

Business and Communications Update Commercial Services Committee 27th October 2025



Communications

- **‘Meet the Market’: new social media series**
- Showcasing Salisbury Charter Market traders – both old and new
- Authentic, personal content that resonates
- Boost awareness of the market, outside of Salisbury
- Attract new traders

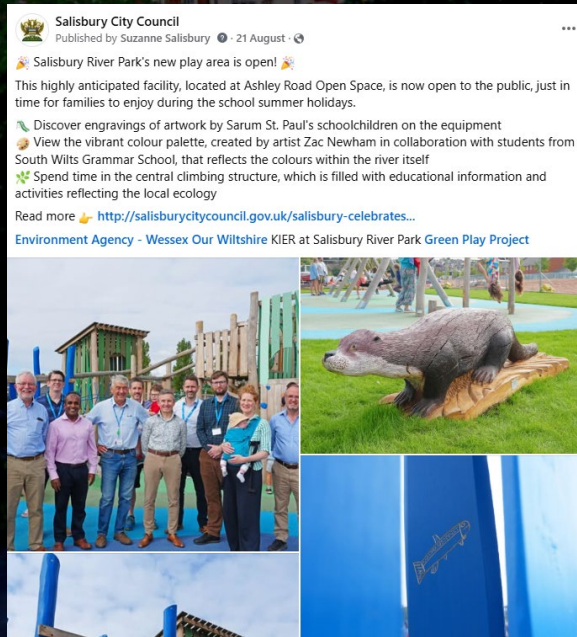


Communications



Popular Facebook posts from July – September 2025

1. River Park play area opening – 68.4k reach



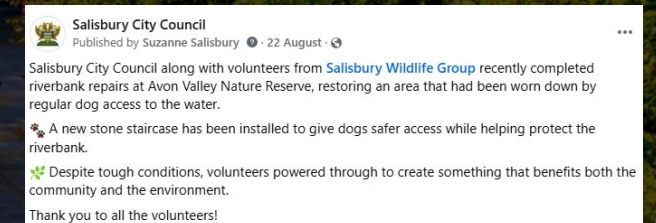
2. Salisbury Mela – 51.9k reach



3. Charter fair – 43.8k reach

4. We are hiring – 26.0k reach

5. Avon Valley Nature Reserve riverbank repair works with volunteers from Salisbury Wildlife group – 24.9k reach



Markets

- New Market Officer appointment made (Dave Brown) former Market assistant has been part of the Salisbury Charter Market for 36 years (Congratulations)
- Market assistant interviews round two to take place late October
- Several new traders in recent months , examples of : Smoked Fish, Elite 3D prints, Tapas, Eva Jewelry,
- These new traders are here as result of recent Market network idea . (DB)
- New layout for Festive markets (x4) to improve flow and visibility (approx. 50 stalls)
- Prospect of late-night shopping market (x4) during festive period. (Thursday evenings)



- **Fayre on the Square**

- Good feedback on layout this year, some comments received said it was the best one so far
- New bar was received very well, with good feedback on their stage area
- Columbia bar happy with their return, food retailers found this year down on previous years
- Total costs (including staff salaries) £56k compared to £49k in 2024
- Total income £44,500 compared to £43k in 2024
- NB South Western Rail did not sponsor this year meaning £7.5k less in sponsorship

- **SCC Activities Footfall Numbers**

- 3784 people (134 pre-booked 3650 walk ins)
- 475 people played table games
- Busiest weekend 26-27 July
- Busiest week 18 – 24 August

- **Salisbury Summer Garden Footfall Numbers**

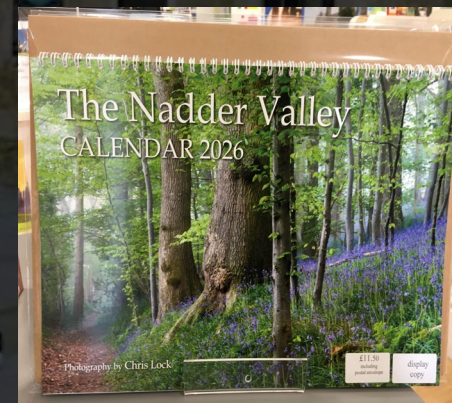
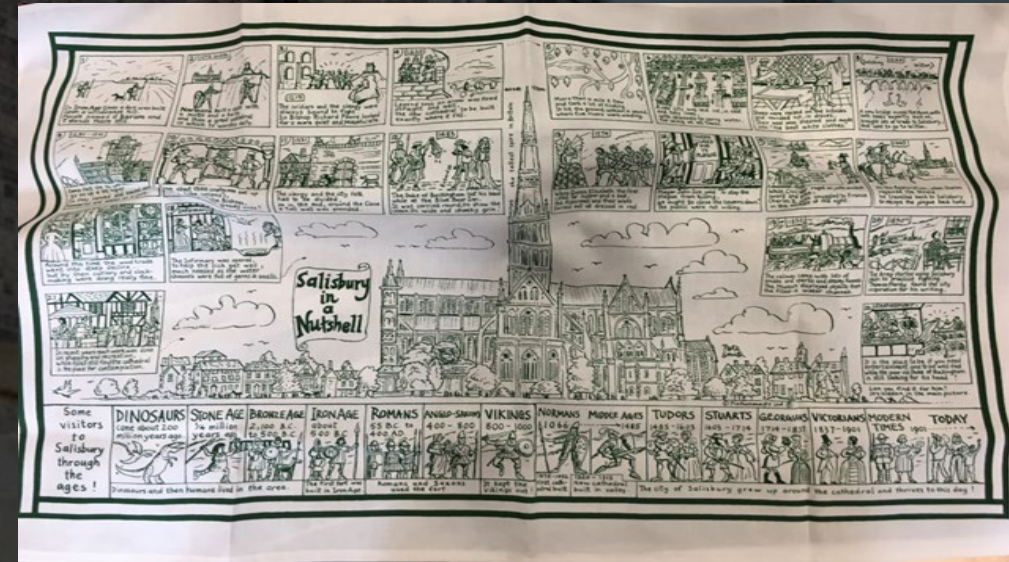
- 6,857 people
- Busiest weekend 19-20 July
- Busiest week 21-27 July

- Excellent Level of bookings continues into Q2. The Guildhall is very busy for the remainder of the year, with 78% occupancy booked until Christmas 2025.
- We have exceeded last year's (record) Q1 income.
- We are continuing to progress ticketed events with bar service. Bar design for permanent solution in progress.
- An evening with the Mountaineer Simon Yates, Mark Dawson's newest book launch, and a trio of comedy nights are all booked in. Jan , May , September. Jan tickets on sale end of October.
- Progress continues too with a signing in/out system that will improve the safety and security of the Guildhall and people within.
- Signage next phase . London Road. Application ready to be submitted end of October.

Information Centre



- Over 2,700 phone calls handled by the Customer Service Team from July – Sept 2025
- Over 10,500 customers served in the July - Sept 2025 period
- New Mark Dawson book – The Inheritance - now on sale £11.99
- The Wyle Valley & Nadder Valley 2026 calendars now on sale
- Salisbury Hospice Charity Christmas cards and diaries on sale from mid September 2025
- New version of 'Salisbury in a Nutshell' Tea towel in green
- NEW! Tickets on sale for Salisbury Musick Festival, 3rd – 5th October at venues including St Thomas' Church, Salisbury Museum, The Medieval Hall and special window display
- A new fridge and microwave have replaced old and broken ones in staff kitchen area
- A Part-time staff member is leaving after 3 ½ years service and recruitment underway for new Customer Service team member



- The River Park Scooter Scoot set off from Shopmobility and explored the art installations and wooden bridges of the River Park with artist Sue Martin on Wednesday 16th July 2025 followed by ice cream and fruit refreshments on our return to Shopmobility.
- An Undiscovered Salisbury Scooter Scoot took place Thursday 2nd October taking in the Greencroft, the Secret Garden, the Arts Centre and Methodist Church
- Shopmobility attended the 'Men Matters' event at Salisbury City Hall on Tuesday 16th September 2025 to promote our service and to attract volunteers to help us run this vital service
- Shopmobility had 1327 hires in the period July – Sept 2025 (daily hires and long-term hires)
- Shopmobility continues to provide a valued service for residents and for those visiting Salisbury and is a place of connection for those who are often isolated



Questions ?

