

GO!

SOUTHAMPTON

YOUR BUSINESS IMPROVEMENT DISTRICT



YEAR 1 BUSINESS PLAN



In November 2016 Southampton businesses voted YES for a BID.

Go Southampton is an organisation led and funded by local businesses to implement improvements in the city centre. These are our plans for year one of a five year term

A GREAT CITY CENTRE EXPERIENCE

YEAR 1

Delivering a vision for safe and clean integrated transport hubs; pedestrian and cycling facilities encouraging exploration; and animating areas and key routes

- Creation of a physical vision including:
 - Transport strategy vision
 - Identification and review of key access points to city centre and action plans to improve the welcome there
 - Identification of key pedestrian routes and a vision for necessary physical improvements and wayfinding/emotional signage
 - Identification of key flagship lighting and public realm projects for the BID to champion
- Aiding the council with permission from landowners to carry out operations to reduce rough sleeping in car parks
- Work with Chamber of Commerce to ensure transport visions and effort align
- Work with Southampton City Council to create an exemplar multi-storey car park (MSCP) to show what is possible
 - Include MSCPs and associated pedestrian routes where necessary in the scope of the deep clean (project 4)
 - Work with Southampton City Council to tackle rough sleeping in the car park and ensure ongoing cleaning regime is effective
 - Improve signage to and from the car park
 - Improve marketing and awareness
- Review and improve signage or other forms of wayfinding to and from all public parking in city centre for drivers and pedestrians

Create an environment where people and businesses feel safe and comfortable and are not subject to high levels of crime or Anti Social Behaviour (ASB)

- Lobby the police to provide increased response resource for the city centre, packaging available statistics to make the case for investing in this area
- Represent the BID and its members on relevant groups including late-night levy, Southampton



business against crime (SOBAC), and Safer City Partnership

- Identify, and arrange if necessary, business training opportunities around safety, including counter terrorism, fraud, and theft
- Explore improving knowledge sharing and reporting mechanisms for BID members with regards to ASB and shoplifting, either through linking-up with existing schemes like SOBAC intranet or tying in with Go! Southampton's ambitions on public realm reporting
- Improve promotion of existing diverted giving scheme
- Explore options for BID-funded rangers/wardens

Improve the city centre's public realm

- Harness the reporting power of the BID's members by creating an easy to use reporting mechanism to flag public realm issues such as fly-tipping or damaged street furniture to the BID. The BID will raise with the council and monitor progress, communicating with businesses and reducing the burden on them
- Begin a long-term strategy for reducing litter and dirt
 - Year 1: Work with the City Council to identify problem areas that can be addressed with existing resources
 - Year 1: Identify scope of, and deliver, a further deep-clean of the public realm where necessary
 - Year 1: Work with the Better Marketing theme group to create a 'Southampton Proud' marketing campaign to increase pride in the newly improved environment and reduce litter
 - Year 2: Reinforce if necessary with a zero-tolerance approach to enforcement
- Identify landowners in the city centre to enable swift contact when issues arise (for example the need to authorise an operation by the council in relation to rough sleeping, or a desire to improve a privately held piece of green land)
- Identify opportunities and match-funding to commission public artwork and greening around the city, including: new bollards in the cultural quarter, temporary hoardings, 'colourful crossings' on roads, empty shops etc. Work with partners such as Solent School of Art, Design & Fashion

Animating the city centre with quality

- Champion an end to the market in its current format and explore a business plan for a higher quality market managed by the BID in the future
- With the marketing group, facilitate and promote a programme of activities bringing interest to the city centre, e.g. heritage bus runs from car parks into town, colourful umbrellas at transport hubs etc
- With the marketing group, explore arrangement for contributing match-funding to the management of festivals in the city centre (with Southampton City Council and the Heritage Lottery Fund)
- With the marketing group, identify opportunities to support traders association initiatives across the city centre, including the Bedford Place festival
- With the marketing group, improve the Christmas lights and events in the first year and explore the possibility of the lighting legacy being more permanent
- With the marketing group, work towards coordinated opening times for museums and shops etc that also work with cruise ship timetables

STRONGER BUSINESS

YEAR 1

Better Economies of Scale

- Joint procurement
 - Survey available options for joint procurement
 - Write briefs and appoint suppliers
 - Roll out first services to include city-wide waste recycling
 - Run 2 x procurement seminars to allow sharing of best practice
- Business networking
 - Survey options for business networking in the city – can the BID add capacity?
 - Deliver complementary networking product
- Business growth
 - Share case studies from Solent Growth programme
 - Signpost businesses to available resources
 - Working with the marketing group, create online business

Voice for Business

- Joint lobbying with other organisations
 - Consult with larger businesses/employers on their strategic ambitions for the city
 - BID directors and staff to join Solent LEP, Chamber of Commerce and other relevant bodies
 - Support feasibility study for Solent Metro
 - Specific lobbying to bring forward Central Business District and further high-quality office accommodation
- Inform businesses about infrastructure/developments etc
 - Explore co-working opportunities with Council's Inward Investment Strategy & associated publications
 - Annual 'Future Southampton' conference with other stakeholders
 - Promote & lobby for review of the City Masterplan
- Promote BID as a clear route in to business for educational establishments

Developing & retaining skills

- Evolve strategy for improving the skills base available to local employers
 - Survey existing studies
 - Run skills visioning event, perhaps linked to another BID networking/training meeting
 - Survey existing initiatives, e.g. through the Education Business Partnership
 - Support apprenticeship programmes
 - Support the marketing group in promoting Welcome Host and other training to customer-facing staff and volunteers in the city centre

Investment opportunities

- We will work with the Council and other key stakeholders to agree an inward investment strategy for the city.



BETTER MARKETING

YEAR 1



Understanding current consumer attitudes to the city centre and establishing a baseline from which to measure effectiveness of BID projects

- Collation of existing visitor data on satisfaction, dwell and spend from key partners (i.e. ABP, Southampton FC, Solent University, SCC, Business South, Westquay, Marlands, hoteliers association, booking.com)
- Consumer survey to fill the knowledge gaps and establish both qualitative and quantitative data

Raising Southampton's profile and promoting positive news about the City and the work of the BID

- PR and communications strategy to include
 - Appointment of a communications person/ agency to create and implement the strategy
 - Mapping of media partners and opportunities e.g. physical brand presence and photo opportunity at ABP marathon and other events
 - Involvement of Southampton student community in content creation, establishing stronger links between students and local business
 - Identification of speaking opportunities for CEO, board members, theme group chairs
- Social media campaign to include:
 - Audit of existing B2C social channels promoting Southampton, identifying key partners
- Creation of Go! Southampton social media strategy to include:
 - B2B and B2C
 - Creation of a positive news 'Tool kit' - content and images with clear brand to be supplied to key influencers and partners
 - Promotion of #SouthamptonProud hashtag

Promotion of the city centre and its businesses to consumer audience

- To define and create and offer a marketing package for levy payers - to include online content sharing via open API platform

- Marketing Forum event - presenting marketing options and best practice to levy payers
- Establish the BID as Central distributor of visitor collateral
- Deliver World Host and other training to employees of local businesses and hotels to establish City Centre advocates
- Audit of existing websites and destination marketing for Southampton
- Analysis of successful city centre mobile apps and websites from other locations
- Development of an aspirational Southampton 'brand'
- Pilot a programme of trial 'pop-up' information points - probably at Marlands, West Quay, Tudor House and Sea City

City Centre Events and installations

- Identify events that Go! Southampton will work to promote, partner, and fill in where there are gaps to create a programme of events for the city centre
- With the Experience group, contribute to and help market the Bedford Place festival and identify opportunities to support other traders associations across the city centre
- With the Experience Group, launch 'Alive after Five' campaign with regular newsletter distribution to local employees and residents
- With the Experience Group, plan for the BID to explore taking on management and promotion of City Centre Markets and expand operations/drive footfall towards Guildhall Square
- With the Experience Group, contribute match-funding to the management of festivals and events in the city centre (with Southampton City Council and the Heritage Lottery Fund)
- Creative installations to animate transport hubs

Measurement

- All of our objectives will be continually evaluated and regular reports given to all levy payers.



Go! Southampton 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