



Your BID Services

YOUR BUSINESS IS OUR BUSINESS



In this leaflet you will find information about our key services and how you as a BID levy-paying business can get involved in these opportunities.

OUR MISSION

We strive to continuously improve the city centre by delivering relevant services, providing a voice for our businesses, influencing strategy and being a catalyst for positive change.

JOIN A THEME GROUP

The BID consists of three theme groups that help shape our projects and make important decisions about the services we run. These groups are made of volunteers from our levy-paying businesses and focus on three areas; **GREATER CITY CENTRE EXPERIENCE**, **STRONGER BUSINESS** and **BETTER MARKETING**.

We are always looking for new members to join these groups who are passionate about Southampton and making a positive impact in the city. If you are interested in joining email us at info@gosouthampton.co.uk

You can find out more about our theme groups on our website gosouthampton.co.uk



GREATER CITY CENTRE EXPERIENCE

1 Southampton Business Crime Partnership

Our Southampton Business Crime Partnership (SBCP) scheme builds on the work we have achieved to date with our Case File Builders, aiming to create a safer city centre by reducing crime and anti-social behaviour.

The SBCP improves the collation of crime intelligence across both daytime and night-time economies, through our dedicated crime-reporting portal and our new radio scheme in the city.



Access to DISC

Levy payers can access DISC, an online portal which has updated information about offenders in the city, alerts on live incidents, community news as well as other local crime intelligence. There is also an events section that highlights available crime related training for businesses and monthly crime intelligence briefings. This platform is exclusively free for levy payers. If you would like to sign up, email sbcp@gosouthampton.co.uk with your organisation's name and our team will add you to the portal.

Radio scheme

Businesses can hire radios, which will connect you to the City Watch CCTV control room should there be a need for additional visual support or security footage of an incident on a premise. Any calls made via the radios will be picked up by our security team who will be able to provide onsite support if the incident is reported during their working hours. Radios can be hired for £5 + VAT per week, paid in quarterly instalments. For more information about the radios, get in touch with us at sbcp@gosouthampton.co.uk or to hire a radio please contact M.R.S. Communications via email sales@mrscomms.co.uk.

Licensing Link

As part of the SBCP, GO! Southampton runs and manages the Licensing Link network. We host quarterly Licensing Link meetings, which allow the evening and night-time economy businesses to come together with GO! Southampton, the Southampton City Council's licensing team and Hampshire Constabulary's licensing team to discuss opportunities to support the sector and ways to overcome challenges. You can read more information about the SBCP at gosouthampton.co.uk/businesscrime





2 Security wardens

Our security team is continuing to patrol the BID area and support businesses seven days a week, including vehicle patrols. Businesses can contact the team on **07725 737236** or through the SBCP radio scheme. Their working hours are Monday – Saturday 10am to 8pm and Sunday 11am to 5pm.

3 Rangers

Our rangers have quickly become an identifiable and valuable city centre resource. Their work includes:

- Welcoming visitors to Southampton and offering city centre information.
- Acting as human signposts, directing people to where they need to get to.
- Gathering data of customer profiles and how the city centre is being used.
- Reporting city centre issues in public spaces to key partners and stakeholders who can act on them (e.g. Southampton City Council and Hampshire Constabulary).
- Carrying out visits to our levy payers to let them know about BID initiatives and how they can get involved.

They can be contacted at rangers@gosouthampton.co.uk



4 Cleaning

GO! Southampton's cleaning team works in partnership with Southampton City Council to provide additional services that go above and beyond the statutory duties of the council. This includes hot washing of doorways and graffiti removal. If your business needs these services, you can reach the team at cleaning@gosouthampton.co.uk

5 Recycling scheme

GO! Southampton has partnered with Southampton City Council to offer savings on your business' dry mixed recycling and to help reduce the levels of general waste reaching landfill. BID members are entitled to a 50% saving off their dry mixed recycling costs.

Email us at recycling@gosouthampton.co.uk to sign up or visit gosouthampton.co.uk/recycling for more information.



6 Business Cost Reduction Service



Levy payers can save on core business costs (energy, merchant fees, telecoms and water) via our independent Business Cost Reduction Service. To get started, our Savings Team simply need a copy of your recent bills.

These will be analysed in confidence to assess where your business could be saving. To find out more you can call **0333 0156 289** or email Rishi and the team at savings@gosouthampton.co.uk



ENERGY



MERCHANT FEES



TELECOMS



WATER

Pest Control

You can also save 10% off your first pest control service from Southampton City Council.

Simply call **02380 835005 (option 4)** to discuss your pest control requirements and quote **GOSO10**.



STRONGER BUSINESS

1 Southampton Inside Out

We are working with Southampton City Council and other stakeholders on our **#SouthamptonInsideOut** initiative which aims to make it easier for businesses in the hospitality sector to create/add more outside seating in response to the social distancing and reduced capacity measures due to the pandemic.

GO! Southampton can help businesses with applications for outdoor dining licenses. As part of the application, you will need to provide a drawing to show the layout plan of your proposed area. GO! Southampton can help with this and create the drawings for you. Please email us at info@gosouthampton.co.uk

As well as support with licences we are looking at how businesses can utilise designated spaces within the city away from their premises for extra outdoor trading.

Find more information at gosouthampton.co.uk/southamptoninsideout



2 Business rates consultancy support

The BID is piloting a new free service, in association with leading city surveyor Vail Williams. If you believe you might be paying too much in business rates or that your rateable value or property description is incorrect, please email office@gosouthampton.co.uk. We will be able to link you to an expert at Vail Williams for a free half-hour consultation.



3 Business events

GO! Southampton will continue to run a number of business events across the year, from project consultations and crime intelligence briefings to mental health training courses and workshops. Our quarterly City Networking events in partnership with Unity 101 will also restart in July.

Please go to our events page to see what's on:

gosouthampton.co.uk/events

Additionally, we provide regular business bulletins which bring you the latest BID news and updates as well as local and national news for businesses.

If you don't receive these (*check your junk folder*) then please email us at info@gosouthampton.co.uk



4 Representing the business voice

We represent all businesses, providing a united voice on local and national issues. We continue to lobby on behalf of our members for a safer, cleaner and greener city. We also lobby for financial support and on issues which impact our businesses.

5 Footfall data

GO! Southampton has worked with Southampton City Council to install footfall cameras across the city centre and district centres. Data will be shared with levy payers regularly via our business bulletins. If you need any detailed information to help with internal reviews, please get in touch with us at info@gosouthampton.co.uk



BETTER MARKETING



1 Visit Southampton promotion

GO! Southampton, in partnership with Southampton City Council, run and manage the Visit Southampton channels, the primary destination platform for Southampton. Through these channels we can support consumer-facing levy payers in the following ways:

- Submit a free business listing to feature on the Visit Southampton website. Businesses can find the online form by visiting **gosouthampton.co.uk**. To amend your current listing, or for more information about being added, contact **info@gosouthampton.co.uk**
- Feature your business in a blog post related to a specific theme/holiday which is promoted on our wider channels.
- We can create dedicated social media posts promoting an event, new product, or to simply shout out about how fantastic your business is. We can also reshare your content if you tag Visit Southampton or send us a link.

@visitsoton
 @VisitSoton
 @visit_soton

WE'VE MISSED YOU SO MUCH WELCOME BACK!

Southampton has been getting ready for your return. Enjoy your favourite places again and explore some of the new and exciting things happening at the heart of our safe city centre. SO welcome back.

Visit
Southampton

visitsouthampton.co.uk/SOmuch



2 Seasonal Campaigns

Throughout the year we work on a number of seasonal marketing campaigns which look to raise Southampton's profile as a visitor destination and showcase the city's offering during the relevant period. Within these campaigns we aim to involve as many consumer-facing businesses as we can through paid advertising, competitions, blog posts and much more.

Email us at **content@gosouthampton.co.uk** to find out how you can get involved in upcoming campaigns to push your product/service to a wider audience.



3 SO card

We have launched a new promotional tool for businesses in Southampton to provide an offer to local residents and workers.

The SO card is a physical card that customers can use to redeem offers, discounts, packages and experiences in your business. All offers are hosted on **visitsouthampton.co.uk/offers** and are completely free for customers and businesses to use. The card is running for an initial three-month trial period (June – August 2021) during which we will evaluate and review. We hope to extend to specific audiences, such as students, later in the year.

The card was initially distributed to 117,000 households in Southampton, with a digital version available online to download. With this card we hope to encourage visitors back into the city post-lockdown and bring new and returning customers into your business.

Get in touch with us if you would like to submit an offer or receive more information at **content@gosouthampton.co.uk**





4 Photography service

For many consumer-facing businesses, especially those in hospitality/retail, having a strong bank of professional photos of their products/services can be key to attracting customers, particularly through their website and social media channels.

We understand that some businesses may not have the resources to facilitate this, so we want to offer our members the opportunity to work with a professional photographer to get them what they need to kickstart their business post-pandemic.

If you are a levy payer in the hospitality/retail sector with no previous professional photography and would be interested in a free-half day photography session please get in touch with Flo Bevis at flo.bevis@gosouthampton.co.uk to discuss further details.

5 PR opportunities

We are working with PR agency Blakeborough on ways we can reach regional and national audiences outside Hampshire to raise Southampton's profile as a visitor destination. Activity will be focused around creating meaningful and relevant press releases for national publications, responding to media queries and securing press trips for a variety of different journalists across the year.

If you are interested in hosting journalists in your venue or offering something to them please get in touch with Flo Bevis at flo.bevis@gosouthampton.co.uk



TESTIMONIALS

“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.”

Mayflower Theatre
Alison Harrison, Director of Finance

“Thanks to the BID I have saved a substantial amount of money via the Waste Recycling Service and the Business Cost Reduction Service. 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.”

W.J. French & Son
Caroline French, Owner

GET IN TOUCH

Ranger Team

rangers@gosouthampton.co.uk

Security Team

07725 737236

Cleaning Team

cleaning@gosouthampton.co.uk

FIND OUT MORE

To arrange a meeting to find out about all our services, or for any other queries please do not hesitate to get in touch with us at info@gosouthampton.co.uk



02380 003637



info@gosouthampton.co.uk



GO! Southampton



www.gosouthampton.co.uk



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