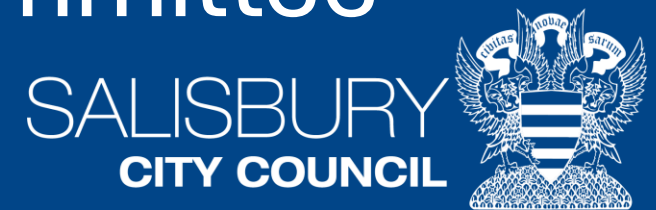


Business and Communications Update Events, Markets and Grants Committee 7th July 2025



Communications

- Launch of dedicated 'What's On' page on SCC website (Feb 2025) — central hub for discovering our events and markets, as well as events we support or co-organise
- Introduced new event branding template (used across all marketing collateral i.e. flyers, posters, banners, social media graphics etc.)
 - Event graphics now follow a standardised style
 - Ensures stronger brand recognition & a cohesive visual identity
 - So far, used for St George's Day, Armed Forces Day, Salisbury Mela, Fayre on the Square
- Bringing Guildhall social media in-house, complete March 2025 (cost saving)
- Reached milestone of 10k followers on Facebook
 - 56.7% of followers are Salisbury-based
 - Though exact locations aren't available for total remaining 43.3%, the geographic pattern of the top 5 locations suggests a strong local and regional presence, with small percentages of followers from areas such as Andover, Tidworth, and Poole
- In the last 3 months:
 - 1 million views on Facebook = 187.4K people, 57.5k, = 5800 views on Instagram (views = no. of times content was played/displayed) – top content includes posts about events (Festival, St George's Day, Armed Forces Day), Car Boot Sundays, and job vacancies
 - Published 13 press releases

Events



- St Georges Day and Armed Forces Day went well. AFD was slightly smaller with traders than usual, but the military units had increased their displays. The AFD grant that the MoD normally issues is becoming increasingly harder to get, and they may cease. We have been successful in previous years and amount has varied up to £2.5k, so this will impact our budget in 2026/27.
- Fayre on the Square all going to plan. New successful tender winner for the bar who will bring a wealth of experience as they are an established events company, Columbia Events. Also introduced tender for food vendors this year and we awarded to Charter 1227 and Symonds Catering who are working in partnership. Activity is Croquet this year with lots of new things, including a new layout.
- Salisbury MELA is our next event (13 July) this is a new event and will feel different to our normal events. We have some local groups engaging with us and we would love you to help promote and attend.
- We have ordered our own PA System that will help save future budgets, with no more hire costs. This will also be used by other departments, so cost saving will also be seen across the organisation.
- Land Rental and roundabout on track already to meet income target for 2025/26.



- **2025 Charter Fair Floating positions:**
Options:
- **Take off Starflyer** not been with us since 2021 – various showmen applied, one of which has rides already on the fair so selected a new Showman to us Leigh Danter they would charge £5 per ride
- **Chaos** no record of having since current EOs time another new Showman to us Denzil Danter (they would charge £5/6 per ride



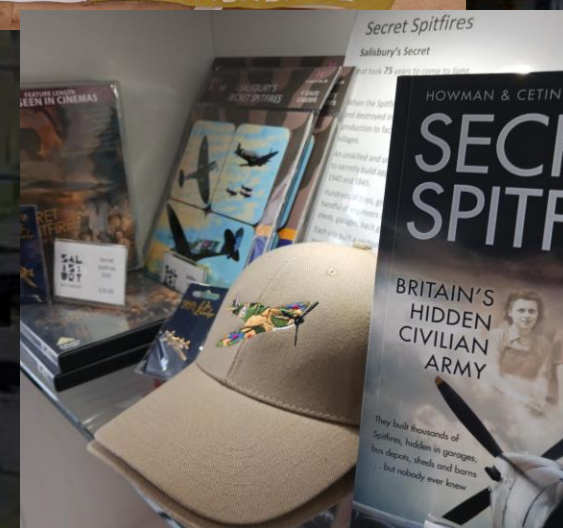


- Continued bar service at select events. Seven services have been run this calendar year, generating a gross profit of £1,226.29 in total after stock and staff
- Bookings have continued at the previous financial year's excellent rate. The first quarter has seen the Guildhall generate a third of its expected revenue
- Guildhall Sessions: Comedy Night was a success selling 158 tickets. Although a very hot evening, the audience feedback was positive. The event produced turnover of £3,889 (inc. bar sales) and gross profit of £1405.40
- The building is undergoing various maintenance in some of the more travelled areas such as the kitchen and catering staircase

Information Centre



- For the year June 2024 to June 2025, the Information Centre welcomed visitors from 27 different countries, as recorded in our visitors' book
- Over 2,700 phone calls handled by the Customer Service Team from April – June 2025
- Over 8,600 customers served in the same April to June 2025 period
- New Spitfire pin badges and caps to extend Spitfire range and new Poultry Cross tea towels introduced
- New local interest books introduced to the product range: 'Family Days in the Wylde Valley', 'The Best of Milford' book and 'Churches of Salisbury and District'
- Ongoing ticket sales for Stonehenge Bus Tours, The Studio Theatre, Salisbury Sinfonia and Salisbury City Guides for the daily walking tours and weekly Ghost Tours (summer Fridays at 8pm)



Shopmobility



- Shopmobility were invited to attend the opening of the Railway Station Forecourt event to help publicise the ongoing collaboration between SWR and Salisbury Shopmobility
- A 'Streets of Salisbury' Scooter Scoot set off from Salisbury Shopmobility on 22nd May 2025 with visits to St Martin's Church and Trinity Street resulting in a few new memberships
- The next Scooter Scoot will explore the River Park area and the art installations on Wednesday 16th July 2025
- The garage wall has now been mended at Shopmobility. Final protective barriers are going to be fitted on the external wall to prevent future damage to the building
- Shopmobility continues to provide a valued service for local residents and for those visiting Salisbury and is a place of connection for those who are often isolated

