



BUSINESS IMPROVEMENT DISTRICT

Year 4 Business Plan

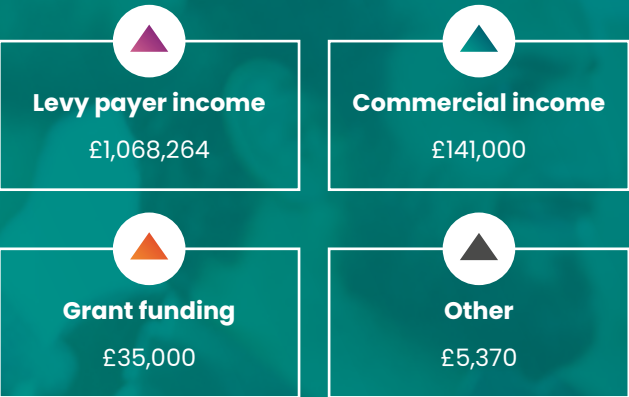


GO! Southampton is the city's Business Improvement District (BID), voted in by local businesses to implement improvements throughout the BID area over a five-year term. This document details the plans across each of GO! Southampton's theme areas for Year 4 of the BID term (April 2020 – March 2021).

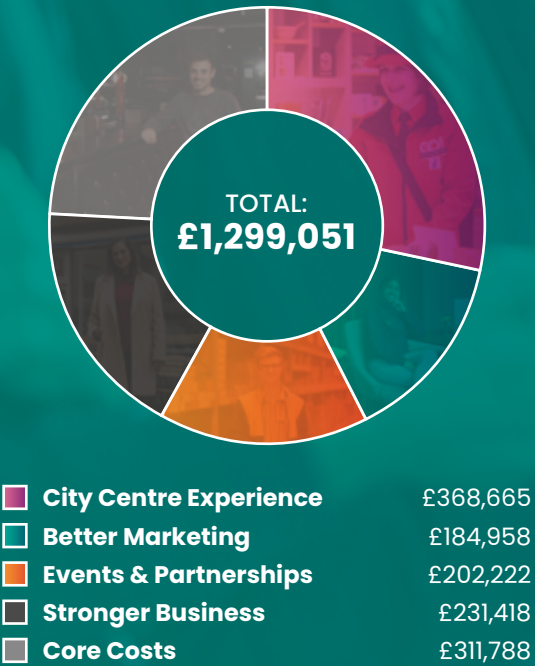
FINANCES

Our Budget for 2020/21

Income



Expenditure



'12 FOR 12'

Our 2020/21 Priorities

- Launch Southampton Business Crime Partnership
- Implement Mayflower Forest
- Launch security team
- Cement Visit Southampton as the city's official destination brand
- Publish co-ordinated marketing strategy for the BID & the city
- Create new collaborations with cruise operators & port
- Pilot BID major event
- Give strategic support to key city events (e.g. Pride, Mela)
- Launch sponsorship/partnership plan for UK City of Culture
- Launch waste recycling service
- Secure Future High Street Fund for 'Heart of the City'
- Introduce footfall cameras

YEAR 4 BUSINESS PLAN

A Great City Centre Experience

Summary

In 2020-21, GO! Southampton will establish the Southampton Business Crime Partnership, which will focus on tackling business crime and anti-social behaviour in the city centre. Building on the successful prosecutions of repeat offenders achieved in 2019/20, the new partnership will introduce security wardens for both day-time and night-time, connect Licensing Link with the daytime economy and improve intelligence sharing across the BID membership. The Partnership will be accredited in line with the National Business Crime Centre standards. GO! Southampton will continue the ranger programme, reporting key environmental defects to strategic partners, and its joint cleansing team with Southampton City Council. 2020 will also see the BID's first urban containerised planting scheme, with the introduction of the Mayflower Forest.

To achieve a great city centre experience, it is imperative that GO! Southampton works in partnership with stakeholders who own or are responsible for the assets as well as holding permissions or licences.

Projects

1. SAFE AND GREAT EXPERIENCE

- Deliver a targeted approach to dealing with prolific offenders and organised crime via the collation of case files
- Co-ordinate training for BID levy payers to build resilience within the business community
- Play an active role in Safer City Partnership, Southampton Connect, their sub-groups and any other relevant bodies
- Introduce a security presence to assist businesses to reduce the fear of crime and actual incidents
- Contribute actively to the Southampton Street Support Action Group, via the continuation of a diverted giving scheme and delivery of the Street Support website
- Support Police to deliver various city centre-specific initiatives
- Support Council Welfare Wardens and other personnel to use enforcement powers where appropriate
- Play an active role in the management of Licensing Link to enhance the evening experience

2. CLEAN AND WELL-MAINTAINED ENVIRONMENT

- Continue to deliver additional cleansing within the BID area, in partnership with the Council
- Explore funding opportunities to enhance the scheme and extend the services available
- Support Southampton City Council in the delivery of smart bin infrastructure across the city centre
- The rangers will continue the streetscape audit programme, aimed at reporting sub-standard paving/ planting/street furniture and monitoring the response from relevant bodies

3. TRANSPORT AND ACCESSIBILITY

- GO! Southampton will work with Southampton City Council to maximise opportunities to improve access to the city, both through promotion of short-term opportunities for levy payers via the Travel Plan Network and longer-term transformational change – with partners – to the transport network
- The BID will support Southampton City Council and Hampshire County Council to deliver the Transforming Cities fund
- Implement solutions identified via the Accessibility Audit from Spectrum Centre for Independent Living

4. ANIMATION

- Continue to deliver – in partnership with Southampton City Council – an enhanced Christmas lights scheme
- Introduce new infrastructure for the Mayflower Forest – an enhanced planting/ greening programme – across the city
- Upgrade the Mayflower Memorial ahead of the Mayflower 400 commemoration
- Support the introduction of an urban arts festival, with a focus on the legacy of the event

We will establish
the Southampton
Business Crime
Partnership



Stronger Business

Summary

In 2020-21 the Stronger Business theme will continue to push forward the transformation of the city centre commercial area. It will make a strategic contribution to the Council's Future High Streets Fund bid and new Local Plan, open an 'Urban Room' in the heart of the city, deliver an architectural competition for the retail spine of the city, and campaign for more employment space in the new Mayflower Quarter. In addition the theme will deliver volunteering opportunities to member businesses, consolidate the BID's new waste recycling scheme and continue to offer other cost-saving programmes.

Projects

1. IMPLEMENT PLANS FOR THE UPGRADE OF THE CITY'S CORE & RETAIL SPINE

Topline Objectives:

- Win Future High Streets Fund
- Implement Urban Rooms
- Launch International Architectural Competition

Activities:

- a. Support the process towards submission of the Future High Streets Fund application and any associated activities
- b. Open at least one Urban Room, creating an operational structure & programme
- c. Work with other partners to write brief for RIBA competition
- d. Launch RIBA competition, exhibit entries, announce winners

2. CAMPAIGN FOR THE INCLUSION OF SUBSTANTIAL OFFICE ACCOMMODATION IN THE CITY'S NEW 'MAYFLOWER QUARTER'

Topline Objectives:

- Ensure that the Mayflower Quarter masterplan includes adequate A-grade office accommodation

Activities:

- a. Commission independent research/comment on how new-build office can be made viable in Southampton
- b. Promote this research to key stakeholders (including the Council) and a wider public
- c. Work with the Council and others to promote this accommodation to possible occupiers

3. ENSURE THAT THE BID'S IDEAS ARE INCLUDED IN THE NEW LOCAL PLAN FOR SOUTHAMPTON

Topline Objectives:

- The Council's Local Plan accurately reflects the BID's 'Immersive Experience' process and the resulting ideas/proposals

Activities:

- a. Respond to all phases of the Council's Local Plan consultation process
- b. Secure opportunities to present the BID's thinking directly to member and officer leadership in the Council
- c. Appoint expert support where appropriate

4. IMPLEMENT THE 'ROTTERDAM ACTION PLAN'

Topline Objectives:

- Pilot the improvement of city centre retail facades
- Animate empty buildings with a view to introducing new uses
- Improve city design standards

Activities:

- a. Begin implementation of the façade improvement scheme at the top of the High Street
- b. Implement one 'animation' programme for a heritage building at the top of the High Street, probably in collaboration with Solent University
- c. Support the implementation of Southampton's new Bexpark
- d. Research and implement actions to improve design standards in the city – buildings, lighting, public realm
- e. Undertake feasibility on creating and implementing a 3D model of the city, to be exhibited in a public place
- f. Continue the relationship with Rotterdam, making another visit in autumn 2020 and inviting Rotterdam experts over to share learning

5. IMPLEMENT A PROGRAMME TO SUPPORT MEMBERS' CSR OBJECTIVES

Topline Objectives:

- Create opportunities for employee volunteering – both on business premises and outside
- Work with the Partnership programme to create bespoke partnerships between businesses and community beneficiaries
- Apply the GO! Southampton brand to deserving causes in the city

Activities:

- a. Promote the BID's active volunteering opportunities in Enterprise Advocacy, Mentoring and Work Experience.
- b. Undertake a second Big Issue Takeover edition for the city
- c. Make all GO! Southampton events plastic-free, where possible
- d. Seek further opportunities to make the city centre more environmentally sustainable

6. REVIEW AND REFINE RANGE OF JOINT-PROCUREMENT OPPORTUNITIES

Topline Objectives:

- Reduce business cost by offering jointly-procured or lowest-price opportunities to procure core

Activities:

- a. Continue to deliver cash-saving jointly-procured services to BID member businesses
- b. Evaluate and improve these services
- c. Run at least one procurement seminar to allow sharing of best practice.
- d. Explore opportunities to deliver other jointly-procured services

7. DELIVER A REGULARLY-UPDATED FRAMEWORK OF METRICS ON BID PERFORMANCE & CITY HEALTH

Topline Objectives:

- Measure activity of BID, including impact
- Measure city health against a range of metrics

Activities:

- a. Procure permanent footfall-counting solution
- b. Implement a data/metrics dashboard on the BID website
- c. Improve KPI reporting to board



We will continue to push forward the transformation of the city centre commercial area

Better Marketing

Summary

In 2020-21 the Better Marketing theme will continue to focus on raising the profile of Southampton as a visitor destination, including cementing Visit Southampton as the city's official destination brand and growing the reach of the B2C website and social media. The commissioning of a Destination Management Plan will help to inform the BID's long-term role in delivering the city's destination marketing, whilst the development of a BID marketing strategy will bring clearer focus to the marketing programme. Other areas of focus will include optimising levy payer communications, identifying opportunities linked to the cruise market, supporting the events strategy and continuing to drive city centre footfall.



We will cement
Visit Southampton
as the city's official
destination brand

Projects

1. RAISE SOUTHAMPTON'S PROFILE

Topline Objectives:

- Improve regional, national and international perceptions of the city
- Increase visitor numbers to the city
- Improve engagement of cruise passengers and crew with the city

Activities:

- a. Review the functionality and reach of the Visit Southampton website
- b. Increase the breadth and depth of content on Visit Southampton
- c. Supply high-quality promotional content about Southampton to other relevant organisations
- d. Increase engagement across B2C social channels and review social media strategy
- e. Redefine and reissue all visitor collateral, ensuring that it is fully branded as 'Visit Southampton'
- f. Research best practice for maximising opportunities in relation to cruise passengers and crew and improving the city's 'cruise welcome'
- g. Collaborate on cross-sectoral projects such as Mayflower 400 & City of Culture
- h. Commission a Destination Management Plan for the city
- i. Review exhibition and trade show opportunities

2. MARKET THE CITY'S BUSINESSES

Topline Objectives:

- Increase footfall in the city centre and within member businesses
- Consider how to meet needs of different geographic segments and business sectors within BID area
- Market businesses to key audiences within the city, increasing visits and spend

Activities:

- a. Evaluate existing local marketing initiatives for levy-paying businesses, plan future investment and implement
- b. Ensure levy-paying businesses are showcased as effectively as possible on the Visit Southampton website
- c. Plan and implement a strategy to improve promotion of events and other activities in the city centre, particularly after 5pm
- d. Attend university open days and freshers' fairs to promote member businesses
- e. Review holiday trails in terms of longevity, alternative activations and alignment with BID/city events and campaigns
- f. Plan and implement a cohesive Christmas campaign, working with key stakeholders and partners
- g. Support BID events strategy through effective marketing campaigns
- h. Identify existing points that could provide tourist information to visitors and ensure they are equipped with adequate information/resources

3. COMMUNICATE WITH BID MEMBERS, PARTNERS AND OTHER STAKEHOLDERS

Topline Objectives:

- Win support for the BID as it moves towards its 2021 renewal ballot
- Make levy payers aware of the services of the BID and ensure that these services can easily be taken up
- Communicate the successes and impact of the BID to levy payers
- Ensure that wider stakeholders are made aware of the achievements of the BID

Activities:

- a. With colleagues, review the effectiveness of the existing CRM system
- b. Review existing levy payer communications to ensure they meet the needs of the levy payers
- c. Commission guidelines on when and how the two brands – GO! Southampton and VisitSouthampton – should be used
- d. Review the effectiveness of the corporate website
- e. Increase local media coverage of BID initiatives and of business issues as they relate to BID members
- f. Deliver on the communication/promotion requirements of the BID's new commercial partners
- g. Produce and distribute campaign toolkits for levy payers

4. PRODUCE A MARKETING STRATEGY FOR THE BID

Topline Objectives:

- Introduce a higher level of clarity into the BID's understanding of its product, audiences and channel selection
- Create a framework for monitoring and evaluation of all initiatives, indicating which data needs to be gathered and reviewed
- Ensure that levy payers' money is spent in the most effective way

Activities:

As part of a likely commission to consultants:

- a. Review how other BIDs have set about creating marketing strategies
- b. Consider how the marketing strategy might overlap with the Destination Management Plan
- c. Gather and analyse relevant data
- d. Consult on draft marketing strategy
- e. Produce finished marketing strategy



Events & Partnerships

Summary

In 2020-21 Events & Partnerships will deliver a revised strategic approach to events focusing on both businesses and destination consumers. We will deliver a 12-month business-specific events calendar in order to support our levy payers with knowledge and skills. For destination consumers we will deliver a free mass participation event that can organically develop into a staple 'tentpole' annual event for the city. It will drive significant PR coverage, deliver economic impact and support the city on the journey to UK City of Culture 2025. Furthermore we will continue to support third-party events both financially and in-kind. These events must align with the events strategy in terms of mass appeal, PR coverage and economic impact.

We will position Southampton as a world-class events destination

Projects

1. DELIVER ON THE BID'S NEW EVENTS STRATEGY

Topline Objectives:

- To deliver an engaging events programme that delivers economic benefits for levy payers
- To position Southampton as a world-class events destination
- To support the city's bidding process for UK City of Culture status in 2025, including the delivery of Mayflower 2020

Activities:

- Deliver and support an engaging events programme:
 - Tourism – develop and deliver a free mass participation annual event that becomes synonymous with Southampton and grows organically
 - Third-party – support (both financially and in-kind) third-party events that are free, that impact positively on the city centre from an economic perspective and that encourage mass participation
 - Business Events – develop a calendar of business focused events consisting of training, networking, forum sessions and workshops
- Position Southampton as a world-class events destination
 - Curate bespoke 'shareable' and memorable content linked to the city centre
 - Develop strategic PR and media relationships in order to drive event exposure to regional, national and international audiences

2. TO DEVELOP A COMMERCIAL FRAMEWORK

Topline Objectives:

- To create compelling sponsorship opportunities aligning to GO! Southampton's events programme
- To support the city's bidding process for UK City of Culture status in 2025, including the delivery of Mayflower 2020

Activities:

- Create compelling sponsorship opportunities aligning to GO! Southampton's events programme
 - Develop a robust commercial offer that supports the delivery of events
- Create a sustainable commercial framework that enables city investment for UK City of Culture
 - Commission a review of the city's commercial assets and their associated value
 - Develop a robust commercial offer that will enable year-on-year growth in income
 - Develop a strategic understanding of the commercial market, its trends and potential opportunities for the city
- Develop relationships with key stakeholders and potential long-term city investors
 - Collaborate with city colleagues to harness and develop key relationships for the city



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