

SALISBURY
CITY COUNCIL



Business Teams Report For Community Services
Committee Meeting on Monday 5 June 2023

General Report from Business Team

- Events
- Charter Market
- Guildhall
- Shopmobility & Information Centre
- Communications Output



Events

Report on events happened since April's meeting:

St Georges Day

- Successful event had approx. 2,500 to 3,000 people attend
- Moved Guildhall activities outside this year and worked well
- Cost £5,500 / Income £1,850

Coronation - The Big Lunch & The Big Gig

- Very successful events approx. figures are 4,000 at the Big Lunch and 6,000 for Big Gig
- Charities and groups gave great feedback on the day and shown interest to do similar event annually
- Market Place Businesses were very happy with the music event and enjoyed being part of it and trading outside of their premises. It has also helped enhance the relationships between them and SCC
- Total costs for both events £19,000



Events

Update on up and coming events:

Armed Forces Day – Sunday 25 June 1000 - 1600

- Unfortunately Headquarters South West are unable to support us this year, so military unit displays may be lower than normal
- There will still be variety of charity stalls, retailers, food & drink vendors, fair rides, live music and make and take craft workshops

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

- Theme “Vintage Circus”
- Food Vendors now confirmed and all well established Salisbury based companies:
 - Charter 1227 - Greek Gringo
 - Inc Events Ltd – Loaded dogs & fries
 - Chickpea Ltd – Ice cream chalet
- Banner sponsorship space now available
- Marshalls sponsoring car again for second year

As well as events the team are also working on:

- New Festive Lights and Bunting installation Tender (this is currently live and will close on 12 June 2023)
- Installation of more festoon lighting and Christmas trees



Markets

- The charter market has been thriving over the past few months, with increased trader attendance and footfall on market days.
- We have seen a strong and consistent revenue stream from the market, with an increase on figures based on last year.
- Trader feedback indicates that Tuesdays are improving. We are getting a significant increase in applications for traders to come on Tuesday specifically. We have also seen an increase in the number of tourists and coach tours in the city on Market Days. This has improved the morale amongst the traders and improved their confidence in the council. This can be clearly traced back to the project work undertaken to target this market
- May saw the first Street Sellers Market of the year, which was dog themed. This was extremely popular and brought a huge amount of people into the Market Square.



Markets

- We used our new speaker system which has been installed round the market square to play music during the day. This created a really nice atmosphere around the market.
- We have also had our first 2 car boot sales of the year, the first being in combination with the Teenage Market. This first car boot took the team by surprise with how busy it was, and the second was nearly as good.
- We are looking forward to street sellers in June, which is Dinosaur themed. This proved to be our most popular one last year and is looking to be the same again. There is already a good buzz on social media around this, with parents looking forward to bringing their children down.





The Guildhall Salisbury

- The Guildhall is continuing to expand its brand and marketing reach with the production of a brochure in keeping with the website. This includes tying in with the Crematorium's upcoming brochure to create a symbiotic relationship and push further into the wake/services market.
- While quieter than the stellar Q1 of last year, the diary is continually filling up for the year ahead, predominantly with meetings/conferences.
- After another successful planning meeting with the Home Office, the Guildhall is confirmed to be hosting the Salisbury leg of the public inquiry into the death of Dawn Sturgess in October '24. The work now begins on the successful and safe delivery of this uniquely important event.
- Plans to hold some contemporary music events in place. Clear gap in the market in the absence of City Hall and meets brand guidelines succinctly



Salisbury Information Centre

Monthly Visitor Numbers:	Percentage increase	Phone Calls Handled
January 2023:		784
February 2023:	24.9% increase	1101
March 2023:	10.1% increase	2061
April 2023:	12.7% increase	2324
May 2023:	12 % increase	1237

- A higher proportion of overseas visitors compared to 2022 E.g. France, Germany, Spain, Netherlands, USA, Canada, Poland, Czech Republic, Peru, Brazil.
- Day visits from Cruise excursion trips from both Southampton and Portland are also noticeable and the groups market is still recovering but definitely more group visits than last year.
- We have recruited a new part-time Customer Service Officer. This followed an internal promotion for the Manager’s role and a part time staff member swapping to a full time role.
- Challenges: The team are still understaffed for the summer as we have a full time team member on long term sick. This impacts our level of service to customers and those trying to contact Salisbury City Council by phone and email which our team also handle.

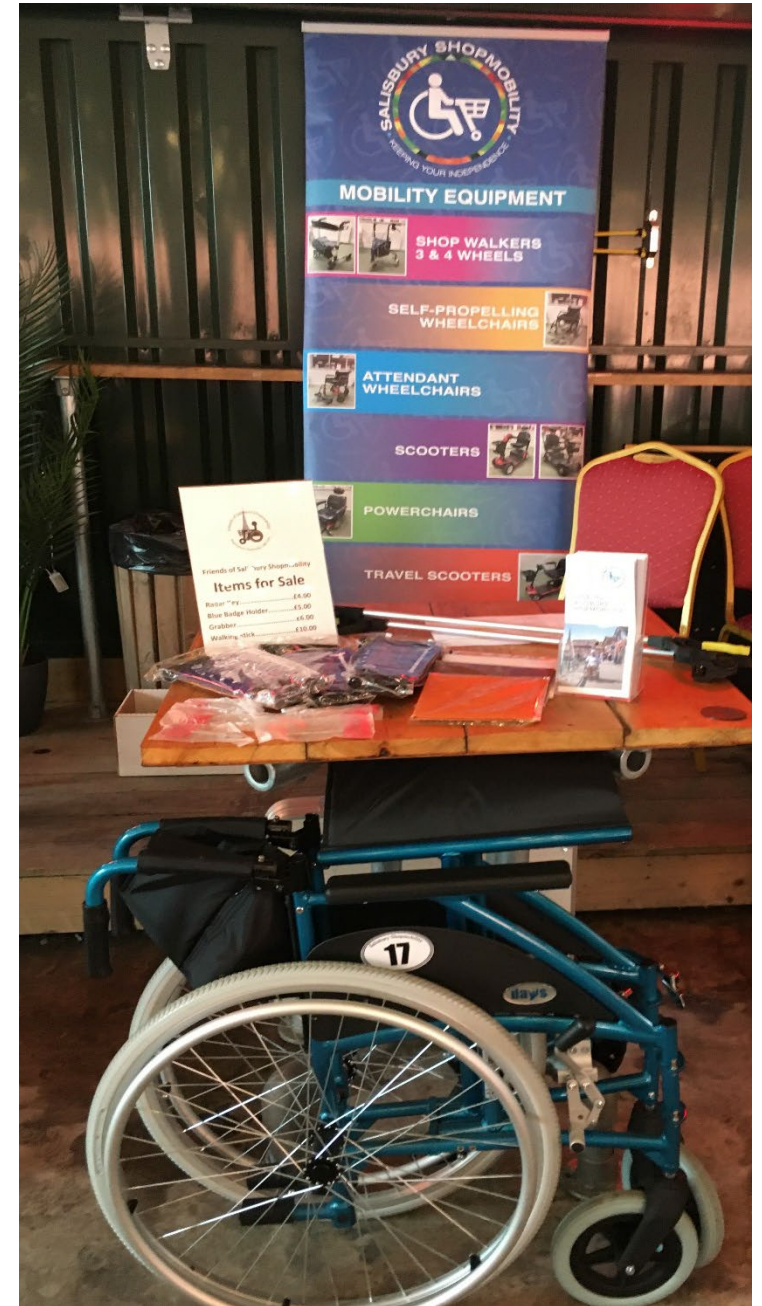
An eye catching and bright window display at Salisbury Information Centre was created in collaboration with Wiltshire Creative to coincide with the production of The Tempest in Churchill Gardens



Salisbury Shopmobility

Hire statistics	Daily hires	Number of Long term days
Jan 2023	163	47
Feb 2023	202	88
March 2023	178	126
April 2023	188	224
May 2023	236	349

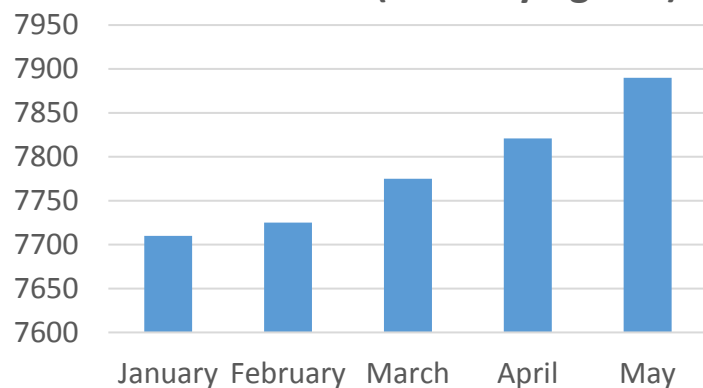
- Salisbury Shopmobility have recently collaborated with Wiltshire Creative to offer scooters and wheelchairs to be used for audience members to help them get around the Churchill Gardens site for the production of 'The Tempest'.
- Salisbury Shopmobility attended the All Inclusive Showcase at the Brown Street venue on 9th May 2023 and promoted our services to those that attended and also to fellow stall holders. (See photo on the right)
- 2 new volunteers started working at Shopmobility in recent months and have settled in to their duties and have been helpful and eager alongside our existing staff and volunteer team.
- Challenge: The empty parking spaces has encouraged some anti social behaviour in the area – drinking, drug taking and homelessness. Staff feel vulnerable when arriving and exiting the building and we are receiving feedback from customers too.



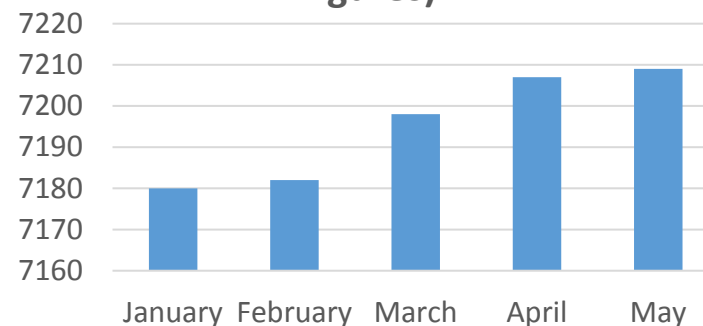
Communications Output

Social Media

Salisbury City Council Facebook Followers (monthly figures)



Salisbury City Council Twitter Followers (monthly figures)



Popular Facebook posts during April - May

1. Artist opportunity for commission at Coach Park WC

16,054 reach
2255 engagements

2. Join us as a Community Development Officer (boosted post)

14,016 reach
2939 engagements

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

13,283 reach
3340 engagements

Salisbury City Council
Published by Suzanne Salisbury · 10 May at 09:55 · 

Calling all local artists! 🎨

Studio Response in partnership with the Environment Agency, is delighted to announce a commission opportunity as part of the arts programme for the new River Park in #Salisbury.

They are seeking an artist to creatively investigate the design and installation of large-scale street artworks to the Coach Park WC block in the city centre. The work will enhance the building aesthetically and also make a statement about its adjacency to the River Park. The chosen artwork will draw inspiration from the wildlife and natural context of the River Park.

Click here for details 📄 <https://studio-response.com/news>

Artwork examples are below 📄



Salisbury City Council
Published by Suzanne Salisbury · 20 April · 

We are hiring! Join our fab Communities Team as a Community Development Officer.

Working 22.5 hours per week, we are looking for someone passionate about improving opportunities for young people and has an understanding of their needs.

In this role, you will deliver regular social youth sessions and work with local organisations and volunteers to create new initiatives in support of young people in our city.

Candidates must be available to work Tuesdays from 2pm - 6.30pm and to work some evenings up to 7.30pm (2 - 3 times per month).

Click here for info 📄 <https://bit.ly/3M8iaOY>



Communications Output

Salisbury City Council Website

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

Other

Press Releases

- 19 press releases issued during April and May

Website Page Views (monthly figures)

