

## **Salisbury BID Area Board update**

### **What is a BID?**

- A BID (Business Improvement District) is a business-led, not-for-profit organisation formed to improve a defined commercial area.
- Funded by businesses, for the benefit of those businesses, a BID enables a coordinated investment into the area and delivers projects and services which are in addition to those already provided by the Council.
- A BID is a not-for-profit company, which can only be formed following consultation and a ballot in which businesses vote on a BID proposal.
- Following a successful ballot, a BID is created for a maximum 5-year term and operates within a legislative framework.
- During the term, all businesses defined within the business plan will be required to pay the mandatory BID levy, irrespective of whether they cast a vote in the ballot.
- BIDs were first established in Canada and the US, and now exist across the world. There are over 320 BIDs in the UK, including Winchester, Southampton, Bath and Bournemouth.

### **About Salisbury BID**

- Following an extensive consultation in 2014, businesses in Salisbury city centre voted to become a Business Improvement District (BID).
- Salisbury BID encompasses and is funded by over 500 levy-paying businesses within the ring road of the city.
- Business premises with a rateable value of £10,000 or above pay 1.5% of their rateable value into Salisbury BID through an annual levy, with funds amounting to £350,000 per year. These funds are allocated to projects and services which support the business environment.
- The BID is governed by a voluntary Board of [Directors](#), all of whom are levy-payers from different sectors in the city.
- Salisbury BID successfully renewed for a second term in 2019, following a record-breaking ballot result.
- This successful ballot gave Salisbury BID the mandate to continue working in the city for another 5 years. 66% of eligible businesses voted in the BID's renewal ballot, with 90% voting in favour to keep the BID

The main 3 priorities from [Salisbury BID's Business Plan \(2019 – 2024\)](#) are as follows;

#### **1. [Welcoming & Enhancing](#)**

The visitor experience is an increasingly important element to the success of city centres. Salisbury BID works with partners to enhance the overall appearance of the city, whilst developing the crime prevention and safety initiatives to ensure Salisbury remains a safe and welcoming place.

#### **2. [Promoting & Supporting](#)**

Salisbury has so much to offer, and we are working to maximise its potential. Through seasonal experiences, promotional activities and marketing campaigns, the BID works to promote businesses and the city to visitors and residents to increase footfall and spend in the city.

#### **3. [Representing & Influencing](#)**

Cities operate more efficiently when businesses and local authorities work together, and the BID will continue to encourage stronger partnership working. As an established partner representing businesses in the city, the BID is a strong voice to champion business needs.

As well as keeping business members up to date with the work the BID's delivering, a key element of the BID's role is to keep businesses up to date with latest city news and opportunities for businesses.

**Please check the following link for latest [news](#) and to received regular updates from the BID please sign up through the news page. For previous newsletters please click [here](#)**