

# GO!

## SOUTHAMPTON

YOUR BUSINESS IMPROVEMENT DISTRICT



## YEAR 2 BUSINESS PLAN



GO! Southampton is the city's Business Improvement District (BID), voted in by local businesses to implement improvements throughout the BID area over a 5-year term.

This document details the plans for each of Go! Southampton's theme groups for Year 2 of the BID term (April 2018 – March 2019).

# A GREAT CITY CENTRE EXPERIENCE

## YEAR 2



### Transport & Wayfinding

- Review key access points to the city centre and implement action plans to improve the user experience.
- Review and improve signage on main routes into the city centre as well as directional wayfinding at main hubs, the railway station & car parks.
- Define a programme of measures to improve linkage between the cruise terminal and the city centre.
- Work with the Stronger Business theme group and Hampshire Chamber of Commerce (HCC) to ensure the alignment of transport visions and effort.
- Work with Southampton City Council (SCC) to upgrade existing car parks and keep them clean and well-maintained.

### Safe & Great Experience

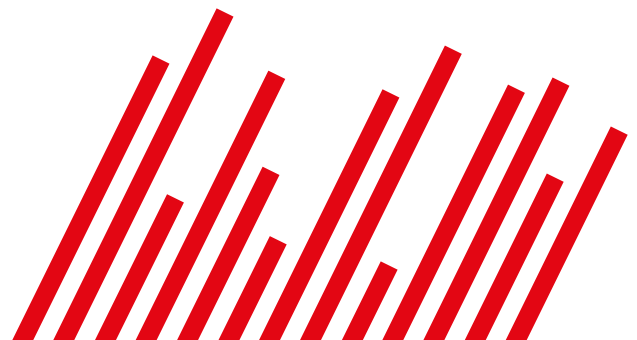
- Procure a dedicated BID ranger service to provide a visual presence in the BID area, allow reporting of issues and facilitate day-to-day interaction with levy payers. Projects linked to rangers:
  - Private Landlord Agreement – either as a block or on a case-by-case basis.
  - Support for, and interaction with, SOBAC radio and intranet programmes.
  - Levy payer surveys & data collection.
- Enforcement
  - Support the Police to deliver city centre-specific initiatives.
  - Support SCC's Welfare Wardens and other personnel to use enforcement powers where appropriate.
- Other partners
  - Play an active role in the 'Beds, Begging & Business' process, supporting with human and financial resource where necessary.
  - Create on-site giving opportunities for homelessness charities at Christmas and during events.
  - Work with SCC to audit city centre lighting (including parks) and to repair or upgrade existing lighting where possible and appropriate.
  - Play an active role in the Safer City Partnership, SOBAC, Southampton Connect, their sub-groups and any other relevant bodies.

### Clean/Well-maintained Environment

- Annual enhanced cleaning programme schedule with SCC or partners.
  - Procure and deploy resource to tackle cleansing issues above and beyond SCC's baseline provision.
  - BID rangers to provide intelligence on environmental/cleansing issues.
  - Purchase, jointly or solely, additional equipment to support cleaning programmes.
  - Support the SCC's deep cleaning/jetwashing programme and other specialist initiatives.
- Well-maintained environment
  - Begin a streetscape audit programme (potentially using rangers), aimed at spotting sub-standard paving/planting/street furniture.
  - Monitor response from SCC and other contractors.
  - Take action where necessary.

### Animation Projects

- SCC Premises Project – ensure that empty commercial premises are made presentable, perhaps via shop-wrapping or similar.
- Heritage – support other partners in enhancing the historical fabric of the city centre, and in providing interpretation materials/locations.
- Christmas Lighting – in partnership with SCC, seek to enhance the existing programme and to secure more permanent installations.
- Busking Sites – work with SCC to produce and implement a busking policy.
- Above Bar/High St – launch an international placemaking competition to transform the city's central 'spine'.



# STRONGER BUSINESS

## YEAR 2

### Better Economies of Scale

- Joint procurement
  - Evaluate service provided by Meercat.
  - Launch city-wide waste recycling service.
  - Run at least one procurement seminar to allow sharing of best practice.
  - Explore opportunities to support businesses with respect to rent and rate issues.
- Business networking
  - Continue programme of networking events with HCC.
  - Evaluate success of networking events to date.
- Business growth
  - Share case studies from the Solent Growth programme.
  - Work with HCC and SCC to signpost member businesses to business support services.
  - Working with the Marketing Group, create a interactive online business directory and other promotional platforms for local businesses.
  - Support any and all efforts to create a more entrepreneurial city.

### Voice for Business

- Joint lobbying with other organisations
  - Continue to 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.
  - Continue lobbying for Solent Metro and other transport solutions for the city.
  - Continue lobbying to bring forward the Central Business District and further high-quality office accommodation.
- Inform businesses about infrastructure and developments
  - Explore co-working opportunities in the SCC's Inward Investment Strategy & associated publications.
  - Plan and deliver an annual 'Future Southampton' conference with other stakeholders.
  - Promote & lobby for a review of the City Masterplan.

### Developing & Retaining Skills

- Publish 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.
  - Review existing initiatives, e.g. through the Education Business Partnership and Southampton City College.
  - Support apprenticeship programmes.
  - Support the Marketing Group in promoting World Host and other training to customer-facing staff and volunteers in the city centre.

### Investment Opportunities

- With SCC and others, help broker a wider discussion on 'What is modern Southampton for?'
- Work with SCC and other key stakeholders to bring new businesses into the BID area, perhaps via a shared inward investment strategy for the city.
- Work with SCC and other key stakeholders to develop a retail theme for Above Bar Street and a coordinated tenant mix strategy, linked to the international placemaking competition detailed in the 'Experience' business plan. The objective will be to enthuse individual landlords to invest in their properties and attract a stronger retail line-up.



# BETTER MARKETING AND EVENTS



## YEAR 2

### Consumer Attitudes & Research

- Use research data collected in Y1 to identify target audiences and inform the city centre marketing communications strategy.
- Run a pilot with Southampton start-up Aura Vision to analyse footfall, city centre usage by age and gender, dwell time and flow around the city.
- Create a dashboard on the GoSo B2B website which displays the latest figures for a selection of metrics showing the health of the city centre. Keep this updated regularly and send figures out in newsletters to levy payers.

### Raising Southampton's Profile

- Through collaborative working with the City Comms Group, SCC and other stakeholders, develop a comprehensive PR plan for the city which will result in national coverage.
- Deliver the plan (via an agency) to ensure that positive news about Southampton appears in local and national news and special interest publications at least monthly.
- Continue to involve the Southampton student community in content creation, establishing stronger links between students and local business.

### Communication of BID Activities

- Continue with monthly eNewsletters, quarterly printed newsletters, ad-hoc mailshots and more face-to-face meetings with levy payers. Develop and deliver a more engaging social media communications plan, promoting #SouthamptonProud.
- Supply the media with regular releases and monthly updates on the work of the BID.
- Explore opportunities for regular columns in newspapers or slots on radio/TV.
- Continue to identify speaking opportunities for the CEO, Board members and theme group chairs.

### Marketing the City & Businesses

- With other stakeholders, continue to take an

active role in the development of the Destination Management Strategy for Southampton.

- Work with Culture Southampton, the City Comms group and other stakeholders to develop a brand for Southampton and an implementation plan for its use.
- Take over the management of the visitor website for Southampton, undertake an audit of the customer journey of a visitor and develop a new version of the site to meet the needs of the visitor.
- Develop a mobile tourist information point which can be used in various locations around the city, including the cruise terminals. Continue to support tourist information points around the city by organising leaflet distribution.
- Deliver World Host Training for local businesses and hotels to establish city centre advocates.
- Develop the marketing offer for levy payers to include social media, presence on the above website where appropriate, and inclusion on a city-wide loyalty or reward app.
- Hold a marketing forum to promote the offer and share examples of best practice.

### City Centre Events & Installations

- Work with partners and stakeholders to deliver and promote the programme of events agreed in year one.
- Review each event on its success in achieving objectives and develop programme for future years.
- With other stakeholders, develop one very large-scale event which puts Southampton on the map nationally.
- Support third-party events which meet the objectives of the BID.
- Explore opportunities to bring coherence to the scheduling and management of wider city events, in partnership with Culture Southampton.
- With the Experience Group, launch 'Alive after Five' campaign (autumn '18) with regular newsletter distribution to local employees and residents.