

**SALISBURY**  
**CITY COUNCIL**



**Business Teams Report For Community Services  
Committee Meeting on Monday 3 April 2023**

# General Report from Business Team

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



# Events

## Update on events currently working on:

### St Georges Day – Sunday 23 April 1000 - 1600

- All infrastructure confirmed
- All activities will be outside this year
- Invites to Cllrs will follow shortly once the days schedule has been fully confirmed
- We have offered 25% discount for all first time traders – and most of the food vendors this event are new traders

### Coronation

- **The Big Lunch** – Sunday 07 May Queen Elizabeth Gardens 1100 – 1600
  - All infrastructure now confirmed and applications coming in for food vendors
  - Currently have 12 Groups/charities signed up and 8 still to 100% confirm. We are still open for anyone wishing to join us
- **The Big Gig** – Sunday 07 May Market Place 1500 – 2200
  - All infrastructure now confirmed
  - Stage line up confirmed
  - Working with 4 Market Place businesses who will trade outside of their businesses selling food & drink (including alcohol)



# Events

## **Fun in the Park** – Wednesday 31 May 1100 - 1500

- Takes place at Victoria Park and delivered on behalf of Environment Department
- Event to mark Childrens Gardening Week during half term
- Encouraging all workshop providers and attendees to be environmentally friendly

## **Fayre on the Square** – Saturday 22 July – Sunday 03 September

- Theme most likely to be “Circus”
- Golf will be the activity along with the table tennis again and hopeful to introduce some table football this year too
- Gone out for food vendor applications – close 16 April, already had some interest
- Immersive Group now into second and final year of tender

## **Street Sellers** – Every second Sunday of the month from May 1000 - 1600

- An insight to a few of the themes :
  - **Dog Lovers Sunday**
    - Working in partnership with Market trader
    - Dog show with compare and prizes
    - Dogs agility course with prizes
    - Dog related crafts
  - **Dinosaurs**
    - Exact same as 2021
  - **Art**
    - Working with Kristina Stephenson who is a local children's story writer





# Markets

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- The market has really picked up over the past few months, with trader and footfall numbers increasing week on week.
- Tuesdays seem to have been particularly good over the past 2 weeks.
- We have had a significant increase in new traders approaching us to trade, as apposed to us having to go and source new traders. These include some really high quality new food vendors and a new jewellery seller.
- Pitch fee consultations with the traders have now concluded. On the whole these were positive, with some good feedback and suggestions from traders to be worked on.

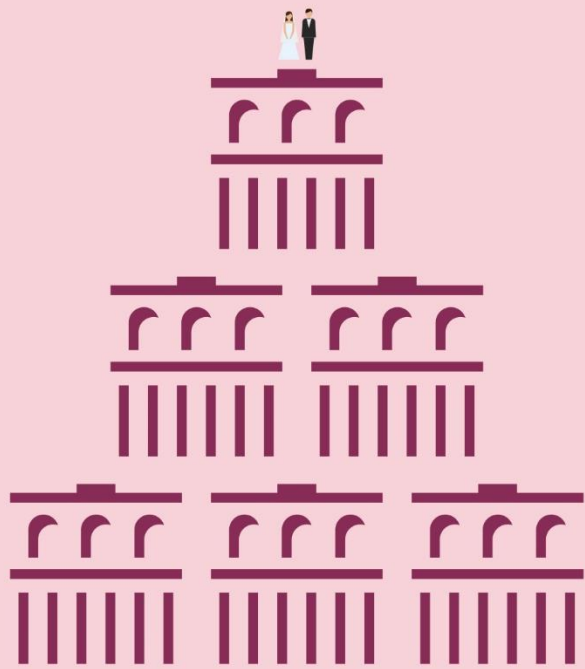




# Markets

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- Our first street sellers market is due to take place in May, which is dog/pet themed. We have had a good level of applications for this, many of which are different from last year.
- There has been a big push on making sure that invoices are paid well in advance of the street seller markets, and also in chasing up charter market arrears before the end of the financial year.
- We have made some good progress at the new depot, undergoing lots of tidying and organisation to make it easier to store and access the equipment that we need for markets and events.



# Wedding Fair

Sunday 26 March

11am - 3pm



The Guildhall Salisbury

## Guildhall

- The Guildhall has had a busier Q4 than previous years and already has a large amount of bookings for 2023-24 lined up.
- A newly agreed programme of maintenance has begun and will see much needed refurbishment take place around the building over the coming year, predominantly around the entrance. This is important both in improving our aesthetic to clients and public, but also in protecting the fabric of the building.
- The Guildhall's Wedding Fair was March 26 with more exhibitors - and more attendees - than the past years.



# Information Centre

- The Information Centre has been busy these past 3 months.
- Continues to be the front face of the City Council answering calls and enquiries from local residents as well as taking allotment and Fixed penalty notice payments.
- Selling tickets for the Stonehenge Bus Tour and Blue Badge Guide walking tours as well as tickets for Studio Theatre productions and The Scout Panto. We also sell Stamps, Radar keys, Books about Salisbury and Maps of the surrounding area and showcase local produce: Jams, honey, Utta Nutta Peanut butter, My Trusty Vit E products and Cyrils Goats Milk Soap. A recent addition is the Spitfire Range of Books, DVD's and coasters.
- We have sold 234 Mortlock guides and 196 Her Salisbury Footprint Trails as well as handing out free maps to the many hundreds of National and International Tourists that visit our lovely City.
- Produced a Mini Guide for travellers and have sent 700 to the Cruise Info Point at See Southampton.
- Customer Service Manager Cindy retires on the 31<sup>st</sup> March 2023 and Vicky Goodwright will be taking up the reigns on the 1<sup>st</sup> April 2023





# Shopmobility



Shopmobility have for many years named scooters that have been donated to the fleet after the donor but have recently decided to name scooters after the long serving volunteers. Here we have Helen, Tim and Sian.

The back wall of Shopmobility has been redesigned to reflect the service on offer in keeping with the new City marque and branding.

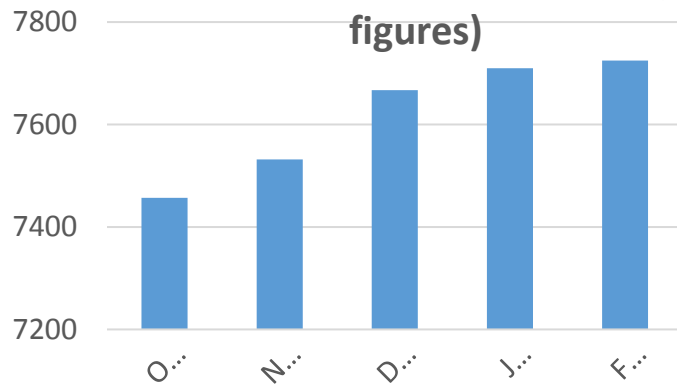
Notice how the brand S has been used to represent Shopmobility



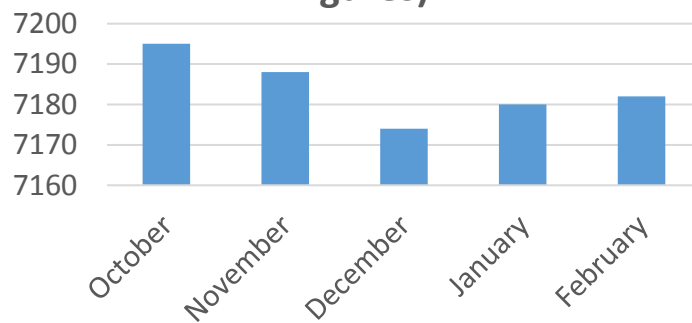
# Communications Output

## Social Media

Salisbury City Council  
Facebook Followers (monthly figures)



Salisbury City Council  
Twitter Followers (monthly figures)



### Popular Facebook posts during January - February

1. Opportunity to trade at kiosk in Victoria Park

13,050 reach

4340 engagements

2. Charter Market cancelled due to high winds

11,077 reach

2051 engagements

3. We are recruiting a Streetscene Operative (boosted post)

10,089 reach

3169 engagements



Salisbury City Council

Published by Suzanne Salisbury · 11 January ·

We are giving businesses the fab opportunity to trade in our kiosk at Victoria Park! With a 3 year contract, you will be able to serve food and drink to Victoria Park's thriving community which has numerous activities and groups taking place throughout the year.

The kiosk is a fully contained building with everything you need to run a food and drink offering for Salisbury's park going public including electricity, water supply, storage and a serving hatch.

Click here for more details <https://bit.ly/3XmYcIV>



Salisbury City Council

Published by Suzanne Salisbury · 6 January ·

Due to the high winds and adverse weather conditions predicted tomorrow (7 January 2023), the Charter Market has unfortunately been cancelled. We are sorry for any inconvenience this may cause and we hope to see you at our next market on Tuesday.



# Communications Output

## Salisbury City Council Website

- Top 5 visited pages (during January and February)
  - Main page
  - Charter Market
  - Crematorium
  - Councillors
  - Job vacancies

## Other

### Press Releases

- 10 press releases issued during January and February

Website Views (monthly figures)

