

# GO!

## SOUTHAMPTON

YOUR BUSINESS IMPROVEMENT DISTRICT



## YEAR 3 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 five-year term. This document details the plans for each of GO! Southampton's theme groups for Year 3 of the BID term (April 2019 – March 2020).



# A GREAT CITY CENTRE EXPERIENCE

## YEAR 3

### World Class City Centre

- In collaboration with the Stronger Business Theme Group, the BID will:
  - Work in partnership with Southampton City Council (SCC) to develop and implement a vision and plan that will influence local policy and shape the council's Citywide Local Plan.
  - Develop a prospectus to attract new businesses to the city centre that aligns with the vision for the city.
  - Maximise opportunities to improve access to the city, through promotion of short-term opportunities for levy payers via the Travel Plan Network.
  - Support SCC to secure the Transforming Cities fund, and assist with the development of the City Streets programme to deliver longer term transformational change to the transport network and public realm.

### Safe and Great Experience

- Appoint a Case File Builder to deliver a targeted approach to deal with prolific offenders and organised crime.
- Coordinate training for BID levy payers to build resilience within the business community.
- Play an active role in Safer City Partnership, SOBAC, Southampton Connect, their sub-groups and any other relevant bodies.
- Provide a visual presence in the BID area via the Rangers who will report anti-social behaviour issues.
- Actively contribute to the Southampton Street Support Action Group, via the development of a diverted giving scheme and delivery of the Street Support website.
- Support Police to deliver city centre-specific initiatives.
- Support SCC Welfare Wardens and other personnel to use enforcement powers where appropriate.
- Work with Licensing Link to enhance the evening experience.

### Clean and Well-maintained Environment

- The BID will continue to deliver additional cleansing within the BID area, in partnership with the council.
- GO! Southampton will explore funding opportunities to enhance the scheme and extend the services available.
- The BID will support SCC in the delivery of smart bin infrastructure across the city centre.
- The BID will introduce new infrastructure for an enhanced planting programme across the city.
- The rangers will continue the streetscape audit programme, aimed at reporting sub-standard paving/planting /street furniture.

### Animation Projects

- GO! Southampton, in partnership with SCC will continue to deliver an enhanced Christmas lights scheme.
- GO! Southampton will support Southampton Cultural Development Trust with a Heritage Lottery Fund to introduce digital interpretation panels into the city centre.
- GO! Southampton will support the John Hansard Gallery and SCC on a joint Arts Council Fund to deliver a public realm art strategy.
- GO! Southampton will work in partnership with SCC to explore entrepreneurship and commercialisation opportunities in the city centre.



# STRONGER BUSINESS

## YEAR 3

### Better Economies of Scale

- Joint procurement:
  - Continue to deliver cash-saving jointly-procured services to BID member businesses.
  - Evaluate and improve these services.
  - Run at least one procurement seminar to allow sharing of best practice.
  - Explore opportunities to deliver other jointly-procured services.
- Business networking:
  - Continued programme of networking/social events, including with Hampshire Chamber of Commerce (HCC).
  - Pilot workshops/seminars on marketing and other technical topics relevant to businesses.
  - Evaluate success of networking events to date.
- Business growth:
  - Work with HCC, SCC and Solent Growth Hub to signpost member businesses to business support services.
  - Work with the Marketing group, to create promotional platforms for businesses that encourage inter-trading.
  - Support any and all efforts to create a more entrepreneurial city.
- Health and wellbeing:
  - Set up wellbeing task group.
  - Pilot some initiatives aimed at employee wellbeing – e.g. discounts at service providers, exercise classes, power-walking club etc.

### 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, HCC and other relevant bodies.
  - Continue lobbying for a more integrated, convenient and environmentally-friendly transport system in Southampton.
  - Continue lobbying to bring forward the Central Business District and further high-quality office accommodation.
- Inform businesses about infrastructure/developments etc.
  - Plan and deliver an annual 'Future Southampton' conference with other stakeholders.
  - Promote and lobby for a review of the City Local plan.
- Promote BID as a clear route in to business for educational establishments.

### Developing and Retaining Skills

- Participate in efforts to plan how city's skills base can be improved:
  - Build and enhance employee volunteering programme for 1) enterprise advisors, 2) mentors and 3) work experience opportunities.
  - Maintain relationship with LEP, EBP, City College and other parties around the skills agenda, making contributions where appropriate.
  - Support apprenticeship and internship programmes, embedding apprentices and interns in BID team where possible.
  - Support the Marketing group in promoting World Host and other training to customer-facing staff and volunteers in the city centre.
- Promote BID as a clear route in to business for educational establishments.

### Investment Opportunities and International Relationships

- With the Council and other key stakeholders continue to broker a wider discussion on City narrative.
- Work with the Council and other key stakeholders to bring new businesses into the BID area.
- Work with the Council and other key stakeholders to develop and implement a vision for the city's public realm and business functionality.
- Test feasibility of relocating BID office to Ogle Road building, and opening a new multi-use facility.
- Partner with Downtown Baltimore BID for initial knowledge transfer.
- Consider partnerships with other UK and overseas cities.

### Corporate Social Responsibility (CSR) and Strategic Relationships

- Specify and refine a programme of volunteering opportunities for BID business employees, focused around opportunities within and for the city's schools.
- Take a key role in the Beds, Begging and Business programme, seeking to make the city a national leader in addressing issues around homelessness.
- Work with The Last Straw Solent and other partners to reduce the impact of single-use plastics.

### Data and Metrics

- Implement a permanent footfall-counting solution.
- Implement a data/metrics dashboard on the BID website.
- Implement the second piece of consumer and employee attitudes research.

# BETTER MARKETING AND EVENTS

YEAR 3



## Raising Southampton's Profile

- Using relationships developed with influential journalists and links with national and international tourism associations, continue with the PR plan for the city (through an agency), gaining national and international attention.
- Ensure that Southampton is promoted through opportunities such as attendance at travel exhibitions and through regional PR campaigns such as with Tourism South East.
- Create content about Southampton and provide it to cruise companies, airlines and train companies for their digital communications with passengers.
- Collaborate on projects, such as Mayflower 400, which shine a spotlight on Southampton.

## Communication of BID Activities

- Conduct a survey among levy payers about their preferred communication channels and refine our communications delivery based on the results.
- Continue with monthly eNews, biannual printed newsletters, mailshots and social media posting as well as a regular programme of levy payer visits.
- Add more content to the website making it a more useful resource for levy payers and stakeholders.
- Hand deliver information about current initiatives and upcoming events and plans via the rangers.
- Commission a PR agency to gain local media coverage of BID initiatives and events, resulting in greater stakeholder and public engagement.
- Develop a monthly podcast to include a guest speaker on a subject relevant for levy payers.

## Marketing the City and Businesses

- Manage and develop further the visitor website, commissioning content and keeping it up to date and inspiring.
- Continue with existing marketing initiatives for levy payers (including LoyalFree and social media promotion) and identify new opportunities.
- Work with university students on content creation for digital and print platforms including a Southampton magazine.
- Develop digital and print campaigns relating to the evening economy and key events including Christmas.
- Coordinate the distribution of tourist information around the city.
- Continue to develop the visitor welcome through the ranger programme and the production of visitor information such as maps and trails.

## City Centre Events

- Deliver the following events within the city centre:
  - City centre trails in all school holidays.
  - Seaside in the Square.
  - Foodie Fortnight.
  - Other themed weeks following the Foodie Fortnight model.
  - Go Giggle comedy week.
  - Market and support a "suite" of 3rd party Halloween events (film screenings, ghost tours, kid's trail etc).
  - Countdown to Christmas (lights switch-on event) and Ultimate Advent.
- Support financially, and in kind, third party events which meet the objectives of the BID, including locally produced community events and larger events which give Southampton exposure as a city.