



# Salisbury BID

Term 3 Renewal  
2024 - 2029





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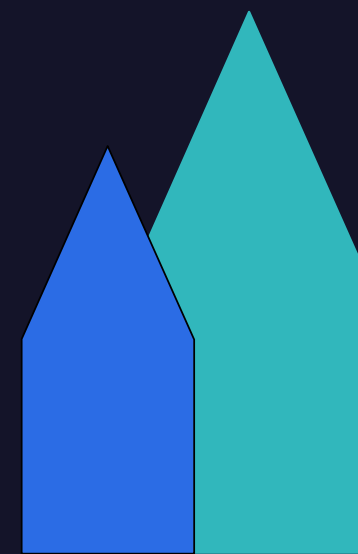
## Introduction

Salisbury  
BID

Robin McGowan – Chief Executive

Susi Mason – BID Director and owner of Casa Fina

1. Brief Overview of Salisbury BID
2. Key Achievements to date
3. Renewal Ballot Process
4. Term 3 Priorities
5. Salisbury City Council & Salisbury BID
6. Next Steps

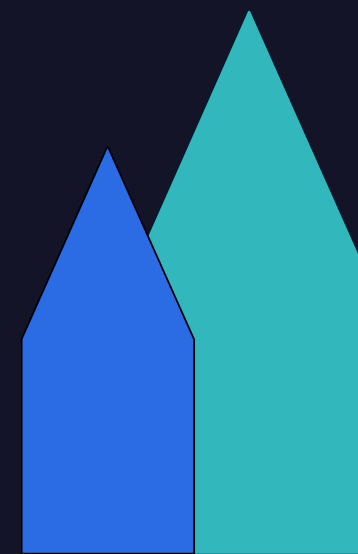




## What is a BID

SalisBury  
BID

- First BID 2005 and now over 330 BIDs nationally
- Involving over 121,485 businesses
- Income £144,735,669
- Ballot Success Rate 89.5%
- Maximum 5-year term
- A BID enables coordinated investment in the management and marketing of a commercial area

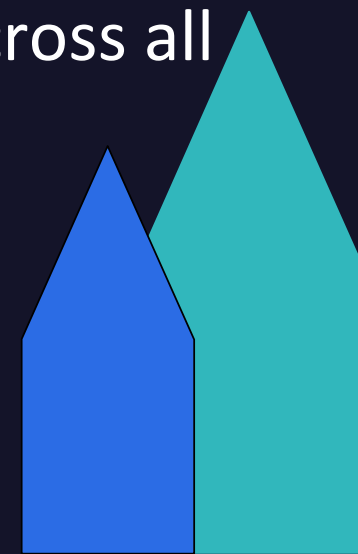




## Salisbury BID

Salisbury  
BID

- Approx 500 levy paying businesses in the city centre
- Annual Levy Income of approx. £330,000
- Additional income streams e.g. Grants/Partner Projects etc
- Sectors – 40% Retail/20% Hospitality/20% Prof Services
- Approx 40% are independent businesses
- Largest Levy £9,750, Smallest Levy £180
- Governed by a Voluntary Board of 12x Directors across all sectors





# Key Achievements

## Experience Salisbury

Growing an engaged follower base since June 2021

### Social

Followers: **20k+**

Total Reach: **763k**

Total Posts: **3.5k+**

### Website

Page Views: **58k**

Unique Users: **27k**

Events Uploaded: **1.1k**

### Email

E-Newsletter Subscribers: **4.5k**

Emails Sent: **164k**

E-Shot Open Rate: **50-70%**

## Summer & Christmas What's On Guides

Distributed to over 100k people respectively

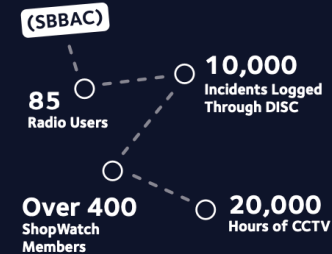
**6500**

promotional Salisbury tote bags distributed encouraging spend in the city

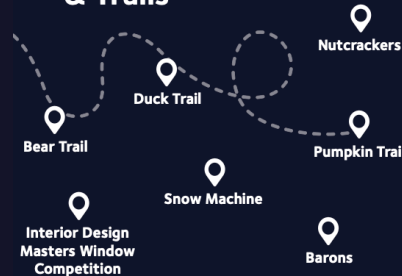
Over **£100k**

of spend kept in the city through initiatives like the **Salisbury Gift Card**

## Salisbury BID Businesses Against Crime



## City Activation & Trails



**Consistently Outperforming** National & Regional footfall averages (Novichok period excepted)

Co-investment in and Launch of **Traditional Original**

**Taste Salisbury** For the past 3 years we have co-funded our city's premier food festival showcasing Salisbury's strong tradition of hospitality.

**Christmas in Salisbury** Salisbury BID has been a primary partner and funder of the city's festive activity

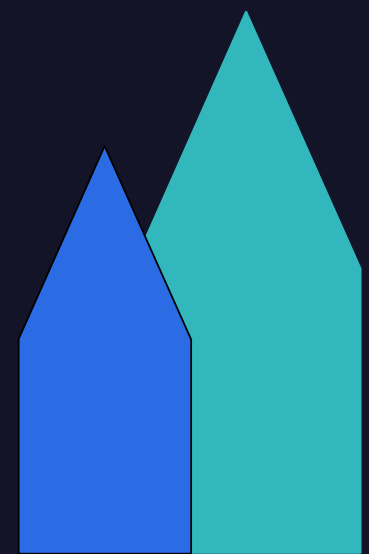
## Public Art

- Umbrella Installation
- Window Wonderland
- This Too Shall Pass
- City Murals

Each project viewed by over 90k people!

## COVID-19 Support in Numbers

- 31,891** Page views on the BID website COVID-19 Hub
- 1,000** Social distancing floor stickers across the city
- Nine** Support webinars
- Three** Mental resilience workshops
- 200+** Levy-paying businesses helped with 1-2-1 support





## Renewal Ballot Process

Salisbury  
BID

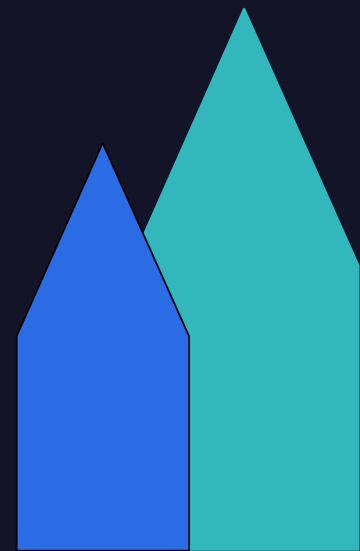
### Term 1 – 2014 to 2019

- End of Term 1 Ballot - 90% Yes Vote | 66% Turnout

### Term 2 – 2019 to 2024

- Consultation (Feb-Mar 23) – 246 responses/key priorities
- Met with all 4 SCC Group Leaders and Key Officers
- Ballot Process Overview

### Term 3 – 2024 to 2029





## Term 3 Priorities

Three main themes will shape our strategy over the next 5 years

### Experience

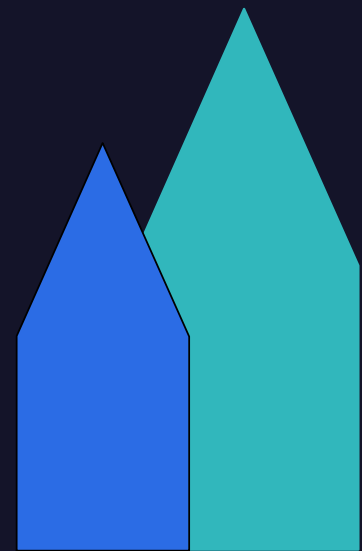
Making our modern medieval city a vibrant destination of choice for residents and tourists alike.

### Influence

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

### Place

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



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Vote YES For...

# Salisbury BID

**Experience Salisbury:** website, social media, printed collateral



**Salisbury BID Businesses Against Crime**



**Tourism strategy encouraging domestic travel to Salisbury**



**A powerful & influential voice for businesses**



As a business owner, I am happy to have Salisbury BID as a dedicated partner, driving our city's prosperity and delivering an ambitious vision for the future of our city. Their support in fostering connections between ourselves and local stakeholders was invaluable and ensured our seamless integration into the city.

**Greg Davies**  
*Managing Director, Bradbeers*

**Daily City Ranger support**



**Employee Offers Initiative**



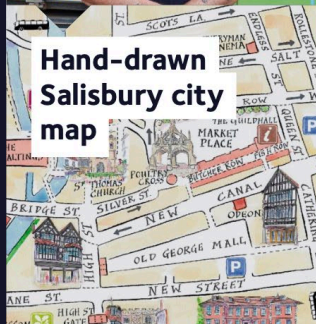
**Sector Forums**



**Salisbury: Your City of Independents campaigns**



**Hand-drawn Salisbury city map**



**Biannual printed What's On guides**



**Public Art**



**Comprehensive and influential strategy around parking**



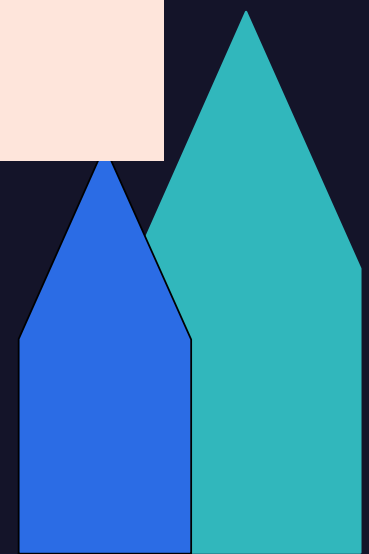
**Informed gathering and analysis of city performance data**



**Tackling empty premises with strategy, investment and dressing**



**A vibrant city of events, markets and festivals**





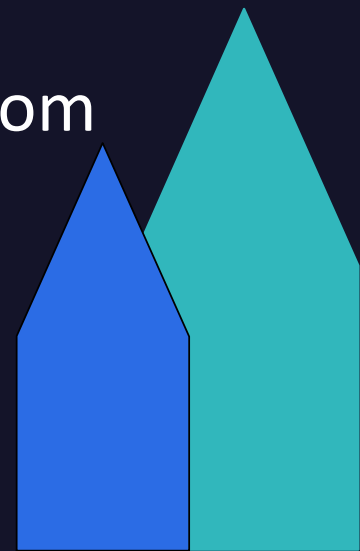


Salisbury City  
Council & BID

Salisbury  
BID

Significant collaboration between SCC & BID

- City Safety - £35k (CCTV, CCSO)
- City Promotion - £50k (Experience Salisbury)
- City Experience - £30k (City Dressing/Taste/Christmas)
- Future Salisbury - £15k (Group Travel/Place Manager)
- Over £130k annual investment from Salisbury BID with similar investment from Salisbury City Council
- This joint investment attracts additional funding from other city partners



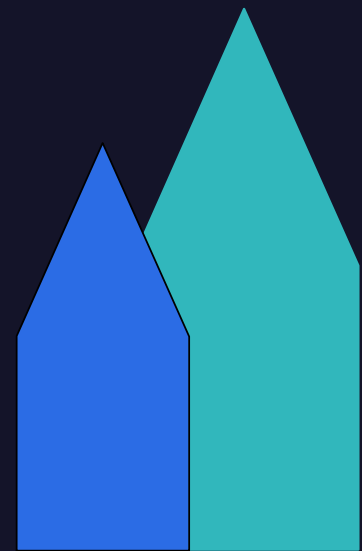


Salisbury City  
Council & BID

SalisBury  
BID

Postal Ballot from 5<sup>th</sup> October to 2<sup>nd</sup> November 2023

- Salisbury City Council – 5 votes with annual levy £3,206
- Baseline Statement drafted to support future co-investment framework
- Regular meetings to discuss priorities/budgets etc

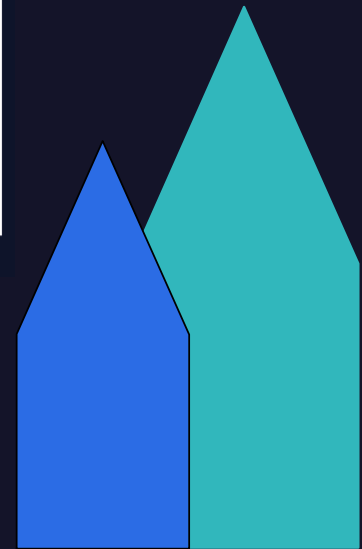


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Next steps

Salisbury  
BID

# Invest in our city...





**Salisbury BID's role in city management and stakeholder collaboration is indispensable. Their creation of Experience Salisbury has opened doors for us, enabling our involvement in pivotal discussions on city planning and strategy. Being engaged in this way helps support our ambition for the hospital,**

**staff wellbeing and recruitment challenges. Without their inclusive approach, the hospital's voice wouldn't have the platform it needs for meaningful contribution.**

**Dave Roberts**

*Associate Director of Communications, Engagement and Community Relations, Salisbury NHS Foundation Trust*

**For a thriving  
and vibrant Salisbury**

