

The Guildhall  
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# Minutes

**Meeting of** : Events, Markets and Grants Sub-Committee  
**Date** : 7 July 2025  
**Meeting held in** : The Guildhall  
**Commencing at** : 6.30pm

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Present:

Chair: S Charleston (Item 1) Cllr S Foster (Item 2 – 15)

Vice-Chair: M Brown (Item 2 – 15)

Cllrs: P Beaven, C Corbin, S Hocking and R Rogers

Officers: Matthew Hine, Janine Whitty and Andrew Hunt

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## **1. Election of Chair and Vice Chair of the Committee:**

- 1.1. Cllr S Foster was elected as Chair of the Events, Markets and Grants Sub-Committee.

**Proposed by:** Cllr P Beaven  
**Seconded by:** Cllr M Brown

A vote was taken, and it was agreed.

- 1.2. Cllr Mac Brown was elected as Vice Chair of the Events, Markets and Grants Sub-Committee.

**Proposed by:** Cllr S Charleston  
**Seconded by:** Cllr P Beaven

A vote was taken, and it was agreed.

**2. Apologies:**

Cllr S Charleston substituted for Cllr B Dalton.

**3. Public Questions/Statement:**

There were no questions or statements submitted by the public.

**4. Councillor Questions/Statement:**

None.

**5. Minutes of the previous meeting:**

The minutes of the last meeting of the Events, Markets & Grants Sub-Committee held on 7 October 2024 were approved and signed by the Chair.

**6. Declarations of Interest:**

No requests for dispensations were received or granted.

**7. Dispensations:**

No dispensations were requested.

**8. Chair's Announcements:**

The Chair made no announcements.

**9. Salisbury Museum:**

A representative from Salisbury Museum gave a presentation on the Museum's current and planned community engagement work, supported by grant funding. The project aims to develop long-term engagement through creative outreach and partnership with local organisations.

Activities include early years outreach, family picnics, school projects, youth creative clubs, and a citywide "Museum in a Day" event. The scheme includes free family memberships ("Golden Tickets") to remove access barriers and promote inclusion.

The Museum is expanding its civic role, with a focus on accessibility, creativity, and community participation. Projects involving local schools, teenagers, and families have had measurable wellbeing impacts, with plans for further growth in the coming year.

**RESOLVED:**

9.1. That the Committee thanked the Museum representative for the

presentation and noted the update.

#### **10. Budget Outturn / Monitoring Report:**

Matt Hine, Head of Business, presented the Budget Monitoring Report.

He reported strong performance at the Guildhall due to the Dawn Sturgess Inquiry, which improved income and Home Office engagement. A historic Value Added Tax (VAT) issue relating to ticket sales had been voluntarily disclosed and resolved with His Majesty's Revenue and Customs (HMRC), with the liability accounted for in this year's budget.

An underspend of £48,000 was noted in the Shopmobility service, attributed to delayed pay awards and outstanding ticket income. These variances are expected to clear by year-end.

Dilapidation costs related to a vacated property were queried. It was confirmed that such costs are standard in lease agreements and will be considered in future budget planning.

Waste disposal underspends were caused by inconsistent coding. Contract reviews and internal checks are underway to prevent reoccurrence. Market trader pitch fees have been adjusted to reflect waste output, supported by improved education and bin provision.

An overclaim on VAT affecting exempt services was identified and corrected through a voluntary disclosure. The cost is reflected in the current budget.

Clarification was requested on funding for Experience Salisbury and a £15,000 underspend noted in the report. Officers agreed to confirm both via email.

#### **RESOLVED:**

10.1. That the Committee noted the current financial position and accepted the Budget Monitoring Report as presented.

10.2. Matt Hine to provide written confirmation of the Council's financial contribution to Experience Salisbury and a breakdown of the £15,000 underspend referred to in the report.

#### **11. Business Team Update:**

Matt Hine, Head of Business, presented the Business Team Update covering communications, events, visitor services, and commercial performance.

It was reported that the Council's Facebook reach had exceeded 1 million views in the last quarter, with over 187,000 users accessing the website. The Council's following had grown to 10,000, with improved data analysis supporting audience targeting.

The Committee was updated on recent events including St George's Day and Armed Forces Day. Feedback on Armed Forces Day is being reviewed, and operational challenges from earlier in the year were noted due to staff absence. The Events Officer has since returned to post.

Fair on the Square planning is underway, with enhanced features including covered play, a petting zoo, themed décor, and live music. Catering and bar services were awarded by competitive tender, with three-year contracts now in place.

The Guildhall's comedy night generated a net profit of £1,400. Members were advised that running the bar in-house had resulted in higher returns than previous arrangements. Officers are refining event criteria to ensure cost-effectiveness.

The Information Centre received 8,600 customer visits between April and June, with 2,700 calls handled. Ticket sales and merchandise lines have expanded. Issues with past ticket pricing have been resolved.

Shopmobility services continue to grow, including a new partnership with South Western Railway to establish a mobility hub at the train station. Scooter events also continue, with the next scheduled for 16 July.

Councillors discussed the visibility of military support during Armed Forces Day and encouraged further engagement with regiments holding Freedom of the City. Suggestions were made to explore flypasts, military vehicles, and wider representation.

Opportunities to support accessible play equipment were raised and officers agreed to explore future partnerships with local businesses to address market gaps.

Suggestions were also made to consider contactless donation points for city improvement projects, and to improve cross-promotion between Council events and local businesses.

## **RESOLVED:**

11.1. That the Committee received and noted the Business Team Update.

## **12. Signage Project:**

Matt Hine, Head of Business, presented a report on the Council's roadside signage initiative aimed at generating commercial income.

A trial board at Southampton Road was installed with planning consent and fully booked within three weeks, generating approximately £10,000 in income. Enquiries exceeded expectations, and rates were benchmarked against comparable advertising.

Members expressed support for the income potential but highlighted concerns about preserving the visual character of key entry points to the city. Officers confirmed that any further sites would be subject to planning approval or appropriate permissions.

It was agreed that future sites must be approved by the Committee, and the expansion would initially be limited to Churchill Way South, New Bridge Road, and London Road, as outlined in the report.

**Proposed By:** Cllr S Foster

**Seconded By:** Cllr S Hocking

A **vote** was taken and the motion was **carried**.

**RESOLVED:**

12.1 That the Committee noted the success of the pilot at Southampton Road.

12.2 That the Committee approved expansion to the locations named in the report.

12.3 That authority for selecting any further sites will remain with the Committee.

**13. Fayre on the Square Toilet update:**

Matt Hine, Head of Business, provided a verbal update on temporary toilet provision for the summer Fayre on the Square.

Following the closure of the Market Square public toilets by a previous administration, several options were considered. To support event visitors, the Council will hire temporary male and female toilet units for the six-week period at a cost of approximately £13,000.

This option was preferred over reopening old facilities or using internal Guildhall toilets, due to cleanliness, security, and safeguarding concerns during events. Similar provision is planned for the Christmas period.

It was confirmed that the temporary toilets will be closed each evening by the contracted bar operators.

Members welcomed the solution but noted that long-term provision remains a concern for residents. The Committee acknowledged that a wider review of

toilet facilities is expected to come to Full Council.

**RESOLVED:**

13.1. That the Committee noted the temporary toilet arrangements for Fayre on the Square.

**14. Digital Signage and Community Assets:**

Matt Hine, Head of Business, presented an exploratory report on a proposal from Pulse Smart Hubs to introduce digital information units in Salisbury. The units offer public access to Wi-Fi, device charging, wayfinding, defibrillators, CCTV, and community messaging.

The proposal is not intended to generate income but to enhance local infrastructure and accessibility. A case study from Belfast was shown, and members discussed potential benefits for tourism, public information, and event promotion.

Concerns were raised regarding visual impact, particularly in heritage areas. It was agreed that further investigation would be undertaken, including engagement with stakeholders such as Wiltshire Council, Salisbury BID, and local cultural partners.

**Proposed By:** Cllr S Charleston

**Seconded By:** Cllr S Hocking

A **vote** was taken and the motion was **carried**.

**RESOLVED:**

14.1. That the Committee supports further investigation of the Pulse Smart Hub proposal, with a formal presentation to be arranged and consultation with key stakeholders to be undertaken.

**15. Matters, if any, which by reason of special circumstances the Chair decides should be discussed as a matter of urgency for information only. Please note that the Council cannot lawfully consider or determine any matter which is not specified on the Agenda of this summons.**

No matters were raised.

There was 1 member of the public and no press present.

The meeting closed at 20:29.