

GO! YOUR BUSINESS IS OUR BUSINESS

GO!
SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

HIGHLIGHTS FROM THE LAST FIVE YEARS

GO! Southampton, the Business Improvement District for Southampton city centre intends to go to ballot in 2021 to secure the mandate and investment to continue for a further five years. With almost five years under our belt and a track record of making things happen, **GO! Southampton** has earned its place as a credible contributor to the success of the city centre.

OUR MISSION

We strive to continuously improve the city centre by delivering relevant services, providing a voice for our businesses, influencing strategy and being a catalyst for positive change.

£5.4M

invested over
first BID term

FOR EVERY £1

GO! Southampton
brings in a further **18p**
cash or in kind

£61.2M

investment secured
with partners
for the city

A GREAT CITY CENTRE EXPERIENCE



185

Southampton Business
Crime Partnership
members, resulting in
shop theft reduction of

70%



day a week security
team introduced,
recovering on average

£54.80
per incident



85%

of prolific
offenders prosecuted
through collated
case files



Secured the removal of
Late Night Levy saving

£67,000
per annum for
NTE businesses



1,895

pieces of graffiti
removed and **813**
doorways hot washed,
directly benefiting

174 businesses

5,433

cleansing issues
fixed by the
GO! Southampton
cleaning team

657

fixed environmental
issues reported by the
GO! Southampton
ranger team



1,870

Be Smart Stay Apart
social distancing
vynils installed

BETTER MARKETING AND EVENTS



Visit Southampton website and social media reached **since 2019**

28,780 visitors welcomed and **7,925** directions given to BID businesses by GO! Southampton rangers



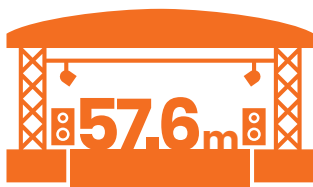
1.3 million reach for Christmas campaign in 2020

£1.8 million of investment secured for City of Culture bid and **£1.2 million** in-kind contribution



470

businesses have participated in a marketing campaign or event



57.6m media reach for Seaside in the Square 2019



Artists participated in the BENCH public realm art project with Solent University

WE'VE MISSED YOU SO MUCH campaign reached **3.9 million**

STRONGER BUSINESS



businesses shaped the BIDs response to the Local Plan consultation



Southampton Inside Out pilot, supported **13 hospitality** businesses to increase their capacity



Represented the business voice through forums such as Southampton Connect and Safe City Partnership



Mental health training for **100** business owners



businesses have identified an average of **£3,830 savings** through joint procurement scheme



Over **35** businesses save **50%** off their dry mixed recycling saving **£36,500**



2,800 local students attended the Get Inspired career events in the city



20,000 copies of The Big Issue Southampton takeover were distributed



Please take a few minutes to tell us what you think by completing our short business survey, online here:

www.surveymonkey.co.uk/r/GOSouthampton2021



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www.gosouthampton.co.uk

