

**SALISBURY**  
**CITY COUNCIL**



**Business Team Report For Community Services  
Committee Meeting on Monday 5 December 2022**

# General Report from Business Team

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



# Events

Date	Event	
Sun 16 – Wed 19 Oct	Charter Fair	<ul style="list-style-type: none"> <li>• Income generated was £22,680</li> <li>• Expenditure was £5,520</li> <li>• Showmen reported a steady flow of visitors</li> <li>• 1 position has been taken back by SCC so now additional floating pitch available</li> </ul>
Fri 18 Nov	Christmas Begins	<ul style="list-style-type: none"> <li>• Approx. 6,000 people attended</li> <li>• 55 Retailers and Food/Drink vendors in attendance</li> <li>• Successful event</li> </ul>
Fri 18 Nov – Mon 02	Christmas on the Square	<ul style="list-style-type: none"> <li>• 2 Food Vendors</li> <li>• 1 Sweet treat vendor</li> <li>• 5 Retailers 2 of which have larger chalets</li> </ul>
Fri 18 Nov – Mon 02 Jan	Christmas Trail	<ul style="list-style-type: none"> <li>• 10 locations this year</li> <li>• Much more interactive either for selfies or photographs</li> <li>• Sponsorship secured £16,700</li> </ul>

Date	Event
Fri 18 Nov – Mon 02	<p data-bbox="703 311 937 344">Festive Lighting</p> <ul data-bbox="1014 178 2440 478" style="list-style-type: none"> <li>• New festoon lighting around the city</li> <li>• Have been able to include more streets than previous years</li> <li>• Replaced Christmas trees attached to buildings lighting to warm white to match festoons and all have had brand new drivers fitted</li> <li>• Wrapped trees around Market Place and Guildhall Square will stay in place until the end of February</li> <li>• Last year of current tender so will be going out for new tender at the beginning of 2023</li> </ul>



# Markets

- Despite the poor weather over the past few weeks, charter market attendance and income has remained good, with a Tuesday average of around £2000 and a Saturday average of £3300.
- With the Christmas pop up now on the Guildhall square the charter market layout has had to be adapted to fit everything in. The majority of traders have been very accommodating with this, and there had been a real sense of “working together”.
- Our Sunday festive markets are due to start this week (27/11/22), and we have just under 60 traders booked in for this generating just over £2300.
- Charter market incoming is progressing well with the total amount generated from stall rents standing at £171,141.03 and the revenue generated from other markets standing at £15,226.



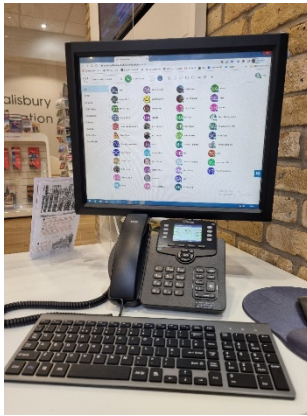
# Guildhall

- Celebrate Voice – 1300 people attended. Positive promotion for Guildhall to relevant audience
- On track to reach income targets
- Many Christmas bookings including craft fairs and evening parties many of which are military
- Still working towards holding the Dawn Sturgess inquiry – looks like could be 2024 now
- Loaning a painting of Lady Benson to Salisbury Museum for an exhibition of influential women in or area

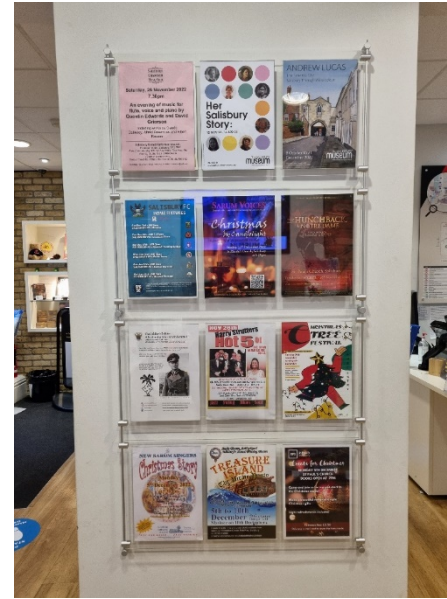


# Information Centre

We are fielding all the City Council calls greatly helped by the new phone system.



We continue to sell tickets for Studio Theatre and the Scout Panto and advertise a number of events across the city



We are selling Scout Stamps and Salisbury Hospice Charity Cards at just £4.00 for a pack of 10 cards



We have new stock of Figsbury honey gift sets with a dipper, Pantry Partnership jams and marmalades and Cyril's goats milks soaps new Winter Forest fragrance



Our Salisbury Monopoly set is the best price in the City at £26.99



We have been working on a new Mini guide to give to cruise passengers in the ports and encourage them to come to Salisbury



# Shopmobility

Shopmobility is supported by the Friends of Salisbury Shopmobility charity, fondly known as F.o.S.S

This charity has been raising money to purchase new equipment for Shopmobility.

Shopmobility has always submitted a tree to the St Thomas's Christmas tree festival and this year F.o.S.S. has been nominated as a beneficiary of the donations that the festival collects.



The plan for this years submission is a stack of equipment with a scooter, wheelchair, rollator and a crutch surrounded by a wire spiral with lights and little paper people holding hands attached to the spiral.

Each paper person will have the name of a past or present volunteer, staff member, regular customer, people who have donated equipment or service provider showing how the whole community supports the service.

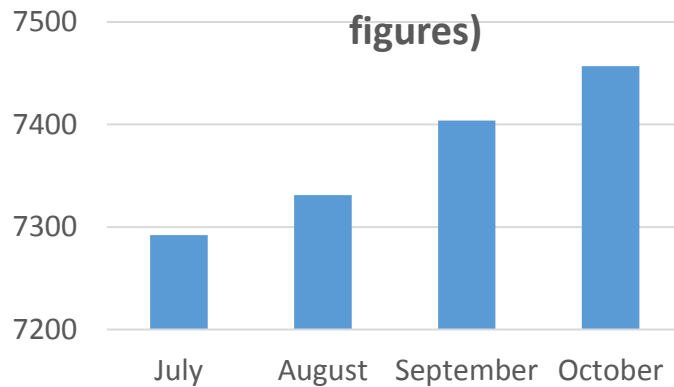
Visit the Festival at St Thomas's between Tuesday 29<sup>th</sup> Nov and Sunday 4<sup>th</sup> Dec 2022



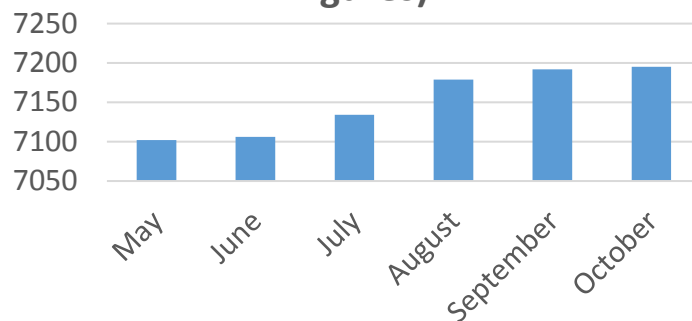
# Communications Output

## Social Media

Salisbury City Council  
Facebook Followers (monthly figures)



Salisbury City Council  
Twitter Followers (monthly figures)



### Popular Facebook posts during September – October



1. Don't miss Salisbury Charter Fair (boosted post)  
23,769 reach  
3736 engagements
2. Enjoy fun at Salisbury Charter Fair  
14,662 reach  
1477 engagements
3. We are a week away from the Charter Fair  
13,973 reach  
1222 engagements
4. Save the date for the Guildhall Wedding Fair  
8011 reach  
462 engagements

**Salisbury City Council**  
Published by Suzanne Salisbury · 5 October · 🌐

Don't miss Salisbury Charter Fair on Sunday 16 - Wednesday 19 October!  
Enjoy fun for all the family with the waltzer, ghost train, big wheel, hook-a-duck and much more in Salisbury Market Place.  
Click here for details: <https://bit.ly/3SPyLXJ>



**Salisbury City Council**  
Published by Suzanne Salisbury · 20 September · 🌐

Save the date for The Guildhall Wedding Fair  
Plan your dream wedding at The Guildhall Wedding Fair on Sunday 2 October from 11am until 3pm.  
Future brides and grooms are invited to our popular Wedding Fair which will take place in Salisbury's magnificent grade II\* listed Guildhall. As one of Salisbury's most beautiful wedding venues, The Guildhall provides the perfect backdrop to this fantastic event.  
With FREE entry and a complimentary welcome drink on arrival, you will meet some of the best wedding exhibitors around as they showcase bridal wear, jewellery, flowers, photography, catering and much more; making it easy to do all of your wedding planning under one roof.  
The team from The Guildhall will also be on hand to offer information on how you can use the magnificent Guildhall for your wedding venue.  
If you are an exhibitor and would like to showcase your services, please download and complete the application form here: <https://bit.ly/3RASGcZ>  
For more information on The Guildhall visit: [www.salisburyguildhall.co.uk](http://www.salisburyguildhall.co.uk)



# Communications Output

## Salisbury City Council Website

- Top 5 visited pages (during September and October)
  - Main page
  - Charter Markets
  - Car Boot Sundays
  - Crematorium
  - Charter Fair

### Other

#### Press Releases

- 19 press releases issued during July and August

Website Views (monthly figures)

