Total Income	£376,683	£366,130

Expenditure	Estimate	Actual
Welcoming & Enhancing	£137,000	£120,631
Promoting & Supporting	£230,000	£189,799
Representing & Influencing	£44,000	£30,252
Operational Management	£80,000	£58,689
Total Expenditure	£491,000	£399,371
Surplus/Deficit of Income	-£114,317	-£33,241
Funds Brought Forward	£283,956	£317,197
Funds Carried Forward	£169,639	£283,956

BID REBALLOT RESULT

Salisbury BID's strategic vision for 2024-2029 secured an **incredibly successful renewal ballot result**



The ballot saw an overall turnout of almost **60%** with **92% voting in favour** of keeping the BID

CITY PARTNERSHIP EVENTS



We enhanced **CHRISTMAS IN SALISBURY** with marketing support, creative initiatives, and business promotion. Our campaign reached **460,000** people digitally, with **238** pieces of content and **180,000** printed What's On Guides

2023-2024 Achievements

PROMOTING AND SUPPORTING



Over **310k views** of the Experience Salisbury website & over **700 events** uploaded to What's On



Salisbury Indies tote bag annual campaign: **5000** were given away by over **70** indie businesses



Experience Salisbury social media **22k followers** & **720k reach**



Over 15,000 visitors entertained with Christmas, Taste Salisbury and other year-round trails & activations



Invested in and helped lead Salisbury's **Group Travel Trade Partnership**



NEW illustrated Salisbury City Map distributed across the city

WELCOMING AND ENHANCING



Full funding of **PubWatch DISC** system (data sharing platform)



Full funding and operation of Salisbury **ShopWatch**



£25,000 co-funding to keep **city centre CCTV** operational



90 city radio-link users
187 ShopWatch members



1 full-time **city ranger** employed as on the ground business operational and crime support



28 Indie business windows decorated with hand-drawn stars, part of Salisbury's Christmas theme

REPRESENTING AND INFLUENCING



56 businesses applied for the **Business Excellence Awards** with Salisbury Chamber of Commerce



A year of investment and confidence in our city resulted in **6.2% footfall increase** & **17% spend increase**



Represented businesses at council, police and partner stakeholder meetings



Regular and **direct communication with local councillors** as well as Salisbury's Member of Parliament