



GO!
SOUTHAMPTON

GO! SOUTHAMPTON
BUSINESS IMPROVEMENT DISTRICT

Mid-term Review

2017 - 2020



EXPERIENCE:

A Safer City Centre	4
Night-Time Economy	7
A Cleaner City Centre	8
Bringing The Streets To Life	9
Accessibility and Infrastructure	10

MARKETING & EVENTS:

Raising Southampton's Profile	13
Mapping our Achievements	14
Marketing the City and Businesses	16
City Centre Events	18
Promoting Our Work	19

STRONGER BUSINESS:

Business Services	21
Corporate Social Responsibility	22
Better Voice for Business	23
Future City	25
Investment Opportunities	26



BUSINESS PROFILE:

NAME: Jassu Randhawa
JOB TITLE: Owner
COMPANY: Nousha Lounge
YEARS IN BUSINESS: 3 years

HOW HAS GO! SOUTHAMPTON HELPED?:

"I have worked alongside GO! Southampton for two years now. The team understands business struggle and tries hard to put new projects and initiatives into place. Traders here have found business extremely challenging and difficult with a lot of issues – such as drug abuse and homelessness. GO! Southampton works really hard to ensure public safety and are quick and attentive."

INTRODUCTION:

Welcome



Welcome to GO! Southampton's Mid-Term Review

The Business Improvement District (BID) is now nearly three years into its five-year term, and we have been taking stock of our progress so far.

When we asked for your vote in 2016, we said we believed there was a once-in-a-generation opportunity for the city centre to fulfil its potential and make us proud. This holds true more than ever today as we look forward to working with our partners towards a successful bid for UK City of Culture 2025.

In reviewing our original objectives, we believe we have succeeded in many respects but also know that much more needs to be done. Please read the Review, see what you think and most importantly let us know about it.

I am confident that we have the board and staff team in place to drive yet more progress. That doesn't mean that we aren't open to new talent! If you are passionate about Southampton and think you could help us, I want to hear from you – tim.keeping@gosouthampton.co.uk.

EXPERIENCE:

A Safer City Centre

YOU SAID. WE DELIVERED.

Making our streets safer and more welcoming

Southampton remains one of the south coast’s top leisure and retail destinations – with tremendous potential to bring in new investment and business in the years ahead.

For all its strengths, Southampton still experiences significant issues with crime and anti-social behaviour – the top concerns expressed by local businesses before our election. We pledged to tackle these issues.

WHAT WE’VE ACHIEVED SO FAR:

Through our work with Hampshire Constabulary and the business community, we’ve made some significant progress through:

Better criminal intelligence.

Since January, our new Case File Builder has been gathering intelligence to assist the police in bringing offenders to justice. As a result, 34 persons of interest have been identified, resulting in 24 prison sentences and 5 restraining orders.

Targeted action to deter begging.

Working with the Constabulary, we have funded dedicated ‘weeks of action’ to deter aggressive beggars. The action saw an average 23.5% reduction in this behaviour.



 BUSINESS PROFILE:

NAME: Charles Pinner

JOB TITLE: Store Manager

COMPANY: M&S

YEARS IN BUSINESS: 19 years

HOW HAS GO! SOUTHAMPTON HELPED?:

“Marks & Spencer is grateful for the support of the BID. This year we have seen a reduction in known shoplifters due to the working partnership between us. The BID has supported crime reduction in the city more generally through its close links with retail, shopping centres and the police. We look forward to developing these relationships further.”

Combating homelessness

Street homelessness is another priority for GO! Southampton and we've been working hard to address this problem:

- We are supporting the citywide Street Support Action Group, part-funding the new Street Support Southampton website (<https://streetsupport.net/southampton/>). This includes a directory for rough sleepers seeking shelter and support, while providing a hub for charities, volunteers or donors.
- We closely monitor homelessness in the city, so far working with the council's Welfare Wardens on 976 occasions to give advice to those taking refuge on the city's streets. In early 2020, we will be launching a new diverted-giving scheme, encouraging visitors to donate to local charities that deliver support to rough sleepers.

Tackling criminal behaviour

In our mission to combat crime, we provide the UK Home Office with key evidence on violent incidents impacting local industry. This information will ultimately help to target resources in the right areas.

We're gathering impact statements from businesses affected by offending behaviour and assist the council and local law enforcement to reduce criminal activity. This includes giving 100% support to action against illegal street trading – helping to make Southampton a safer place for all.

EXPERIENCE:
Night-Time Economy

Representing our members

Following our pledge to improve Southampton's evening economy, we've worked closely with the licensed trade to challenge the Late-night Levy paid by 49 BID members. We'll continue to build a case for these businesses to be granted exemption from the levy. We will also produce evidence of the impact of Planning Policy AP 8 – which restricts trading hours – on the night-time economy sector through the upcoming Local Plan Consultation.

On behalf of BID members, we will contribute to the management of Licensing Link – the forum

representing city-centre licensed premises. Our goal is to align Licensing Link with the National Business Crime Centre's standards for business crime reduction partnerships. This will ensure a fully integrated approach to making Southampton a safe and vibrant place.

We'll continue to offer training and development opportunities to our members in the licensed trade, enhancing their premises-management skills and ultimately improving the city's reputation as a great place for a night out.

1,654

incidents of aggressive begging have been reported by our Rangers since July 2018

1,046

occasions our Rangers have worked with the City Councils' Welfare Wardens to provide on-street advice to homeless people and if required removed unattended items



 BUSINESS PROFILE:

NAME:	Rich Gilbert
JOB TITLE:	Co-Owner
COMPANY:	Café Parfait
YEARS IN BUSINESS:	4 years

HOW HAS GO! SOUTHAMPTON HELPED?:
“The BID has really helped the footfall in our area, in turn boosting trade. It has also acted as a vehicle to network with other local businesses. We are now working together to make the City of Southampton a place for our business to thrive.”

EXPERIENCE:

A Cleaner City Centre

YOU SAID. WE DELIVERED.

Fostering a sense of pride in our city

Creating a cleaner, more appealing city is a key priority for businesses, shoppers and workers, as identified in our research. So, for the past two years, we've invested heavily to spruce up the city's landmarks and pedestrian areas.

WHAT WE'VE ACHIEVED SO FAR:

Cleaner streets and buildings.

Run jointly with the council, our cleaning service deals with the 'above-and-beyond' issues. The team has removed more than 1,437 pieces of graffiti, hot-washed 517 doorways and tackled cleansing issues for more than 300 businesses.

Timely street repairs.

Our street rangers report environmental issues directly to those responsible for repairs and upgrades. More than 75% of all reported defects have been resolved within the past 18 months, including repairs to roads, pavements, drains and lighting. We work closely with strategic partners to ensure that repairs are completed as quickly as possible without compromising the quality of repair.

1,437

pieces of graffiti have been removed

98%

of 3,768 reported cleaning issues have been resolved

EXPERIENCE:

Bringing The Streets To Life

Creating a more connected city centre

Local businesses told us that Southampton's heritage assets were not adequately highlighted. Working with the council, we've revamped the signage within the city's medieval old town – a key part of Southampton's heritage tourism. It's hoped that these signs will increase visitor dwell times and maximise footfall in an area which has immense appeal but is often overlooked.

We've significantly extended the city's Christmas lighting, adding new displays in Commercial Road, East Street, High Street, Bedford Place and London Road. In 2018, 250,000 new LED lights were installed, helping to enhance the festive feeling across the city.

Making Southampton accessible to all

The BID is committed to making the city centre as accessible as possible to people with mobility or sensory issues.

In a joint venture with the council and other local partners, we funded the pilot scheme for a £54,000 project to enable small businesses and GP surgeries across Southampton to install free hearing loop systems.

Our plans

Looking ahead, we'll be exploring new ways to invigorate Southampton's underused spaces. We have recently partnered with the John Hansard Gallery and Southampton City Council to install a colourful walkway in Guildhall Square. With the council, we also plan to refresh the Mayflower Memorial for its 2020 commemorative year and install artist-designed vinyl window displays to improve the appearance of vacant properties.

312

Southampton businesses have used our new cleaning service

250k

new LED Christmas lights were installed in 2018

£54k

We co-funded a £54,000 project to install hearing loops into small businesses and GP surgeries

EXPERIENCE:

Accessibility and Infrastructure

YOU SAID. WE DELIVERED.

Keeping Southampton moving

With a cruise terminal, port, airport and train station, Southampton is known as the gateway to the world. We want our visitors to have the widest and most sustainable range of transport options possible. GO! Southampton Rangers have personally welcomed more than 26,000 visitors to the city.

Influencing strategic decisions

Back in 2016, local businesses told us that parking, public transport and congestion were major sources of frustration.

We know that transforming the city's transport network could unlock considerable economic growth. In support of BID members, we are contributing to discussions about, and influencing, transport plans at a national and local level.

GO! Southampton is actively engaged in a long-term review of the city's transport network to promote improvement works. This also underpinned our response to 'Connected Southampton 2040' – the council's draft transport strategy consultation. The aim is to make Southampton a modern and sustainable place to live, work and visit by investing in better and more innovative transport.

Drawing on feedback from BID members, we have expressed our views on proposals such as the potential introduction of park and ride, a centralised travel interchange and rapid bus networks.

We've also contributed a business view to:

- The council's 'Transforming Cities' funding application to the Department for Transport. If successful, this scheme would transform the city's walking, cycling and public transport infrastructure by up to £175 million, improving journey time and quality
- Southampton Airport's Draft Masterplan consultation. We supported the proposals, given that the airport transformation could boost the city's economy by £1.8 billion
- The council's bid to enhance the A3024 Northam Rail Bridge and reduce congestion at peak times. We supported this proposal
- The council's consultation on a possible Clean Air Zone

26,581

visitors welcomed by GO!
Southampton Rangers

7,727

directions were given to BID
businesses

BUSINESS PROFILE:

NAME: Peter Taylor
JOB TITLE: LLP Managing Partner
COMPANY: Paris Smith
YEARS IN BUSINESS: 15 years

HOW HAS GO! SOUTHAMPTON HELPED?:

"GO! Southampton has been and is a force for good in the City of Southampton. It has provided an opportunity for businesses in the BID area to collaborate for the greater good of the city, to listen to issues facing business in the centre and assist to find solutions that enable BID levy payers to grow and develop. The City has also benefited from a number of BID-organised events and activities that have enhanced the city centre as a destination and a place in which people wish to spend time."

Lastly, we've championed the My Journey 'Travel Plan Network', through which employers can obtain advice on how best to promote sustainable travel choices to their staff.

Our plans

Looking ahead, the BID will work to improve the experience for thousands of cruise passengers who use our terminals each year, providing new signage into the city and information for visitors. We are also contributing to an accessibility audit with the SPECTRUM Centre for Independent Living. This will be completed by February 2020.



BUSINESS PROFILE:

NAME: Dishy Umfleet
JOB TITLE: Owner
COMPANY: Docks Coffee House
YEARS IN BUSINESS: 2 years

HOW HAS GO! SOUTHAMPTON HELPED?:
“GO! Southampton has been pivotal in providing a much-needed focus on our city centre. The BID is a great way for smaller independent businesses like mine to have a voice and play a part in influencing city centre development. I feel that it has brought about many positive changes and played an important role in making Southampton a great place to live and work.”

MARKETING & EVENTS:

Raising Southampton's Profile

YOU SAID. WE DELIVERED.

Singing Southampton's praises

As a major destination for business, culture and leisure, Southampton is deserving of greater recognition – both nationally and abroad. We pledged to raise the city's profile, partnering with other organisations to make this happen.

Securing media coverage

We joined forces with communications agency Carswell Gould to gain exposure for Southampton among influencers, bloggers and key travel, trade and digital media.

Working with the council and local business stakeholders, including BID members, we've brought more than 25 journalists and 15 bloggers to the city. This has resulted in positive coverage in Scotland's Daily Record and The Press and Journal, as well as Midi Libre in France. BID events, including Comedy Central and Seaside in the Square, have featured on BBC Radio 2, in the i newspaper, and in other media. Some 20 levy payers have featured directly in the resulting coverage. Moving into 2020, we'll look to build further on these successes.

Promoting the city to tourists and students

Additionally, we've worked hard to improve Southampton's perception among tourists and students, appearing at many university open days and travel trade exhibitions respectively. We used these opportunities to promote our members' businesses, positioning Southampton as the ideal place to travel, live and study.

Mapping our Achievements



Illustration: n-evans.com



- Completed Projects:**
- Seaside in the Square
 - Christmas Lights Switch-on
 - Baltimore Visit
 - Volunteer Cleaning Sessions
 - Hearing Loop Introduced
 - Heritage Panel Improvements
 - Foodie Fortnight
 - Counter Terrorism Training
 - Comedy Central Live
 - Public Bins



- Future Projects:**
- Mayflower Forest
 - Mayflower Memorial Upgrade
 - Diverted Giving Scheme
 - Future High Streets Fund: Joining up the 'Heart of the City'
 - Artist-designed Shop Vinyls
 - Waste Recycling
 - Transforming Cities Fund: Better Transport for a Sustainable City

- Trails:**
- Christmas Trail
 - Easter Trail
 - Boat Trail
 - Giant Deck Chair Trail
 - Spitfire Trail
 - Ghost Trail
 - May Half-term Trail
 - Family Balloon Hunt Trail
 - Panto Trail

Hampshire County Council and Southampton City Council led project.

MARKETING & EVENTS:

Marketing the City and Businesses

YOU SAID. WE DELIVERED.

Raising our online profile

In our research, local businesses said that Southampton needed better marketing and a greater online presence – and we’ve acted on those concerns.

This year, in partnership with the council, we launched the new visitor website that the city deserves – visitsouthampton.co.uk. Through social media, we also provide timely updates, promotions and event news – further raising Southampton’s profile as a great destination.

Improved visitor information

To help first-time visitors, we produced and circulated new maps to local hotels, visitor attractions and Southampton’s cruise terminals, with the help of volunteers. We also created a separate special-edition map, annotated with walking times and offers, for cruise ship crew to encourage further footfall and spend during port calls.

In 2019, we’ve produced a new magazine to promote Southampton, in partnership with Solent University. In total, 20,000 copies of SO What? were distributed, giving an insider’s perspective on Southampton’s appeal and hidden gems.

We also joined the LoyalFree rewards app, giving BID members a digital platform to promote their businesses. A quarter of members have now used the app to successfully engage customers.

150k

Southampton city maps distributed to visitors

200k+

page views on the Visit Southampton website, with 70% of BID members listed

85.8k

Visit Southampton’s social media campaigns reached 85.8k consumers

19%

increase in footfall for Christmas 2018 (from 2016)



BUSINESS PROFILE:

NAME: Nathan Lawry
JOB TITLE: Marketing Specialist
COMPANY: IKEA
YEARS IN BUSINESS: 11 years

HOW HAS GO! SOUTHAMPTON HELPED?:
“We’ve really enjoyed working with GO! Southampton to support the local area on two editions of Seaside in the Square. We have provided lots of furniture for the events from deck chairs to parasols that we later donated to YMCA. We love this project because it brings people of all ages and backgrounds to the city centre, and encourages them to enjoy our local community.”

Boosting our Christmas trade

To help the city host spectacular 2018 Christmas celebrations, we partnered with the council and market operator WELA Märkte to execute a targeted awareness campaign across digital, out-of-home and print media. We launched a Christmas website and door-dropped Christmas maps – promoting Southampton’s festive offering. More than 77,000 consumers engaged online.

In 2020, the BID will commission a destination management plan to provide insights into our target audience demographics and guide our future marketing strategy.

MARKETING & EVENTS:

City Centre Events

YOU SAID. WE DELIVERED.

Encouraging longer dwell times and higher spend

Back in 2016, our research showed that many local businesses wanted more events across the city – with greater impact. We've listened and made some changes.

WHAT WE'VE ACHIEVED SO FAR:

Under the influence of the BID, Southampton events are delivered with more investment, marketing and resource, attracting higher audience numbers and greater spend in the local area.

Summer 2019 heralded the return of GO! Southampton's Seaside in the Square, the popular urban beach event. Set in Guildhall Square, this year's beach offered outdoor cinema, open-air yoga and a host of other activities over several weeks. It increased footfall to the city, gained extensive coverage in the national and local media and delivered positive economic impact for BID members.

Better, more co-ordinated events

We've strengthened and expanded our programme of events and activities:

- Comedy Central Live took place at Hoglands Park in October 2018 – the first UK festival of its kind. The event attracted world-famous comedians, including Jimmy Carr, Russell Howard and Katharine Ryan. Footage of the festival has appeared extensively on UK media channels.
- Our 'Foodie Fortnight', together with the annual Christmas lights switch-on, have generated significant additional footfall.
- We've supported more than 10 additional city centre events through third-party event grants, including Southampton Pride, the Bedford Place Summer Festival, and the Southampton Marathon.
- Since February 2018, we've organised city centre trails for every school holiday, distributing more than 10,000 trail sheets to Southampton schools on each occasion and attracting up to 1,500 participating children. The trails lead directly to increased spending in BID member businesses.

Finally, we've made it easier to find out what's happening in and around the city. We now have a bespoke events system within the Visit Southampton website – where users can filter the results by day, week or month.

250k+

people have attended events instigated, organised or supported by the BID since 2017

10k+

Comedy Central tickets were sold (37% of visitors were from outside Hampshire)

66%

of Seaside in the Square visitors came to Southampton specifically for the event. 78% rated their experience at the event as 8 out of 10 or above. 75% of levy payers would like the event to be repeated.

MARKETING & EVENTS:

Promoting Our Work

Raising awareness about BID activities

We use a variety of channels to ensure that everyone in the BID, and externally, is aware of our work. Every month we publish a digital newsletter, with a printed edition every quarter. We also post regular BID updates on Twitter, Facebook, Instagram and LinkedIn.

Furthermore, through PR agency Lee Peck Media, BID achievements (and our views on issues facing city-centre businesses) are increasingly making headlines – with our

members often interviewed or quoted. Among our successes, we've featured on BBC South Today, ITV Meridian and Radio Solent. The Southern Daily Echo has also been a steadfast supporter of our work.

Looking ahead, our new Business Engagement Manager will take responsibility for ensuring BID members benefit as much as possible from our work and collate feedback to improve what we do.

1.8k

GO! Southampton Twitter followers (October 2019)

100+

press, radio and TV mentions (April to Oct 2019)

ARTICLES ABOUT SOUTHAMPTON HAVE APPEARED IN

34

print publications (April to October 2019)

46

online features (April to October 2019)



BUSINESS PROFILE:

NAME: Caroline Osman
JOB TITLE: Owner
COMPANY: W.J French & Sons
YEARS IN BUSINESS: 65 years

HOW HAS GO! SOUTHAMPTON HELPED?:
"Thanks to the BID I have had the Hearing Loop system installed into my business, saving a substantial amount of money by using Meercat Associates who offer BID members cheaper trusted tariffs from utility and merchant suppliers. Benefited from noticeably cleaner pavements and the work that the Rangers carry out. I have also had help with reporting crime and Bedford Place has also benefitted from extra Christmas lights and a funding contribution to the Bedford Place Summer Festival."

STRONGER BUSINESS:

Business Services

YOU SAID. WE DELIVERED.

Reducing your costs, bringing in more business

Honouring our commitment to secure savings for our members and increase inter-business trading, we've introduced some key initiatives:

- **A BID buying service** – enabling our members to review business costs, achieve savings and get advice on utilities, merchant services, telecoms, insurance, pest control, safety and testing.
- **Dry waste recycling service** – (from February 2020) – collections will cost just £8 each (part-funded by GO! Southampton). Glass collections will be free of charge with the correct container.
- **Free rent and rates consultancy** – (from February 2020) – responses are free for the first enquiry.

The secure members-only area of the GO! Southampton website includes a directory of business support services within the city, provided by the council and other organisations. Do take a look!

Bringing businesses together

Our networking events go from strength to strength. On the first Thursday of every month, you can meet like-minded business professionals in a local venue and find out what GO! Southampton has been up to. Every quarter, we offer our larger 'City Networking' event, which aims to build a strong foundation for Southampton's City of Culture bid.

In 2020, we'll substantially increase our business-to-business training and development programme.

27

businesses have received free advice from us on reducing core business costs – with £100k of savings identified.

STRONGER BUSINESS:

Corporate Social Responsibility

Harnessing future talent and skills

Developing the talents and skills of the next generation is key to the city's future commercial success.

WHAT WE'VE ACHIEVED SO FAR

We know our members want to do their bit so, for three years, we've supported EBP South's annual 'Get Inspired' event, helping school-age students to meet a variety of local employers.

In May 2019, we worked with The Big Issue and Saints Foundation to give 12 Year 9 students from city schools a once-in-a-lifetime opportunity to create the magazine's content. Their entertaining features offered a unique perspective on Southampton, with a highlight being their city tour with Saints' manager, Ralph Hasenhüttl.

Looking ahead, BID members will soon have the opportunity to volunteer to mentor school students, act as an enterprise advisor or provide work experience opportunities. We'll be organising these new initiatives with the Solent LEP and EBP South.

Promoting sustainability

GO! Southampton wants to help its member businesses become more sustainable, particularly by reducing consumption of single-use plastics. At Seaside in the Square in 2019, The Final Straw Solent's 'Nellie, the Final Fat Fish' swallowed hundreds of plastic bottles donated by the public.

In our work to lower Southampton's carbon footprint and improve air quality, we've signed the council's new Green City Charter, which aims to make the city carbon neutral by 2030.

20,000

copies of The Big Issue Southampton takeover were distributed

STRONGER BUSINESS:

Better Voice for Business

YOU SAID. WE DELIVERED.

Giving businesses a greater say

In 2016, we pledged to give a constructive voice for businesses operating in Southampton. Since then, we've worked tirelessly to improve the prospects for existing businesses and to attract new ones.

The BID is lobbying the council for a dedicated Central Business District (CBD) as part of the upcoming Mayflower Quarter development. A CBD would attract major employers to the city, giving high-skill jobs to our university and college students after graduation, and bringing new customers to the retail and hospitality sectors.

At the invitation of the council, GO! Southampton has been preparing its response to the city's new Local Plan, which outlines how land should be used in the city and sets standards for new development.

WE'VE ALSO:

- voiced our views regarding transport issues, as detailed in the 'Experience' section
- responded to national consultations from the Highways Agency and South Western Railway
- attended region-wide events and consultations – from organisations such as Business South and the Solent Local Enterprise Partnership – to promote the interests of our member businesses
- worked closely with other business-led organisations, notably the Hampshire Chamber of Commerce, and contributed our views on several influential city groups.



BUSINESS PROFILE:

NAME: Alex Donnan
JOB TITLE: Co-Owner
COMPANY: CoffeeLab
YEARS IN BUSINESS: 6 years

HOW HAS GO! SOUTHAMPTON HELPED?:
‘I really admire the ambition of the BID. They believe that Southampton can learn from places like Rotterdam, and transform itself into something completely new and fresh.’

STRONGER BUSINESS:

Future City

Heart of the City

In 2020 and beyond, GO! Southampton has huge ambitions to improve the overall quality of the city’s retail and leisure centre. The city has reached the second round of the Government’s Future High Streets Fund, following a bid by the council which was supported by the BID. If successful, this would lead to the transformation of the ‘Heart of the City’ – the area around the Bargate – helping to future-proof it for decades to come and benefitting businesses, visitors and residents.

‘Raising the Bar’

On-street research in 2017 showed that many customers do not move far beyond WestQuay and the ‘Heart of the City’. The BID is therefore seeking to improve the ‘journey’ from Guildhall Square to Town Quay – the former QE2 Mile – giving customers more reasons to move north and south. In 2020 it will open an ‘Urban Room’ – a specially-designed drop-in space where users can describe the city centre, they’d like to see. This will pave the way for an international architectural competition that will seek to put some of these ideas into practice.

STRONGER BUSINESS:

Investment Opportunities

Attracting new businesses

We pledged to support new investment in the city and raise Southampton's profile as a commercial centre of regional, national and international importance.

The BID has been working with the Council's Economic Development team to attract new employers to Southampton. In 2019, we saw a wave of new businesses establishing a first-time presence in the city, including Metro Bank, Starling Bank and Moxy Hotels.

We are actively seeking commercial partners to enhance our city-wide events and other initiatives. The first of our partners is toob, which is undertaking a £50m roll-out of a new full fibre network. Thanks to toob, Southampton will be the best-connected city in the UK, Europe and, possibly, the world by 2021.

Nurturing start-ups and larger enterprises

We also began promoting Southampton's co-working spaces, including Network Eagle Lab, The Lab and SO Fourteen. These new-style offices allow start-ups to establish themselves without major financial risk and connect with like-minded businesses. Details of all of them appear in the members-only section of the website.

Our plans

Early in 2020 we'll be commissioning a retail gap analysis to identify any missing elements in Southampton's retail and leisure offering and then target businesses we want in the city. At the same time, we will undertake an office capacity study, measuring how much space is occupied and how much is available.



 **BUSINESS PROFILE:**

NAME: Alison Harrison

JOB TITLE: Director of Finance

COMPANY: Mayflower Theatre

YEARS IN BUSINESS: 33 years

HOW HAS GO! SOUTHAMPTON HELPED?:

"GO! Southampton's street rangers provided very rapid support in helping – effectively and sensitively – to manage the situation with homeless people and some drug users. They also gave us some useful advice to prevent further issues."

If you are passionate about
Southampton and think you
could help us, we want to
hear from you...

WELCOME TO
SOUTHAMPTON
GO!
SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

Call: 023 8000 3637

Email: info@gosouthampton.co.uk

Visit: Sir James Matthews Building
157 – 187 Above Bar
Southampton
SO14 7NN

GO!
SOUTHAMPTON

