



Supporting Your Business

We're Stronger Together

Welcome

In the summer, we produced and distributed printed copies of our city centre recovery plan, outlining what we had done to support our BID levy payers through the initial lockdown period and our plans to energise and support the city's recovery in the second half of 2020 and beyond.

The plan also includes some of the city's key 2021 programmes and projects.

This newsletter gives an update on some of our activity from that recovery plan.



You can read more about the plan at gosouthampton.co.uk/cityrecovery



Sign Up to Southampton's Business Crime Partnership

In July we launched the Southampton Business Crime Partnership scheme, which seeks to improve the collation of crime intelligence across both daytime and night-time economies through our dedicated crime-reporting portal (DISC) and our new radio scheme in the city. These services build on the work we have achieved to date through our Case File Builders and supports our core aim of working with Hampshire Constabulary and Southampton City Council to make the city centre safer by reducing crime and anti-social behaviour.

Access to DISC portal is free for BID levy payers and includes information on offenders in the city, alerts on live incidents, community news and local intelligence. The radio scheme is monitored by our security team and also connects businesses with the City Watch CCTV control room for additional visual support and security footage. Radios can be hired by levy payers for £5 per week (ex VAT), payable quarterly.

For more information or to sign up, please email sbcp@gosouthampton.co.uk and include your company name.



Outdoor Dining Pilot Scheme Underway



We've been working in partnership with Southampton City Council and other stakeholders on Southampton Inside Out, a new initiative to create more opportunities for outdoor dining in the city. The project includes a pilot scheme in Bedford Place/Carlton Place, coinciding with the Council pedestrianising three sections of road in that area for an initial six month period from 21 August. We're pleased to see many businesses in the area have obtained/extended the required licences and have introduced tables and chairs.

We are working closely with the Council and traders to monitor the

scheme and we're also looking at other ways to help bring the pedestrianised area to life and attract more footfall.

“The project has been amazing, it's really helped us manage our loss of covers brought on by the pandemic. It also introduces a better attitude towards the drinking public of Southampton, it treats them with a certain amount of trust that they haven't been shown in the past, long may it continue.”



DAN FUDGE
General Manager of Revolution

Public Art Projects

Working with Solent Showcase Gallery and Southampton City Council, several local artists have been commissioned to paint city centre benches as part of a wider plan to animate the city through a series of public art initiatives. The painted benches will be back in the city in October.

Other projects being progressed include installing some existing artwork in the city and commissioning a large statement mural(s). Our public art projects are being delivered in partnership with Solent Showcase Gallery and John Hansard Gallery.

We're also pleased to see that Westquay have commissioned renowned Southampton artist Kev Munday to produce a mural for display in the shopping centre.

Busking Project Now Live

Our city centre busking project kicked off over the August Bank Holiday weekend, with performances continuing most weekends until at least the end of December. Programmed and delivered by SoCo Music Project and supported by Solent University, the project is bringing a programme of live music to the city centre in celebration of the city's musical diversity, providing an alternative platform for artists to perform whilst live music venues are largely unable to open. Performances are in line with current Government guidelines and restrictions.





The Grid Experience a Socially Distanced Success

The Grid Experience, created by ZoieLogic Dance Theatre as part of the Safe Space project, launched on the August Bank Holiday weekend and was a big success. 64 volunteers took to a socially distanced outdoor dancefloor in Guildhall Square to perform a choreographed group routine which had been taught via Zoom. We believe it's vital to bring our communities back together in a safe and fun manner, which is why we're officially supporting this project.

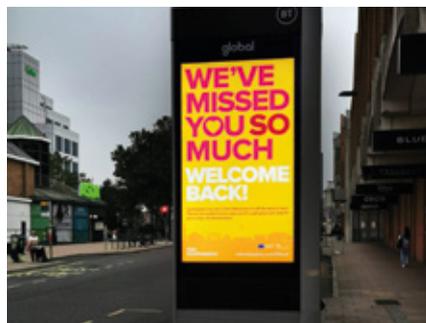


WE'VE MISSED YOU SO MUCH WELCOME BACK!

Visit Southampton



Visit Southampton Campaign Welcomes People Back Safely



In August, in partnership with the Council, we launched a new Visit Southampton campaign, 'We've Missed You SO Much', welcoming people back to the city.

The campaign targets those living in and around Hampshire who are familiar with Southampton and encourages them to return to the city, offering reassurance that it's a safe place to visit and 'still the same at heart'.

Promotion has included digital display and Facebook advertising, outdoor media, radio advertising, print ads and a leaflet door drop distribution, as well as the production of a campaign video.

We encourage our levy payers to help us increase the campaign's reach and effectiveness by sharing content through their own channels (thank you to those who have already supported).

Campaign part-funded by the England European Regional Development Fund (ERDF)

To access the campaign toolkit or for more information please email flo.bevis@gosouthampton.co.uk

visitsouthampton.co.uk/SOmuch

In Brief



Be Smart Stay Apart

We worked closely with the Council to produce and install 'Be Smart Stay Apart' branded safety signage in the city centre to support the safe reopening of the retail sector in June.

Project part-funded by the England European Regional Development Fund (ERDF).

Mayflower Quarter Development

We're keen to ensure employment space is prioritised sufficiently in the proposed Mayflower Quarter development. Masterplanners AR Urbanism presented an update on the scheme at our September 'Stronger Business' meeting and we're continuing to engage with them and the Council.

Have Your Say

We want you to help shape GO! Southampton's next five-year plan. We will be reaching out to businesses individually to understand their priorities for both this year and the next five years.

To get involved please contact aryana.neo@gosouthampton.co.uk

UK City of Culture 2025 Update



Southampton's bid to become UK City of Culture 2025 has taken a leap forward with the announcement of toob as its first commercial partner. toob has previously shown a commitment to the city through its partnership with GO! Southampton, promoting toob as Southampton's official broadband partner. This partnership was developed last year by our Events and Partnerships Director Gemma Nichols, and in line with toob choosing the city as the first to benefit from its full-fibre network.

toob's confirmation as the first Premier Partner for Southampton's UK City of Culture bid was announced at a virtual commercial launch on 17 September, which outlined opportunities about

how businesses can support the delivery of the bid and beyond. There is a lot to gain from becoming a UK City of Culture. When Hull was UK City of Culture in 2017 it added £300 million to their tourism market and up to £17 million gross value added to their local economy.

At GO! Southampton, we're fully behind this bid and its potential to deliver similarly substantial benefits if successful. We welcome the bid director, Claire Whitaker OBE, to the city and are thrilled Southampton has secured someone of her calibre to lead its bid.

As part of a formal partnership agreement with UK City of Culture, we also funded the commercial analysis



Claire Whitaker OBE



Gemma Nichols

for the city, a vital piece of work in attracting commercial partners for the UK City of Culture journey, and Gemma is now seconded to the bid team on a part time basis as Commercial Director. We urge our levy payers to embrace this unique opportunity to shape the city's transformation.

For more information contact gemma.nichols@gosouthampton.co.uk

Our Services

Business cost saving scheme

Save on your core business services via our independent Business Costs Saving scheme – any savings go directly to you. You'll simply need a copy of your recent bills, which will be analysed in confidence. To find out more about accessing this service please email info@gosouthampton.co.uk

Recycling scheme

Save up to 50% off your dry mixed recycling costs with our waste recycling scheme in partnership with Southampton City Council. To find out more call **02380 834325** or email commercial.waste@southampton.gov.uk

Cleaning

Our cleaning team continue to disinfect public furniture with anti-viral spray and are also providing extra cleaning services to our members, including jet washing and graffiti removal. Reach them at cleaning@gosouthampton.co.uk

Marketing & promotion

Our marketing team can help promote your business via the Visit Southampton website and social media channels (B2C). To discuss how we can support you please email content@gosouthampton.co.uk



Security

Our security team is continuing to patrol the BID area and support businesses 12 – 8pm five days a week, including vehicle patrols. Businesses can contact the team on **07725 737 236**

Rangers

Our rangers continue to offer support in the BID area, including reporting issues in public spaces and on behalf of businesses. They can be contacted at rangers@gosouthampton.co.uk

Sign Up for Regular Updates

To receive our regular email bulletins, usually sent fortnightly, please email info@gosouthampton.co.uk with your contact details or sign up by visiting the Member Benefits section at gosouthampton.co.uk

You can also follow us on LinkedIn and Twitter.



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