

SALISBURY
CITY COUNCIL



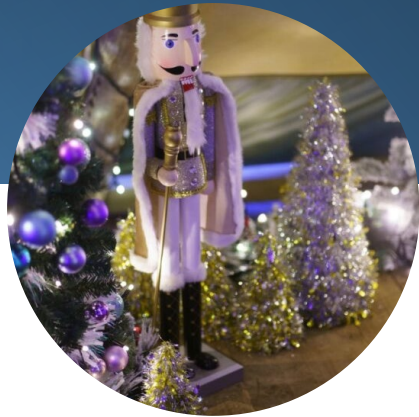
Report for Community Services meeting on
Monday 5 February 2024



2023 Event Expenditure

Event	Event Budget		Event Expenditure
Charter Fair	5,500		5579.24
Christmas Lights around the city	41,000		41164
Christmas Activity	54,000		67,459
St Georges Day 2022	5,500		5586.42
Salisbury Street Sellers	15,000		14936.91
Armed Forces Day	6,400		5942.13
Fayre on the Square	36,000		47207.19
Foodie Sunday	10,000		11765.62
Misc event costs	1,000		50
COTS Activities / performers	5,500		4859
Grand Total	179,900	Actual Expenditure	204,550

2023 Event Income



- Target £ 40,000
- Actual £130,732
- Less overspend £ 24,650
- Actual Income £106,082
- **Over receipt £ 66,082**

Challenges

24/25

- Immersive Group now out of contract – income loss of c £20,000 pa
- Ideas in pipeline – currently being costed
- Speculative nature of activity
- Complex operations
- Staff challenges
- Collaborative nature of work

Markets – Looking back on 2023

- 2023 saw a good year of growth and evolution for the Charter Market.
- We now have a really strong base of core regular traders, with around 10-12 casuals per market in the busy months.
- We continue to get regular applications from new traders looking to join the market from a variety of interesting industries.
- We receive regular positive feedback about our market from both traders and the public about its variety and how well run it is.
- Street sellers has some room for improvement in 2024 with a view to get more traders involved and more exciting and diverse themes for entertainment.
- The success of our festive markets can be capitalised on in 2024 and grown to provide a really strong shopping at eating experience around Christmas for the people of the city.





Markets – Looking ahead to 2024

- One of the biggest plans for 2024 will be to introduce a new layout for the charter market. This is currently in the design phase and traders will be consulted when a plan has been agreed before it is implemented.
- We now have a selection of market barrows to use in our street sellers and festive markets. These were quite popular during last years festive markets and can certainly be used more throughout the year.
- There is room in the market to expand the number of stalls that we have. More can be done to try and attract new traders to the market and to promote it to the wider community.
- The Teenage market will be better promoted to try and attract more young people to take part. This will include promotional material such as leaflets and poster distributed to local schools.

Charter Market

Target £280,000

Actual £220,000

Likely to fall slightly short of target

Other market income

Target £22,000

Actual £23,000

2024 Plans

Site re-design

- to encourage footfall to all areas of market
- to consider food area (pros and cons)
- to minimise disruption during FOTS and COTS
- to address flow to Bradbeers

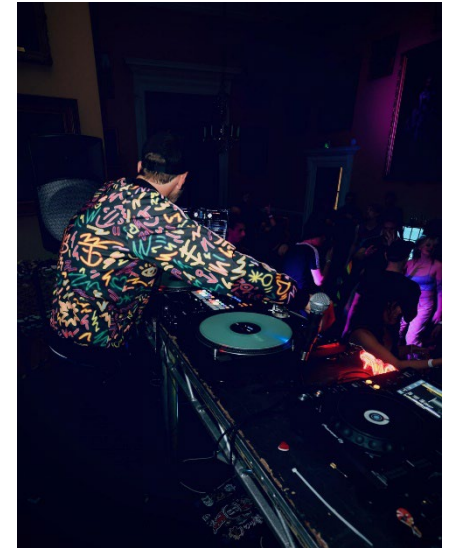


Over 200 **paid bookings** and over 100 other functions.

The versatility of the building has been shown with events ranging from a Royal visit to a drum & bass gig, from an opera to a Christmas party for a multi-billion-pound company.

- We held our **own events**

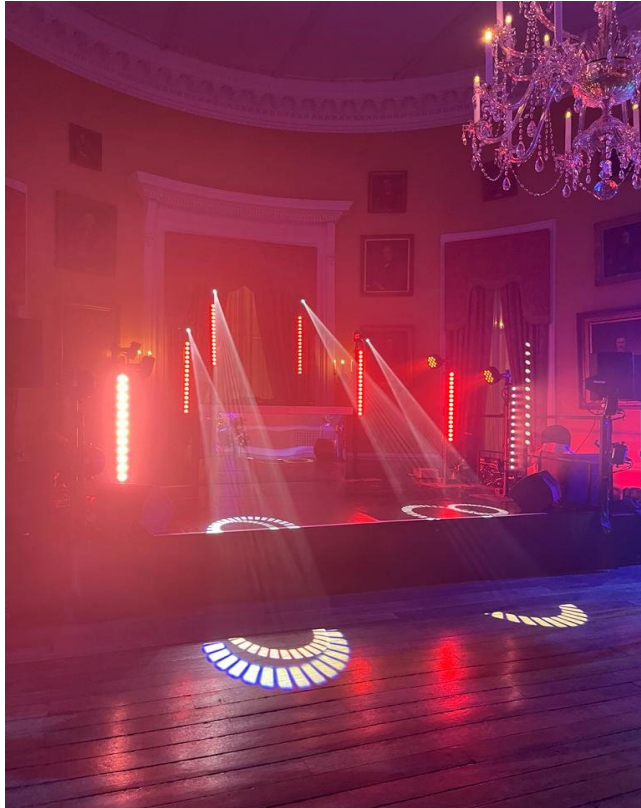
- Wedding fairs, spring and autumn
- Health and Wellbeing expo
- attended the Racecourse wedding fair.
- Foyer redecoration helping us make an immediate impression to all who visit.



Guildhall 2023

Guildhall 2024

Looking ahead to another busy year of business, aiming to break the income record achieved in the past.



The team are going to continue to explore running ticketed event nights.

Promoting the Guildhall as a venue and providing a needed night-time entertainment option for the city.



We will host the Salisbury leg of the inquiry into the death of Dawn Sturgess

This is hugely important moment for the city, ordinarily an event of this nature is held in specialist buildings, this is testament to the professionalism and service our team provides.

Communications Output 2023 round-up

New website

The brand-new City Council website was launched in March 2023 bringing a fresh and modern look that is image led and easy to navigate. It has had 57k total users since its launch.

Social media

The SCC Facebook page has gained over 1000 new followers during 2023. Other SCC social media pages are continuing to grow in followers including LinkedIn and Instagram.

We started uploading video recordings of committee meetings to the SCC YouTube account so the public can watch the meeting after its been held

Press Releases

SCC issued over 80 press releases during 2023.

Advertising

SCC used billboards, radio adverts, magazine editorials, flyers, posters, banners, social media boosted posts and more to promote its range of events and keep Salisbury residents informed throughout 2023.

Popular Facebook posts during 2023

1. Exeter Street underpass has been transformed with mural
17,807 accounts reached
2. Artist opportunity for commission at Coach Park WC
16,054 accounts reached

Communications Output Targets for 2024

- Keep Salisbury residents informed and updated on what the Council has been up to and what is in the pipeline. This will include general news, events, meetings, environmental steps, jobs and opportunities.
- Social media posts will continue to be sent regularly across Instagram, LinkedIn, YouTube, Facebook and Twitter.
- Press releases will be issued often each month.
- As well as social media, radio adverts, billboards, magazines, banners and posters will be used to advertise events. SCC will continue to work with local organisations and companies to do this.
- Artwork for advertising collateral will be kept fresh and current, following the Salisbury brand guidelines.
- The SCC website will be kept up to date with correct information and news.



Salisbury Information Centre – 2023 review

- Welcomed and served 23,537 visitors and local residents from 1 January 2023—31 December 2023
- Handled 9207 phone calls
- Our top 6 best sellers in 2023 were:
 - Stonehenge Tour Bus tickets**
 - Postcards**
 - Mortlock Guide ‘Where to Go, What to See’ City Guide**
 - Her Salisbury Footprint Heritage Trail**
 - Guided Walk Tickets**
 - Tea Towels**
- We have supported a number of local charities:
 - Salisbury Hospice Charity by selling their Christmas cards and diaries**
 - Salisbury Scouts by selling the scout stamps**
 - The Stars Appeal with their pre-Christmas Elf Trail**
 - Hope and Homes for Children by selling Wylde and Nadder Valley Calendars**
- We had a star themed entry in the St Thomas’ Christmas Tree Festival

Information Centre – 2024 plans

- Anticipating our busiest season since 2017—busiest months April—October.
- First point of call for information and a warm welcome to the city. Planning review and adaptation of range of products.
- Started the year with a successful **team building** event at the Live Escape Room in the Cross .This event helped us to work together and we gained knowledge about this local attraction to share with our visitors and residents.
- Ticket Hub for **Salisbury Sinfonia & The Studio Theatre** and we'll continue to sell tickets for the **Stonehenge Bus Tour** and **Salisbury City Guides** walking tours.
- The **Salisbury Map** produced by Salisbury BID has proved to be a popular addition.
- Our team attended the travel trade exhibition '**Excursions 2024**' at Wembley Stadium on 27 January 2024 to connect with group travel organisers to tempt them to choose Salisbury as their destination of choice in 2024 or 2025 or beyond.
- We are open 7 days a week and offer a Safe Space for those that need it.



Salisbury Shopmobility – 2023 review

- **Increase in daily hires, new clients and Re-registrations.**
- Shopmobility ran a **Scooter Scoot** in October 2023 in collaboration with Silver Salisbury—theme: ‘Secret Spots of Salisbury’ ending with a warming drink and social time together back at Shopmobility.
- **New volunteers** joined the team . We have 3 x **Veteran Volunteers (aged 80+)** who just want to keep on helping out!
- The Friends of Salisbury Shopmobility Charity have helped with **fundraising** activities including a **Christmas Raffle** and a **Carol Singing** event in The Maltings
- Generous equipment **donations** from members of the public has helped us to keep the standard of our equipment to a good level.

	1 January 2022 – 31 December 2022	1 January 2023 – 31 December 2023	% increase/ decrease
Daily Hires	2076	2703	30.2% increase
Long Term Hire Days	3456	2960	14.3% decrease
New Clients	211	378	79.1% increase
Re- Registrations	58	93	60.3% increase

Shopmobility – 2024

Hoping to build on the success of 2023 and further improve on daily hires and new registrations.

In the process of getting more **new Volunteers**. We are establishing a link with Wiltshire College students as a possible source of new and younger volunteers.

Our staff and volunteers get to know our customers well and we have already had to attend a few funerals in January 2024. A side of our job here that is not often considered. It takes its toll as you see customers that have become friends over time eventually dying

Looking at ways to attract new customers - participating in the Pancake Day Race organised by Salisbury Foodbank on 13th February, attending the Salisbury Summer Fayre held at Wilton House, the St Thomas' Church Tuesday coffee morning, 3 x Scooter Scoots as well as having an occasional presence at the Charter Market. To end the year we will be having a Shopmobility entry at the St Thomas' Church Christmas Tree Festival.

Holding a Health & Safety briefing for our volunteers with Mark Annetts from Salisbury City Council on Wednesday 1 February

