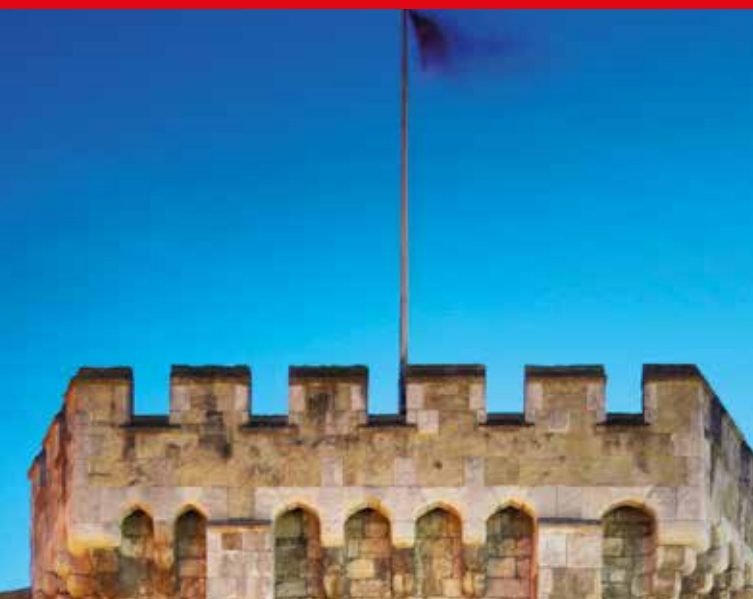


GO!

SOUTHAMPTON

YOUR BUSINESS IMPROVEMENT DISTRICT



VOTE YES FOR
SOUTHAMPTON!





YES!

SOUTHAMPTON'S FUTURE
IS FULL OF OPPORTUNITY

Vote **YES** to drive Southampton to compete
on a global scale

Vote **YES** for a world-class City Centre

Vote **YES** for Go! Southampton in
our October ballot



No city can prosper without a thriving centre – a place where businesses can flourish, residents can find products and services they need, and cultural opportunities are many and varied. In the past, Southampton's City Centre has not fulfilled its potential. Now there is a once in a generation opportunity to put this right and to create a centre of which we can be proud. Investment is coming in the form of new developments that can dramatically change the way our city is perceived and used. If this is to happen, the voice of city business must be stronger and more coordinated than has been the case before. We must hear both what existing businesses need, and what will attract, new commercial activity to Southampton.

That is why we are proposing the creation of a Business Improvement District (BID) – an organisation owned, led and funded by local business with the long-term goal of creating a world-class City Centre. Elsewhere BIDs have been a global success story, transforming many towns, cities and neighbourhoods and making them fantastic places to be.

For over a year now a mixed group of City Centre businesses have been working on the programme in this brochure. We have spoken to a large number of businesses including retailers, hospitality, maritime and office-based businesses, and run a successful 'visioning' event in November 2015. We have also talked to partners like the Council, the police and the universities to make sure that our plans align with theirs, and that we can build on the many good things that are already happening.

However, none of this will happen unless businesses vote for it. Our ballot in October is crucial to the future of this great city. We urge you to read this proposal and give it serious consideration. If you feel it offers a genuine prospect of improving your commercial life here in Southampton, please support us with a positive vote for Go! Southampton.

Brad Roynon, Chair
On behalf of Go! Southampton Steering Group

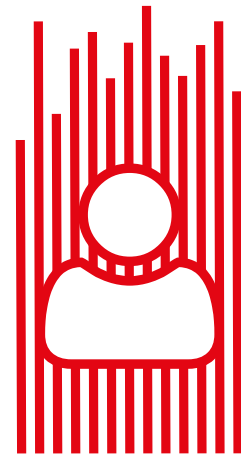
MAKING THE MOST OF OUR CITY

Southampton is the major city on the South coast and is one of the region's fastest growing, with a population of over 250,000 and a catchment area of over two million people. The city offers a top 20 UK university education, a shopping experience ranked in the UK's top 20 and employment for 33,000 people in the City Centre alone.

Southampton is Europe's leading cruise turnaround port and has recently joined the UK's top 20 cities by number of visitors staying overnight. It is also the UK's number one vehicle handling port and the 2nd busiest container port in the UK.

CITY CENTRE RESIDENTS HAVE INCREASED BY 70% SINCE 2001

Southampton is also currently going through an unprecedented period of investment, development and change, with the City Council's Masterplan for the City Centre showing £3 billion of future investment. The Cultural Quarter and WestQuay Watermark are close to completion, developments such as Ocean Village and the former Fruit & Veg market are underway and there are plans for the Bargate Shopping Centre, East Street, the Royal Pier Waterfront and more. There is the prospect of rejoining the City Centre to the waterfront, and bringing a new coherence to the retail offer.



33,000

EMPLOYED IN THE CITY CENTRE



SOUTHAMPTON FOOTBALL CLUB

ANNUAL ATTENDANCE OVER 900K



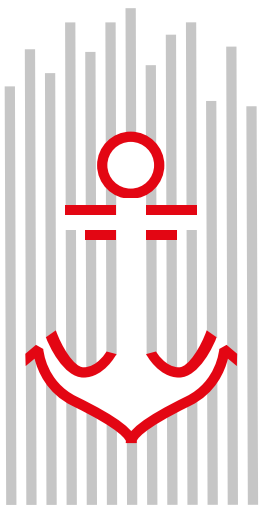
OVER **25M**

SHOPPING VISITS PER YEAR

**6.5M PEOPLE USE
SOUTHAMPTON
CENTRAL TRAIN
STATION ANNUALLY**

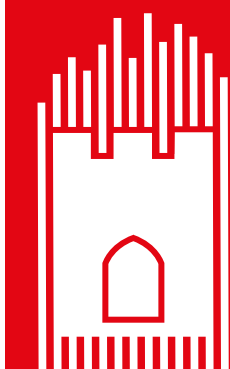
We expect all these schemes to bring new life to the streets of Southampton – both in the daytime and the evening. New visitors will arrive and residents will ‘shop local’, spending more time and money in our City Centre. To ensure we make the most of these opportunities and are able to influence developments, the voice of businesses in Southampton City Centre needs to be strong and well represented. Go! Southampton is the way for businesses to achieve this.

Go! Southampton is the proposed Business Improvement District (BID) for Southampton City Centre that will give businesses the means to jointly address issues they face locally and the voice to influence the future development of the City Centre.



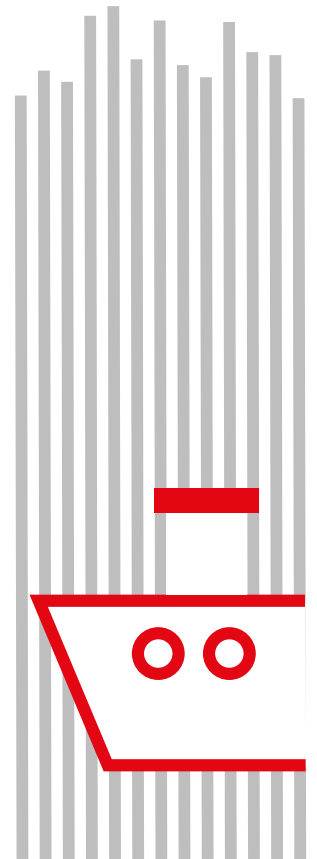
£383M

LOCAL BENEFIT
FROM CRUISE
LINE INDUSTRY



**OLD TOWN HAS 90
LISTED BUILDINGS
AND 30 SCHEDULED
MONUMENTS**

1.75M
CRUISE VISITORS PER YEAR



TIME FOR A BID IN SOUTHAMPTON?


SURROUNDING BIDS



BIDs like Go! Southampton are an opportunity for businesses to coordinate investment in their area in a way that improves it as a place to do business. They are business-led and business-funded nonprofit organisations working in a defined area, set up by a ballot of businesses. There are currently more than 200 BIDs operating across the UK, including in nearby Winchester, Bournemouth, Salisbury, Chichester, and some that have been around with support from local businesses for over 10 years.

Go! Southampton is businesses in Southampton's chance to have their own BID and drive the future of the City Centre.

Throughout the rest of this programme you will be able to read what businesses have said they would like to improve and what Go! Southampton is proposing to achieve in response, during its first five years.

A man with short brown hair and a friendly smile, wearing a blue denim shirt and a grey apron with 'METTRICKS' written on it in yellow. He is standing in a cafe or kitchen, with a wooden chair in the foreground and a blurred background showing other people and cafe equipment.

"New businesses are crucial to the City Centre's vibrancy and the BID will help create a start-up friendly, entrepreneurial city. These are really exciting times for Southampton and the BID will help us all maximise the opportunities."

SPENCER BOWMAN

Mettricks Tea & Coffee

YOU SAID

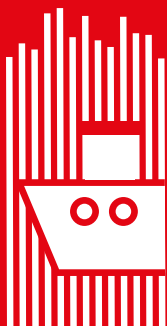
100 Interviews

Before creating these proposals, over 100 businesses were interviewed about the issues they face and their opinions on a Business Improvement District. Invitations to participate were circulated widely and an online version of the survey was made available.

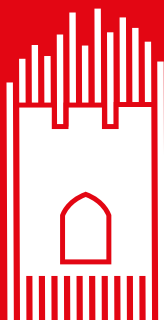
Open Discussion

Over 80 local representatives attended an event to hear examples from elsewhere and discuss areas for focus in Southampton.

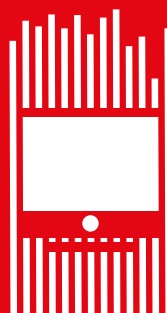
The main themes from consultations with over 100 businesses were:



More collaboration and closer ties with the cruise industry for the benefit of passengers and crew



Celebrating our arts and culture and recognising our heritage



Improved visitor information, marketing and digital presence



The travel experience (including parking, pedestrian routes and congestion)



Making our streets more welcoming; tackling nuisance behaviours and shoplifting



Improving the evening economy



More, improved and better marketed events



Staff benefits and attracting the right staff

The full detailed feasibility report can be found on our website at www.gosouthampton.co.uk





ANSBACH
PLACE

THE PIG
in the Well
BOUTIQUE RESTAURANT

WALK
THE
SIXT
WALLS
↑↓



KEEP TALKING

These proposals have been drawn up by a Steering Group of businesses in conversation with others across the City Centre. Discussions continue and we encourage you to get in contact with us to find out more about how you can get involved in steering Go! Southampton.

Business involvement will be key to operating Go! Southampton effectively and transparently and there will be many opportunities to steer, review and scrutinise.

Vote yes for

A GREAT CITY CENTRE EXPERIENCE

Cleaner City Centre – Working with our partners we will make sure that our City Centre is cleaner and that our pavements and streets are upgraded. We will increase standards of street cleaning where necessary, with special emphasis on flagship areas such as the city walls. We will support greening initiatives with new planting and micro gardening and encourage all landowners to take better care of their grounds.

Safer City Centre – With the police and City Council, we will work to achieve a measurable reduction in crime and anti-social behaviour, including begging, shoplifting and pedlars. Again the BID will look to augment the efforts of others who need to use the powers they have consistently. We will also assist in the identification of suspects, improve crime reporting and consider a diverted giving scheme to charities that support the homeless.

Coordinated and Better Events – We will enhance the current programme of City Centre events into a stronger and better

marketed annual programme. Events will be higher quality and more strongly marketed both in and outside the city. We will identify new sponsors and look for new partnerships, for example with Culture Southampton. We will exploit the new facilities in the Cultural Quarter and in Watermark's City Plaza, adjacent to the City Walls.

Better Transport – We will champion improvements to traffic management and parking, to public transport and to transport infrastructure. In the short term we will focus on securing a significantly improved parking experience equal to the best in the commercial sector. We will seek to improve the condition of roads and pavements and achieve better bus and train services. In the longer term we will engage at local and regional levels to secure infrastructure improvements that might include a new traffic signal system, road improvements and better public transport interchanges.

Vote yes for

BETTER MARKETING AND STRONGER BUSINESS

Better Welcome – We will ensure that every visitor to Southampton has access to high-quality, real time, and relevant information on where to go and what to do before and during their visit to the city. Our marketing and communications plan will deliver a focal point for the collation and distribution of information. It will also consider an Ambassador scheme and a set of information points. Our significantly improved digital marketing strategy could include a City Centre app and improved web presence. We will also review all access points such as car parks, the station, airport and the port entry to ensure they are welcoming to visitors, and promote the City Centre. The ease with which pedestrians can move from these access points to the city Centre and around is key, so we will work to improve permeability and encourage exploration.

Bigger Welcome – We will raise Southampton's profile as a place for business, culture and leisure both nationally and internationally. Southampton has lacked profile as a destination. We will work with destination marketing partners to make sure more people – particularly in the city and in the city's 2m-strong catchment area – are aware of, and excited by, what Southampton has to offer.

'Stay Local' – We will target our existing City Centre audiences, encouraging them to spend more time in the City Centre, especially in the evenings. Southampton has 33,000 local employees, 20,000 City Centre residents and seafarers who make over 400,000 visits annually. We will introduce a local incentive or loyalty scheme, as well as an 'Alive after Five' programme to support the evening and night time offer. We will work closely with the cruise forum, maritime businesses, crew, staff and customers, to make sure that seafarers feel at home in Southampton.

Conduit for Data & Innovation – We will act as a hub for the collection and sharing of key metrics on City Centre activity to help support business growth. We will gather and analyse new data sets – such as dwell time, spend, hotel occupancy and satisfaction levels – as well as conducting regular qualitative and quantitative market research. We will feed this data back to City Centre businesses, as well as using it to drive the case for the City Centre in wider forums.





Vote yes for

STRONGER BUSINESS COMMUNITY

Better Economies of Scale - We will secure savings for businesses and increase business-to-business activity. Our 2,500 City Centre businesses span the spectrum of sizes and sectors. We will encourage B2B interaction so that spend is retained within the city. We will encourage sharing of local expertise and innovation. We will also seek opportunities to develop joint procurement arrangements, for example in waste management and energy.

Better Voice for Business - We will be the advocates for businesses in the City Centre, both in addressing day-to-day issues and influencing new developments. We will monitor routine services being delivered in the City Centre and report or directly address shortcomings as necessary. Furthermore, the City of Southampton has an extensive programme of forthcoming major developments. We will crystallise and present business views to decision makers to influence the way the city develops. We will make sure that businesses are always kept informed.

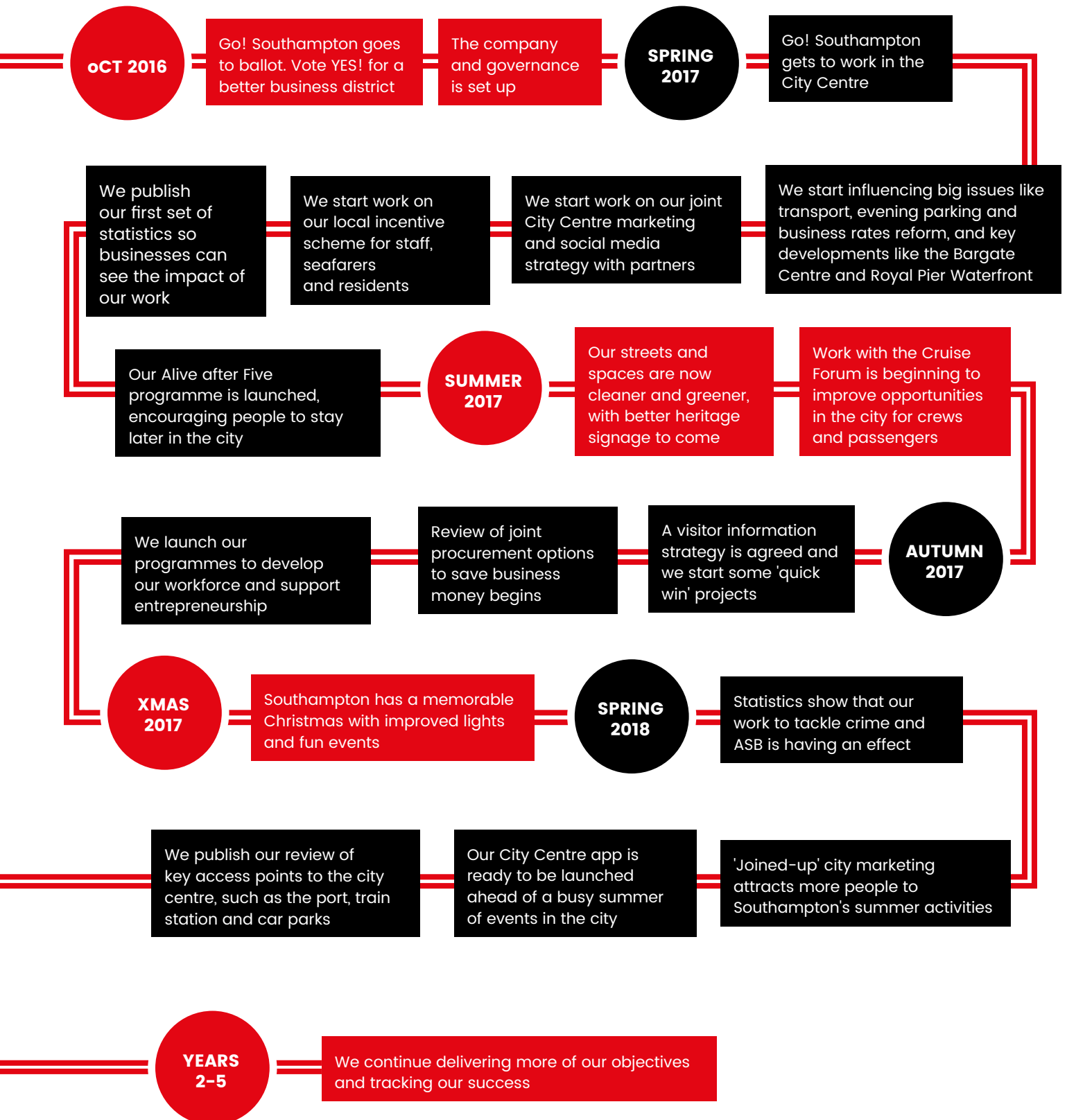
Developing and Retaining Skills

& Talent - We will work with education and skills providers to help deliver a more skilled and committed workforce. The city work force needs

to be more aligned to the needs of City Centre employers. We will be the face of City Centre business to schools, FE colleges and the universities to create better opportunities for employers and prospective employees. We will promote apprenticeships, internships and efforts to increase graduate retention. We will also look to nurture new and start-up businesses in the City Centre by signposting them to relevant services.

Investment Opportunities - We will actively support new investment in the city and ensure that our status as a commercial centre of regional, national and international importance is recognised and promoted. Southampton has a catalogue of outstanding opportunities for future investment. We will work with landowners and the City Council to market these opportunities and to increase the critical mass of commercial activity in the City Centre.

OUR FIRST YEAR





MEASURING OUR SUCCESS

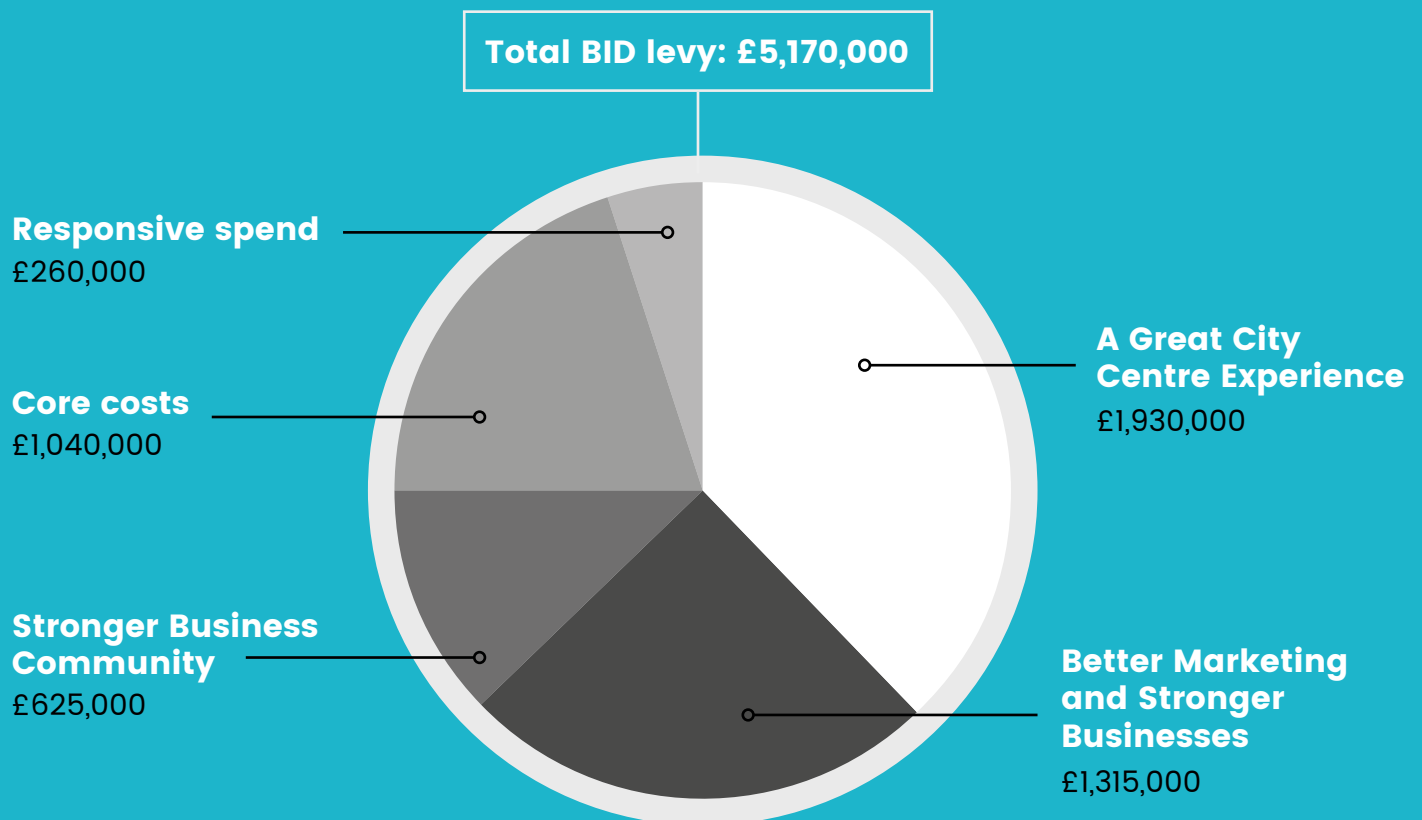
Go! Southampton will always monitor its performance. We will use measures such as:

- Footfall
- Dwell time
- Geographic draw
- Spend patterns
- Hotel occupancy
- Evening patronage (retail and hospitality)
- Employee satisfaction
- Customer perception
- Crime and anti-social behaviour statistics
- Car park usage
- External reports

We will make our statistics available to you in an annual City Centre health check.

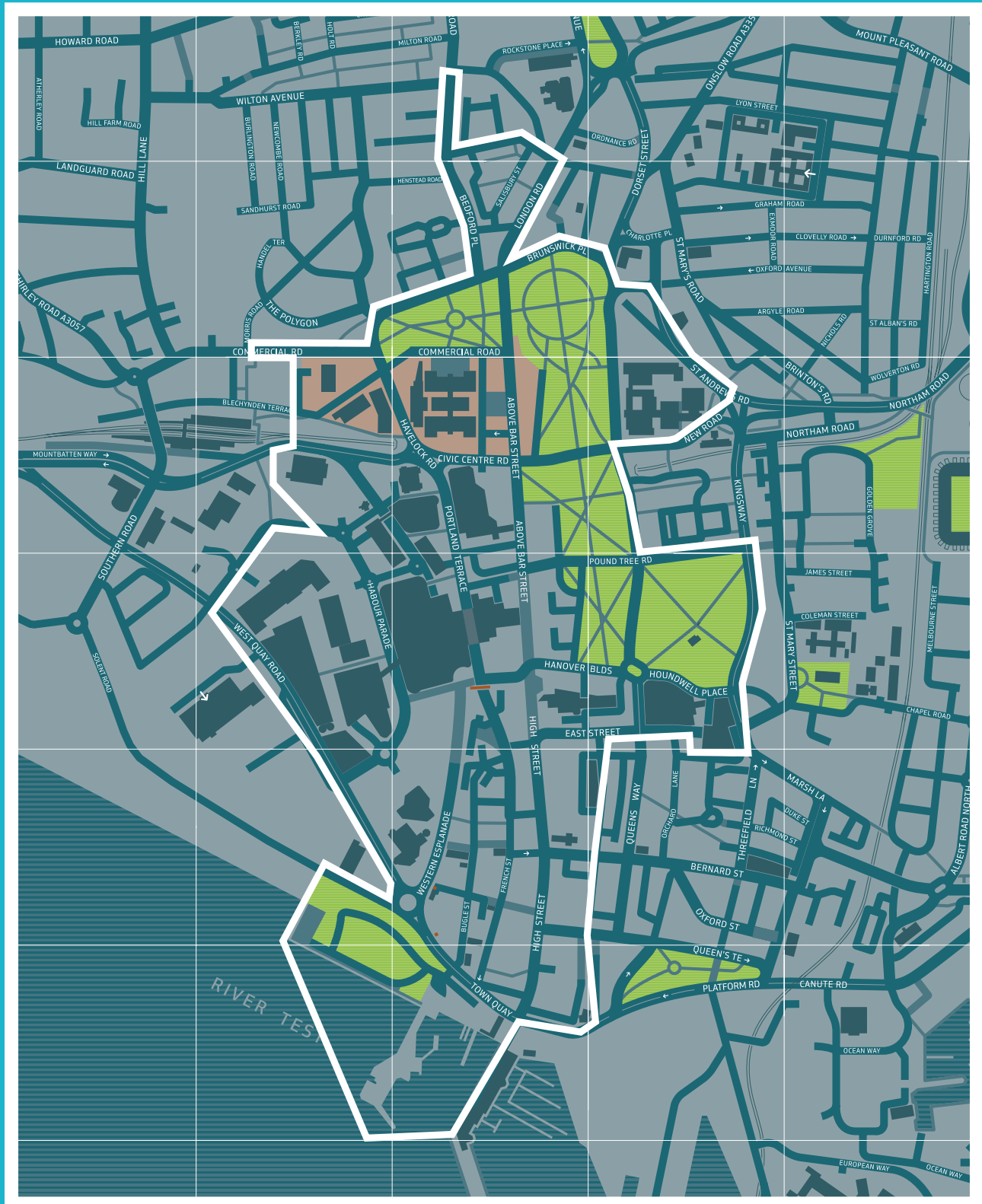
THE BUSINESS PLAN

Go! Southampton will mean investment of over £5 million between 2017 and 2022.



- A collection rate of 95% has been assumed
- Based on industry criteria, a contingency/responsive spend fund of 5% of the BID Levy has been included
- A draw-down fund of £152,000 has been made available by Southampton City Council to help set up the BID. Anything drawn down from this loan will be paid back by the BID over the five year term. This has been included in the core expenditure.
- Figures are real, with no inflation applied
- The yearly levy-collection costs are expected to be £19,000, well below the Industry Guidance maximum of 3% of the total levy or £35 / hereditament (whichever is lower)

THE BID AREA



A full list of streets included in the area can be found in the BID Arrangements on our website



OUR OPERATING PRINCIPLES

1

We will always look to add value to existing work in the City Centre and work closely with other people, including the City Council and the police.

2

We will lever in additional resources. By 2021 the BID aims to secure at least 25% of funding on top of the BID levy.

3

We will measure our impact, so that the benefit of the BID is clear in both quantitative and qualitative terms.

4

Go! Southampton is, and will always be, led and owned by businesses

"A successful BID will
create a more vibrant
City, new business
opportunities and a
place worth visiting"

BOB JACKSON

Perrys Art Supplies

BID RULES - THE BASICS

- 1 Organisations within the BID Area occupying premises with a rateable value of £15,000 or greater will be eligible to vote in the BID ballot and pay the BID levy.
- 2 Go! Southampton will be funded primarily through a BID levy payable by all businesses eligible to vote. For most businesses this will be **1.5%** of your rateable value. If your premise is within WestQuay Shopping Centre, The Marlands, WestQuay Retail Park or the New Arts Complex, the levy will be **1.4%** of rateable value. This difference in the levy rate is to recognise the existing service charges in place that provide joint security / place marketing. Premises occupied by registered charities and not used for retail purposes will receive a reduction of 80%.
- 3 The BID will last for 5 years from 1st April 2017 to 31st March 2022, at which point businesses will vote again.
- 4 All businesses eligible to vote will be eligible to get involved in the governance of Go! Southampton.

More detailed information can be found in the BID Arrangements at www.gosouthampton.co.uk

Below are some indicative values of how much different businesses will pay each year:

Rateable Value	BID Levy
£15,000	£225
£50,000	£750
£100,000	£1,500
£1,000,000	£15,000

A man with short brown hair and a light blue shirt under a dark blue suit jacket is smiling and looking towards the camera. He is standing in a modern shopping centre with a staircase and other people in the background. The lighting is bright and natural.

"Go! Southampton is a great opportunity for businesses to work in partnership to make sure our City Centre works for them; independent retailer or multi-national corporate, Go! Southampton will deliver clear benefits to all. That's why the owners and management of The Marlands are supporting Go! Southampton"

TIM KEEPING

Marlands Shopping Centre

Q&A - YOUR QUESTIONS ANSWERED

Why is there a postal ballot in October 2016?

A BID can only be set up through a ballot of eligible businesses. In order for the BID to come into existence, a simple majority of those voting must vote in favour. Their votes must also represent a majority of the aggregate rateable value of the properties that vote.

How will the ballot run?

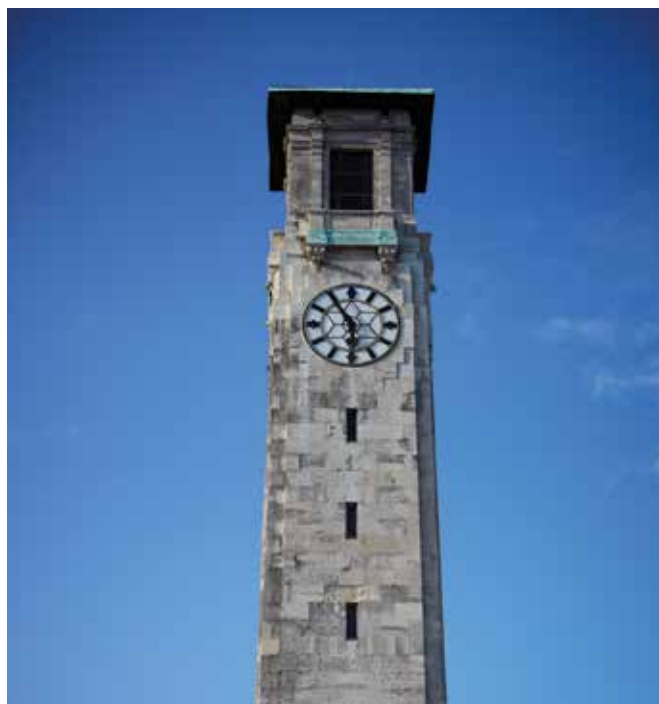
The conduct of the ballot is looked after by Southampton City Council to ensure a free and fair ballot. If you wish to make sure that your ballot paper is going to the right place, you can get in touch with the Go! Southampton team to find out how.

How is the BID levy collected?

The BID levy will be collected through the current Business Rates system administered by Southampton City Council. It will be a separate bill payable on top of business rates. The levy is amended on an annual basis in line with inflation, at a rate to be agreed by the Go! Southampton board.

How will I know what my money has achieved?

Go! Southampton will be clear and transparent about how it is spending the money. There will be regularly updated information about income and expenditure available to all members of the BID and clear metrics will be established to measure its success. All eligible businesses will be invited to the AGM.



Why do my business rates not cover this?

A BID in Southampton City Centre will be a business-led, business funded initiative with funds that are managed by businesses. It provides services that are in addition to those offered by the local authority and other statutory agencies. The BID will sign a Baseline Agreement with Southampton City Council that legally establishes what the local authority already delivers and will monitor this agreement. A draft of this agreement can be viewed on Go! Southampton's website



How can I be represented?

Go! Southampton will be a new nonprofit company limited by guarantee. The first AGM will take place within the first year after the BID starts its work on 1st April 2017. All businesses that are eligible to vote and pay the levy may become members of the company. Any member can stand for election to the board.

Can I get involved even if I do not automatically qualify to pay the BID levy?

Businesses whose rateable value is under the £15,000 threshold, or who are just outside the BID area, will still be able to get involved by choosing Associate Membership and paying a voluntary contribution to receive the same benefits as levy payers. These Associate Members will have the right to stand for election to the board.

How were the BID proposals developed?

Over the last year a steering group has worked to engage with businesses across the City Centre to develop these proposals. An initial feasibility study interviewed 100 organisations, with an open follow-up event being held in November. Following this, an enlarged Steering Group has worked to develop the proposals, continuing in discussions across the City Centre along the way.


More information can be found in the BID Arrangements document, available on our website www.gosouthampton.co.uk

HOW WILL THE BID OPERATE?



Go! Southampton will be transparent, inclusive and registered as a nonprofit company limited by guarantee. It will be steered by a board of business representatives and any business member will be eligible to stand for election to the board at the AGM. Each 'theme' of the business plan will have a 'theme group' of interested businesses responsible for overseeing

project development. To deliver projects effectively Go! Southampton will hire a core staff team who will be accountable to the board and to the theme groups. A Finance and General Purposes Committee will be responsible for scrutinising spending.

A portrait of James Gough, a man with dark, wavy hair and a beard, wearing a light blue patterned shirt. He is looking directly at the camera with a slight smile. The background is a blurred red and white geometric pattern.

"A thriving cultural scene in any city is good for staff attraction and retention, it brings visitors and residents into city centres and that is good for businesses. I believe Go! Southampton will be a strong partner in supporting the development of cultural and creative events in Southampton; shaping the city's identity as an exciting destination and a great place to live and work."

JAMES GOUGH

Culture Southampton




VOTE YES

The ballot is your chance to make these proposals a reality.
Vote YES in October 2016

The ballot timetable

Aug 2016	Voters will receive a letter giving them the chance to review and amend the details of where their ballot paper will go to
Sep 2016	Voters will receive the official Notice of Ballot
4th Oct 2016	Ballot papers will be posted. Voting is by postal vote.
3rd Nov 2016	Ballot closes at 5pm
4th Nov 2016	Results announced
Nov 2016 – Mar 2017	Set-up of independent BID Company, Go! Southampton
1st Apr 2017	Go! Southampton formally starts work



"Southampton is a city full of untapped potential with passionate residents, inspiring entrepreneurs and committed businesses. Go! Southampton will offer the much needed focus to develop our City's assets and drive Southampton forward as the leading City it can and should be."

ANNALIESE HUGHES

Delicious Dining

"Being part of the group and having a voice for all the seafarers who come in and out of Southampton, not only to visit but also who call this iconic port their home port is for me a great example of where we can all work together to ensure our visitors enjoy the city of Southampton and take part in the city's activities and facilities."



ANDREW MILLAR

Carnival UK

THE STEERING GROUP



BRAD ROYNON
Chairman



TIM KEEPING - VICE CHAIR
Marlands Shopping Centre



ANNALIESE HUGHES
Delicious Dining



SPENCER BOWMAN
Mettricks Tea & Coffee



ANDREW MILLAR
Carnival UK



BOB JACKSON
Perrys Art Supplies



ANDY COLLYER
WestQuay



JAMES GOUGH
Culture Southampton



DENISE EDGHILL
Southampton City Council



KERRY HOMER
Cath Kidston



STEWART DUNN
Hampshire Chamber
of Commerce



SALMA AZAD
IKEA



SCOTT THOMAS
Boots



ED GOULD
Carswell Gould



Go! Southamton is a business initiative

Find out how you can be more involved,
or ask us a question:

E: info@gosouthampton.co.uk

W: www.gosouthampton.co.uk