

Business and Communications
Update
Commercial Services Committee
2nd February 2026

SALISBURY
CITY COUNCIL



Communications

2025 highlights...

- Achieved over 4.3M views across social media channels (up from ~1.5M in 2024)
- Increased video output driving stronger visibility and higher viewership from non-followers
- Major event campaigns delivered strongest follower growth particularly around Salisbury Mela, Charter Fair, and Christmas on the Square
- 138.2k SCC website visits (34.1% increase from 2024)
- Introduced new social media templates in line with updated event graphics to enhance brand recognition in 2026

Top traffic drivers:

Organic Search: 74.8%
Direct: 13.2%
Social: 7.2%

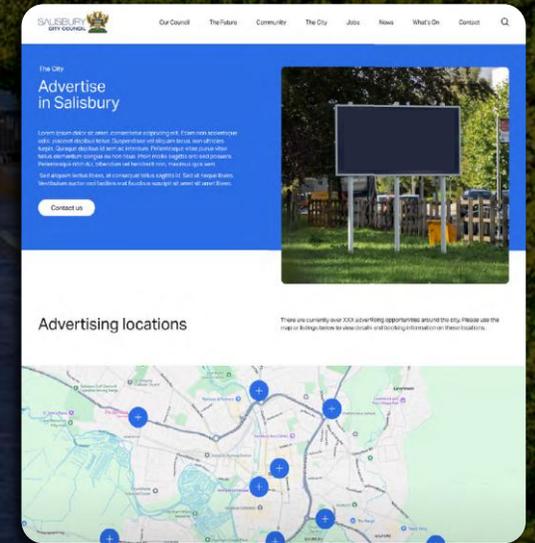
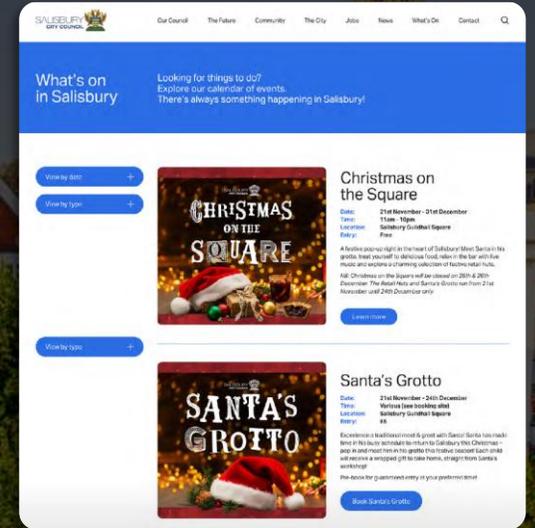


Communications



Coming up in 2026/7...

- Updated SCC What's On page to enhance readability, navigation and overall user experience
- Launch of SCC e-newsletter to strengthen engagement and build a more direct communication channel
- Introduce an advertising-for-hire webpage, improving access to information with a view to implement a streamlined online booking system
- Officially launch the SCC TikTok presence to expand reach and connect with younger demographics
- Grow partnerships to deliver creator-led content that resonates





2025 Overview

- **Finances:**

- YTD Total Expenditure £176,686 vs Budget £194,438
 - NB: above includes £33,622 toilet expenditure unbudgeted
- YTD Total Income £157,798 vs Budget £170,825
 - NB: A further smaller charter fair happening during February half term and then two days over Charter weekend, so a further £3,150 income to be added. South Western Railway did not sponsor SCC this year so £17k lost revenue

- **Highlights on the year:**

- 4,060 People played games. 2,585 Grotto visitors.
- 2,585 Christmas presents handed out
- 35,160 Minutes of events
- Christmas Lighting installed:
 - 107 lengths of Festoon
 - 240 Christmas trees on buildings
 - 25ft Christmas tree with over 150 lights put up on Guildhall Square (sponsored)



2026 Insight

- Small Fair during February half term on Guildhall Square in partnership with Showmens Guild
- Working on delivering stage for 6 weeks March – April (will include Easter)
- Building on 2025's Christmas offer which includes:
 - Increasing Christmas on the Square offer i.e. more retail chalets
 - Expansion of Christmas Begins for 2026
- Look to work more closely with businesses which could see:
 - More sponsorship opportunities at all events
 - Flyer offering discounts at businesses for visitors who use activity at Fayre on the Square
- Implementing more formal questionnaires for traders and event users to get more feedback to help enhance events and marketing of them
- Aiming to have new concession open at River Park / Ashley Green in June
- Training for team:
 - First Aid for all Events Assistants
 - IOSH for Events Officer and BTSO

2025 some numbers

- Over 200 paid bookings
- Over 50 civic/internal bookings
- Biggest Booking: Psychology of Vision week retreat, 3rd October, over £9k
- Average value of a booking: £600
- Busiest Month: November and December (tie)
- Bar Earnings (after stock): £3,500
- Ticketed Events: 375 tickets sold (3 events)



2026 Looking Ahead

- Exciting refurbishment of the Banqueting Hall in Q4 2027
- Four Ticketed events already lined up + two Wedding Fairs
- Custom-made professional bar implementation following success of trial
- Full financial reporting dashboard, modelled for all of Business Department



Information Centre



2025 Facts and Figures

- 31,789 customers welcomed through our doors in 2025
- £212.3K total income through Salisbury Information Centre including retail (£34.6K), invoice payments (£122K) and ticket sales (55K)
- 785 Guided walk tickets sold
- 948 Stonehenge Tour Bus tickets sold
- 335 Studio Theatre tickets sold
- We welcomed visitors from 27 different nations based on those that signed the visitor book in 2025
- Information stand at St Georges Day, Armed Forces Day and MELA events

Information Centre



2026 Looking Ahead

- New Customer Service team member joined in January 2026
- Opportunity to introduce paid advertising upon information Centre TV
- Explore the introduction of a donation station within the Information Centre (Mayor's Charity, Pantry or Go fund me initiatives (Poultry Cross))
- NEW for 2026 – 3 x one-off walking tours with 3 new themes in collaboration with Salisbury City Guides for 'English Tourism Week' on 14 / 17 / 21 March #EnglishTourismWeek 26
- Newly refurbished benches outside Salisbury Information Centre enhancing the sense of place and welcome to Fish Row organized by the SCC Environment Team

2025 Facts and Figures

- 2,851 daily hires of Scooters, powerchairs, wheelchairs and shopwalkers. 1,792 long-term equipment hire days. 567 members – about 150 of these are active every 1-2 weeks others use the service but less frequently
- 9 x Shopmobility market stalls with the support of Shopmobility Volunteers – making service more visible
- 3 x Scooter Scoots: River Park Art, Secret Spots of Salisbury (St Martin's Church), Undiscovered Salisbury (Secret Garden)
- Shopmobility mended after car crashed into wall (disruption from Feb – June 2025)
- 11 Dec 2025 - Carol singing and Raffle raised funds for Friends of Salisbury Shopmobility

2026 Looking Ahead

- Increase membership (ongoing)
- 9 x Market stalls planned for 2026
- Increase volunteer numbers to fill gaps on rota and to prepare for some long serving volunteers retiring
- Plan to sell aging equipment (replacement parts no longer available) and asking the Friends of Salisbury Shopmobility Charity to purchase 4- 6 new scooters, powerchair and wheelchairs over 2026 with money raised through Shopmobility.
- 3 – 4 Scooter Scoots planned for 2026. The first one will be visiting Salisbury Museum on 14th May 2026

Markets



2025 Highlights

- New Market Officer employed
- Price rebase for larger trader pitches (Fruit and Veg) resulted in approx. £8k income
- Christmas Festive Market vendors exceeded fifty and feedback was positive (New layout)
- Introduction of card payments for Traders (Square)
- Introduced new traders such as Gluten free products (baked), 3D printing and Lah'KOH (Korean)
- Rewrote the Charter Market regulations and created new trader database
- We now have waiting list for fruit and veg , butchers , coffee vans and baked goods



2026 Looking Ahead

- New Charter Market introduced for Charter Sunday 2026
- New Market Assistant (due to start February 2026)
- Return of Street Sellers, 4 themed Markets. The Arts (May), Sports Day (July), Talent Show (September) First Market Dog Show March 2026
- Tuesday Market revamp (layout and vendor base) based upon customer survey feedback
- Continue to produce new content for meet the traders
- Introduction of the trial for car free (Mega) Markets
- Look to move to cashless payments for all Traders Q1/Q2 2026 (currently around 40% pay by card)