

SALISBURY CITY COUNCIL



Commercial Services Committee

06/07/2026

Business Team Annual Review 2025/26

Supporting Salisbury's Economy, Communities and Visitor Experience



A year of strong commercial performance, growing income streams and continued investment in Salisbury's economy, communities and visitor experience. The Business Team delivered across six service areas - generating over **£833,000** in commercial income whilst expanding sponsorship, growing events and deepening community value.

Guildhall

Venue hire, events and bar operations

Markets

Largest commercial income stream

Events

City centre programme, income up 16.9%

Information Centre

Visitor services and Shopmobility

Communications

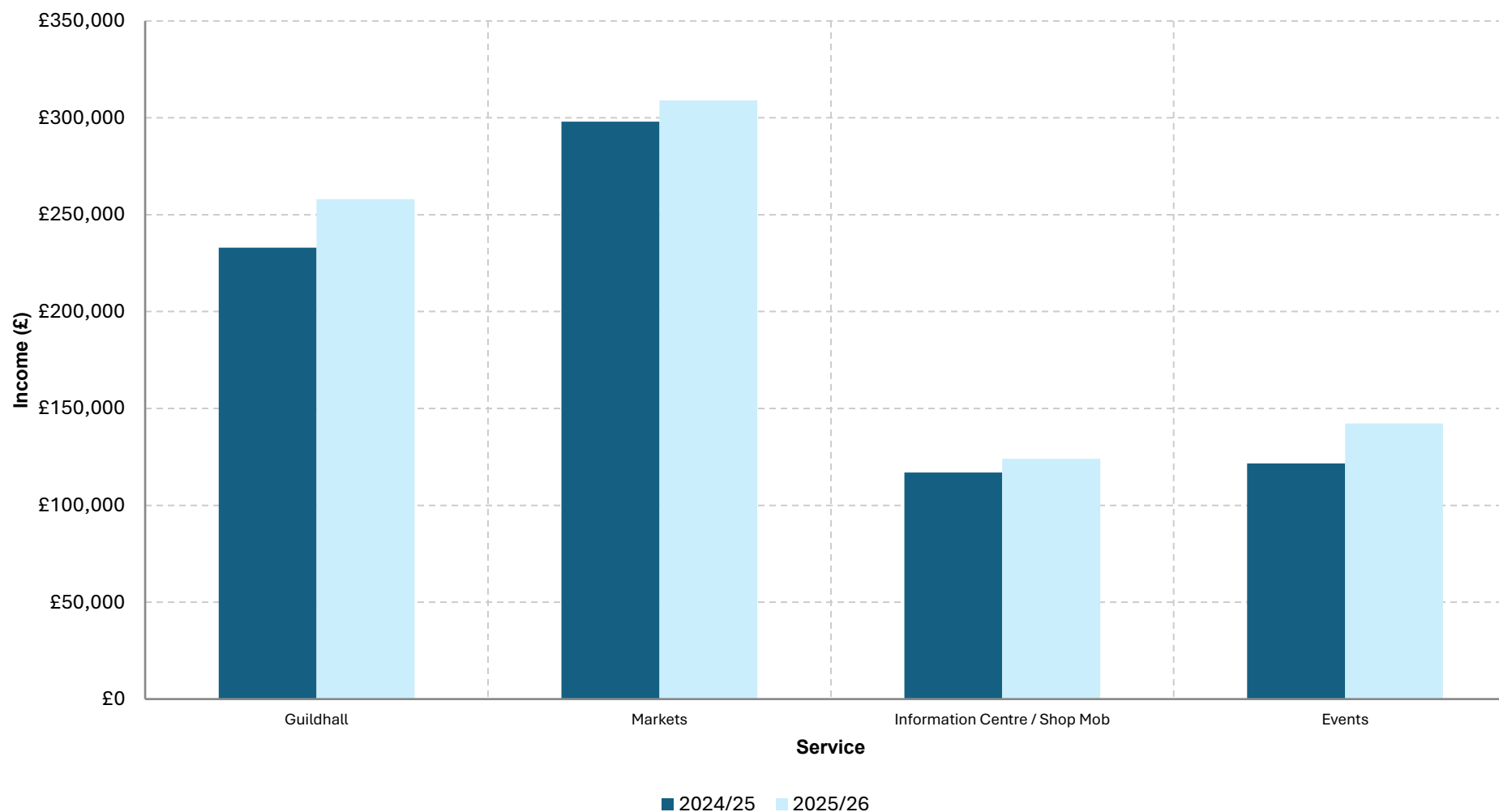
Digital engagement and reach

Sponsorship

Expanding advertising and partnerships

Commercial Income Growth

Commercial Income Generated by Service — 2024/25 vs 2025/26



£833K

Total Income 2025/26
Up from £769,620 in 2024/25

+16.9%

Events Income Growth
Rising from £121,620 to £142,183

+8.3%

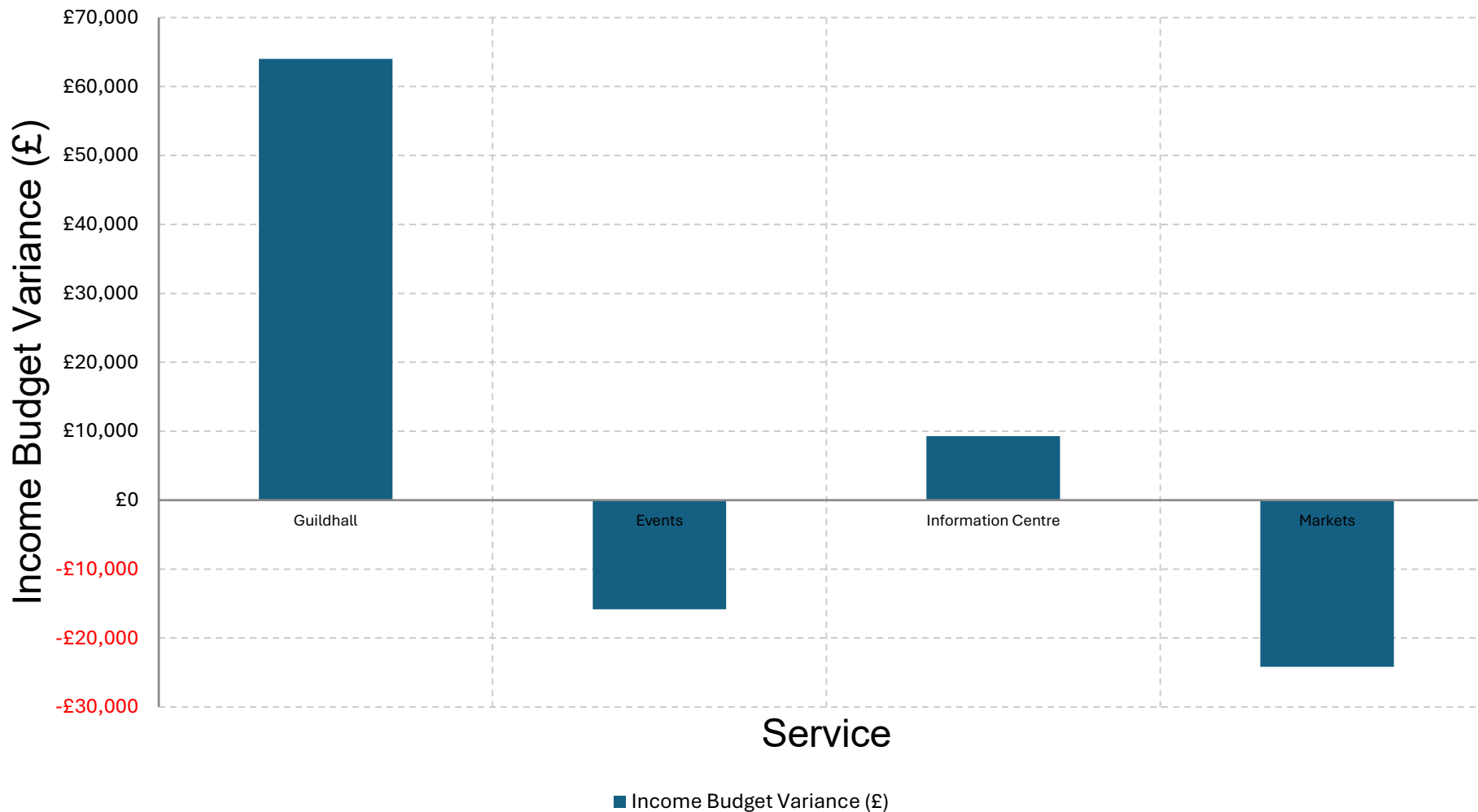
Overall Income Growth
An increase of £63,563
year-on-year

£25K

Guildhall Income Increase
Strong demand for
venue hire and bar

Performance Against Budget

Service Performance 2025/26 — Variance Against Budget (£)



Successes, Challenges & Opportunities

Reflecting on 2025/26 and Looking Ahead



Successes

- Commercial income exceeded £833,000 for the year
- Guildhall exceeded budget by £62,000
- Strong and sustained demand for venue hire
- Successful and well-attended events programme
- Growing advertising and sponsorship income
- New Guildhall bar operation successfully launched

Opportunities

- Salisbury 800 celebrations — major visitor economy opportunity
- Night Market proposal and new trading formats
- Sponsorship and advertising expansion
- Guildhall commercial and catering development
- New commercial and community partnerships

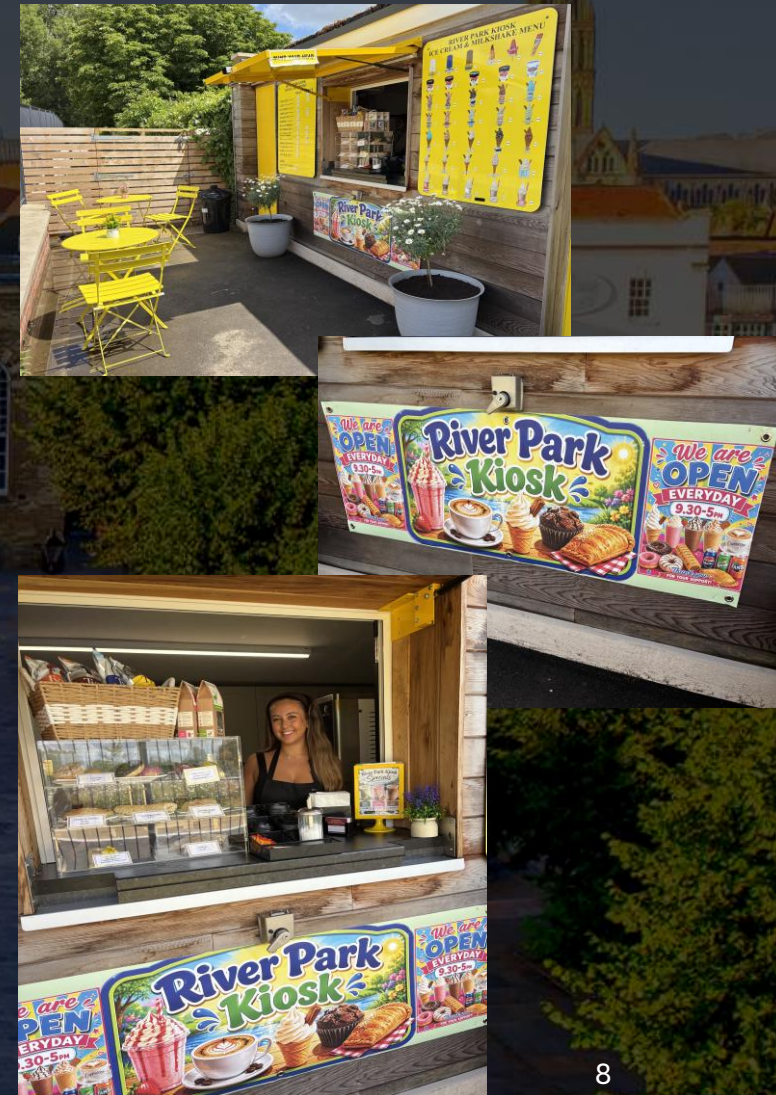
Challenges

- Market stall income below target
- Street seller income below target
- Rising utility costs across services
- Historic building maintenance pressures
- Increasing operational costs year-on-year
- Continuing sector-wide pressures on traditional markets

Team Updates

Concessions

- River Park concession now in operation as of 1 June 2026 (3-year lease terms) Local operator
- New lease for Victoria Park concession close to completion (uplift in rent achieved) Local operator
- Salisbury 800-tiered Support partner media pack in draft





Social media: Feb – June 2026 vs Feb – June 2025

- 1.9M Facebook views (up 57% on 2025 – largely due to Spud Man visit)
- 114k Instagram views (up 48% on 2025 – more collaborative posts for partner events/projects)
- Top posts:
 - Spud Man visit
 - Mayor Making announcement
 - New duck feeder in QE Gardens
 - Street Sellers
 - Half-term funfair
- Official launch of SCC TikTok
 - 42.2k views
 - 37.2 viewers
 - 456 new followers





Website: Feb – June 2026 vs Feb – June 2025

Metric	2025	2026
Total impressions <i>= how many times a user saw a link to site in search results</i>	862k	861k
Total views <i>= number of pageviews on website</i>	69.5k	61.5k
Total sessions <i>= number of session that began on site</i>	41.4k	39.8k
Total clicks	36.9k	32.0k
CTR <i>= Click-Through Rate</i>	4.3%	3.7%
Average position <i>= average ranking in searches</i>	16.8	8.8

Higher rankings did not result in more clicks, potentially because:

- Users found answers directly (zero-click searches)
- AI overviews reducing clicks
- Ranking higher for broader set of lower-CTR keywords
- New or updated pages not yet built visibility

Total sessions only fell 4%, whereas pageviews declined 11.5%. This could be due to:

- Improved navigation, resulting in users finding information efficiently and viewing fewer pages per session
- Search traffic landing directly on relevant pages rather than navigating from homepage
- More users gaining their information from social media

Positive indicators:

- Total impressions essentially unchanged
- Only small declines in sessions and clicks despite algorithm changes and AI overviews
- Foundation is stronger with better rankings and stable visibility
- Fewer, more efficient sessions can indicate higher-quality traffic and intent

Markets



Street Sellers 12 July – Wellbeing and Health

- Yoga Workshop
- Jujitsu Demos
- Laughing Yoga
- Baseball

Street Sellers 13 Sept – Salisbury's Got Talent

- Working with Salisbury Live (to promote)
- Talent show with judging
- Open to all
- More to come

Markets



Salisbury Night Market

- Evening street food/artisan market in the Market Square
- Showcases local, regional and international cuisine
- This could become regular monthly/ fortnightly event
- This would be to give traders and vendors currently on our 'waiting list' an opportunity to be able to trade, still within the rules of the Charter.



- Festive Lighting and Pop-up Event going out for “Expressions of interest” on 3 July 2026
 - Contract value £108,00 over three years
 - Scoring methodology undertaken August
 - Target to appoint in September
 - Guidance from Hampshire County Council.
 - 3-year contract on offer with option of an extra year.
- St Georges Day was successful with new layout trial that worked well.
- Finances were underspent by £400 and generated £500 more than budget target.

Events



- Teenage Market in May very popular with 17 traders on the day. We are increasing from 20 to 25 “pitches” for September received over 20 applications already.
- Armed Forces Day took place 28 June, will report on at next meeting.
 - Highlights were the introduction of a procession to align with St Georges Day;
 - Military exhibitor uptake has increased from 2025.
- Fayre on the Square “Beach Theme” for this year
 - Introduced at PR launch on 17 May which was well received.
- Different feel this year, as more activities to do at a cheaper price and introduction of “Activity Card” to encourage return visits and spread the cost.



- A healthy Q1 of approximately £45,000 net income, parity to Q1 25/26 (a record).
- The new in-house bar delivered successfully; in keeping with the building's style and financially promising, returning 33% of outlay in first quarter.
- Discussions under way with Heineken and Matthew Clark wholesaler for contracted supply of bar.
- Work underway on new menus next; working with catering suppliers to provide clients with menu selections for different occasions ensuring a profitable revenue stream.



- Mayor's Parlour conversion complete providing stock and general storage area for new bar.
- Looking forward to Banqueting Hall ceiling repair and redecoration in Q4.

External Advertising

- Southampton Road sign popular and booked for 11 months of this year. Income generated £11k for 26/27 to date.
- Central banner sites equally popular within available use period.



Information Centre



- Visitor statistics - comparison year on year (January to end of May figures)

2024	2025	2026
10,375	12,259	10,686

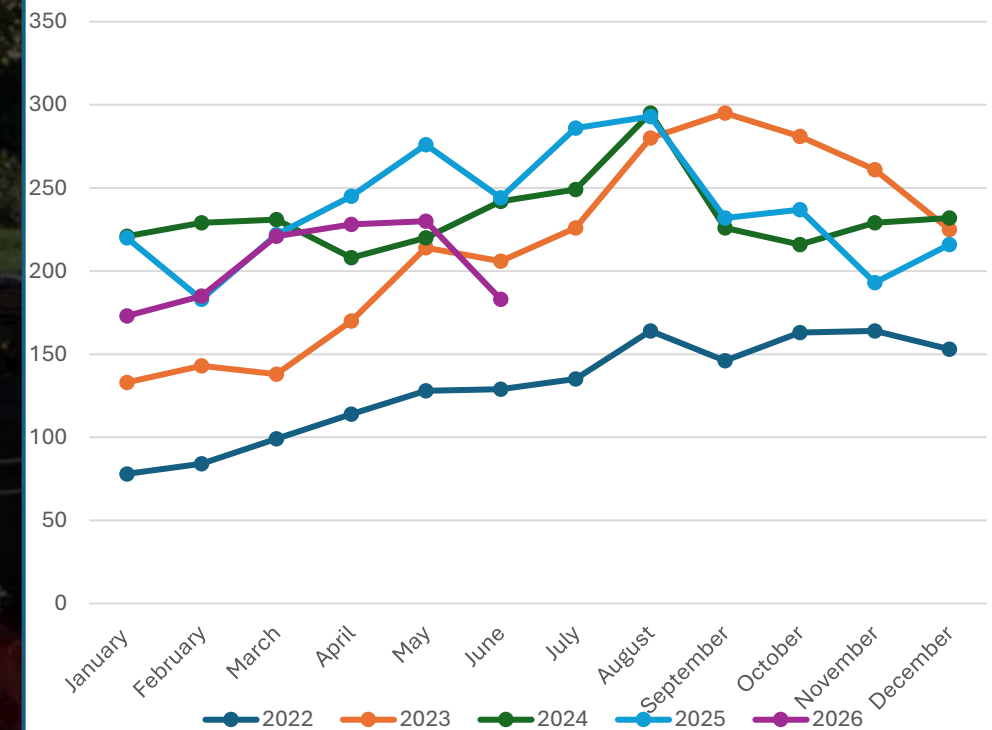
- Celebrated '**Wiltshire Day**' on 5th June with an attractive table display
- Signing of the Magna Carta Anniversary Day window display - 15 June
- Salisbury Musick Festival (3 - 5 Oct 26) improved online sales now available
- Selling 'Noel Coward Double Bill' tickets for Studio Theatre and Ghost walk tickets on summer Fridays at 1930 for Salisbury City Guides
- Collaborating with the Events Team to sell 'Fayre on the Square' activity cards
- Two team members were invited to the grand opening the north-east bedroom at Mompesson House - helping our team to stay up to date
- New addition of Salisbury River Park subtitled video on Info Centre TV



Shopmobility in numbers

	2022	2023	2024	2025	2026		
January	78	133	221	220	173		
February	84	143	229	183	185		
March	99	138	231	222	221		
April	114	170	208	245	228		
May	128	214	220	276	230		
June	129	206	242	244	183		
July	135	226	249	286			
August	164	280	295	293			
September	146	295	226	232			
October	163	281	216	237			
November	164	261	229	193			
December	153	225	232	216			
Total	1557	2572	2798	2847	1220	figure up to 24/06/26	

Shopmobility Monthly Hires 2022 - 2026





Cremator Eco Mode Software Upgrade

What changed (December 2025)

Upgraded cremator software introduces an enhanced Eco Mode, delivering significantly improved energy efficiency while maintaining operational performance.

Environmental impact

Optimises fuel consumption and reduces emissions, lowering the carbon footprint of cremation processes and supporting broader climate goals.

Service and cost benefits

Supports long-term cost-effectiveness through lower fuel use and aligns with Salisbury City Council's sustainability and continuous improvement commitments.



Crematorium & Cemeteries



- 1,296 cremations took place in 2024/25 financial year and 1,305 in 2025/26
- 68k under target for cremation income in 2025/26. This is due to the target being set too high. The death rate also naturally has a large factor in this
- Not advisable to keep increasing the Cremation Fees twice yearly
- Directs equated to 27% of our cremations in 2025/26 and 24% in 2024/25
- More competition with 6 new crematoria since Salisbury Opened in 1960
- We are carrying out approximately 1 cremation less a week than from our figures in 1995
- The Eco mode (explained on last slide) will save approximately £20k per annum
- Burials continue to be steady at around 60 per year including Cremation Ashes Interments
- Looking at the possibility of having a full-time gardener at the Crematorium including the Cemeteries



Thank you

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SALISBURY
CITY COUNCIL

