

# SALISBURY CITY COUNCIL



Business Teams Report For Community Services  
Committee Meeting on Monday 19 September 2022

# General Report from Business Team

- Events
- Charter Market
- Guildhall
- Shop Mobility & Information Centre
- Communications Output



# Events

## Updates on 2022 Plan

Date	Event	
Sat 23 July – Mon 29 Aug	Fayre on the Square	<ul style="list-style-type: none"><li>• Total cost (including staff wages) £48,710</li><li>• Total nett income £42,667</li><li>• 4,915 people played croquet – 44% above predicted income.</li><li>• Table tennis proved a good addition and cost was kept to minimum. It was still available to use with own bat &amp; ball when croquet was closed.</li></ul>
Sunday 04 September	Foodie Sunday	<ul style="list-style-type: none"><li>• Over 30 stalls on the day</li><li>• Good footfall with approx. 2,000 throughout the day</li><li>• Total cost £8,700</li><li>• Total income £2,310</li><li>• Already talking with businesses for 2023</li></ul>
Sun 16 – Wed 19 Oct	Charter Fair	<ul style="list-style-type: none"><li>• Floating position offers now gone out, 4 in total made for this year</li><li>• On track to achieve £22k income</li></ul>
Fri 18 Nov – Mon 02 Jan 23	Christmas in Salisbury	<ul style="list-style-type: none"><li>• Reindeers, Grinch, Disco Dion and The Deloreans all confirmed for “Christmas Begins Event” on 18 November</li><li>• Moving forward with Christmas trail – Less tree focused this year</li><li>• Christmas on Square plans taking shape, still trying to fill retail chalets, current position not strong</li><li>• Santa for Grotto now found and booked</li></ul>



# Events in pictures





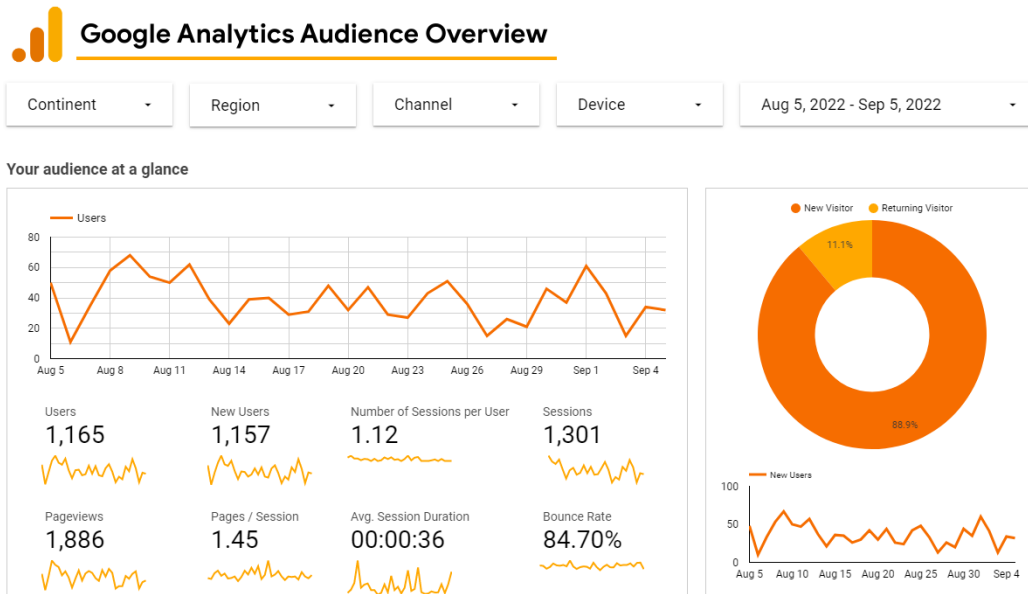
# Markets

- The past 6 weeks have been extremely busy on the market with the Fayre on the Square taking place, creating a fantastic atmosphere and increasing footfall.
- Due to the Fayre on the Square taking up a large part of the guildhall square reduced the number of casual pitches available, however now that it has finished we can increase the number again.
- August saw our busiest car boot this year, with sellers taking up the whole of the market square, and being run in conjunction with the out door cinema on the Guildhall square.



# Guildhall

- The Guildhall has put focus into digital marketing – check out our Instagram: @salisburyguildhall
- We are hosting our autumn wedding fair on Sunday October 2



- The venue is looking forward to hosting Celebrate Voice's festival later in October with tickets recently going on sale
- Progress is also being made on the prospect of the building hosting the inquest into the death of Dawn Sturgess
- Income approx. £50k





# Information Centre

Salisbury Information Staff visited the Rifles Museum for afternoon tea and to learn more about that attraction.

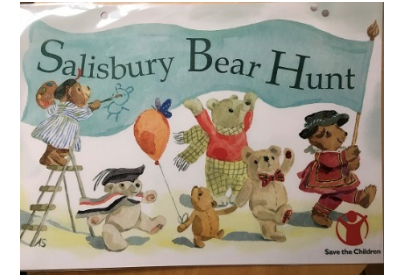
We welcomed Caroline Utley to the Customer Service team and Freya Ashley as a Council Casual. And in September said au revoir to Vanessa as she takes up her secondment with HR and Finance.

We embraced **Salisbury Reds** customers following the closure of their shop which was frustrating at times as they thought that we were the new Bus Shop!

We expanded the Secret Spitfire range with a lovely set of coasters



We supported the Save the Children Bear Hunt handing out hundreds of entry forms to children and adults. Giving out clues to those who were nearly there and handing out badges stickers and post cards to all who had found all 100 bears.



We saw a 309% increase in Stonehenge ticket sales and significant increase in international visitors from lesser known areas also, ie Uruguay, Scandinavia, Canada and Netherlands. Earlier in the year we also had a lot of Ukrainian visitors who had moved here and were looking for local information.

Following the abrupt closure of the Cathedral Hotel we had visitors arriving with their luggage looking for alternative accommodation which was mostly a challenge to find !!

# Shopmobility

We signed up our 10,000<sup>th</sup> Customer Jessie Homes on the 22<sup>nd</sup> July. She was given a years free membership and 2 weeks free rental as well as a box of chocolates. She was delighted .



The Mayor of Salisbury and his wife congratulated and thanked three Volunteers of the Friends of Salisbury Shopmobility for their combined 60 years of volunteering at Shopmobility. FoSS raise funds to buy new equipment for Shopmobility and as a token of appreciation the 3 new scooters have been named after Andy, Hugh and Trace.



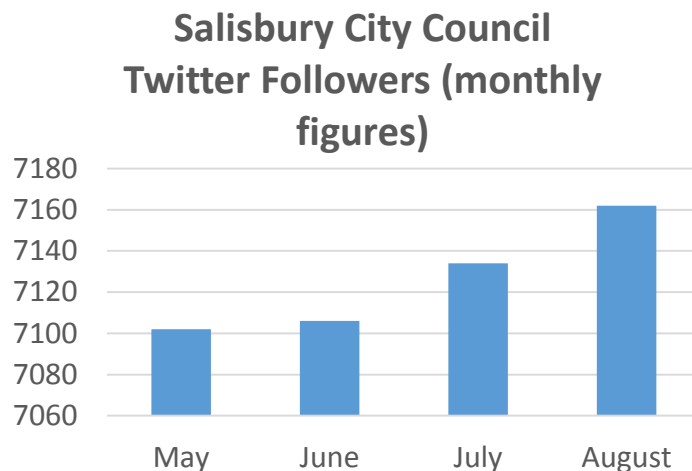
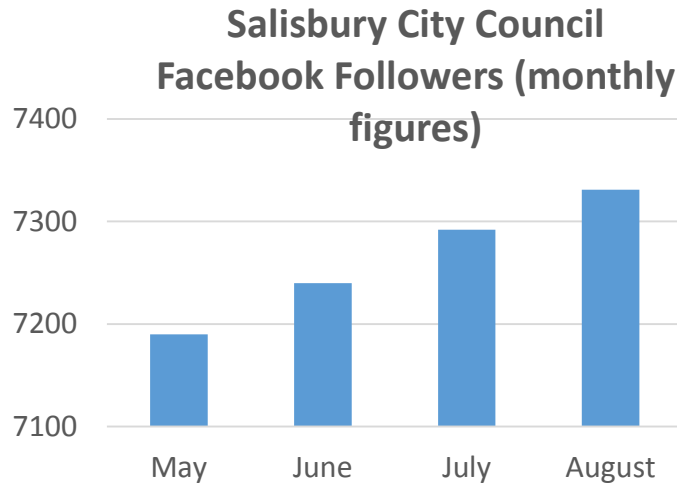
The Scooter Scoots to The Spitfire Memorial, Art in the Park and Her Salisbury Footprints were thoroughly enjoyed by those who came along





# Communications Output

## Social Media



### Popular Facebook posts during July – August



1. Join us for Foodie Sunday(boosted post)  
10,598 reach  
864 engagements
2. Who's ready for a pop up cinema  
8269 reach  
796 engagements
3. Fayre on the Square is here  
7499 reach  
604 engagements
4. Pop up cinema postponed due to hot weather  
6125 reach  
420 engagements

Published by Suzanne Salisbury • 26 August at 16:19 •

Join us for a day of culinary delights at Foodie Sunday on 4 September! Enjoy kitchen demonstrations, live music, street performances, the Great Salisbury Bake Off and a huge variety of food stalls.

Plus there will be the chance to watch a showing of the fascinating documentary, Kiss the Ground.... See more



Salisbury City Council  
Published by Suzanne Salisbury • 28 July •

Who's ready to enjoy a pop up cinema at our next Salisbury Street Sellers on Sunday 14 August! The cinema will be showing family favourites, Sing 2 and Encanto in the Guildhall Square. The first 250 children can also enjoy ice cream decorating - all for free!

On top of this, there will be over 50 stalls from local makers showcasing their unique handmade arts and crafts products. Click here for details <https://bit.ly/3Bq4lRa>



# Communications Output

## Salisbury City Council Website

- Top 5 visited pages (during July and August)
  - Main page
  - Charter Markets
  - Car Boot Sundays
  - Crematorium
  - Our Events

### Other

#### Press Releases

- 14 press releases issued during July and August

Website Views (monthly figures)

