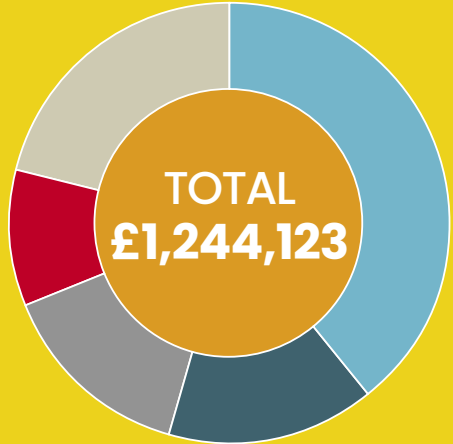


OUR EXPENDITURE FOR 2022/2023

City Centre Experience	£489,859
Better Marketing	£189,022
Events & Partnerships:	£178,000
Stronger Business	£126,310
Core Costs	£260,932



NEW TO THE BID?

- A Business Improvement District (BID) is a not-for-profit company owned, led and funded by local businesses.
- BIDs have been a global success story, transforming towns and cities into thriving centres, attracting locals, visitors and new business.
- Southampton's BID covers the city centre and includes over 650 businesses, ranging from law firms and accountants to retailers and restaurants.
- It is funded by a compulsory levy on eligible businesses, based on the rateable value of your premises.
- To learn more about the BID and how your business benefits, email us and we can arrange a virtual or in-person meeting with you.

It's important that our work reflects the needs and priorities of our BID members. To help us provide the right services, please complete our survey to let us know the support, events and training which would benefit your organisation via www.surveymonkey.co.uk/r/BID22

MEET YOUR BID TEAM



Carol Bowers
Crime Reduction Administrator



Debbi Martin
Ranger



Flo Bevis
Marketing Manager



Gemma Nichols
Partnerships & Events Director



Gemma Pratt
Office Manager



Giles Semper
Executive Director



Martin Conlan
Case File Builder



Rebecca Handley
Deputy Executive Director



Contact Us

☎ 02380 003637 ✉ info@gosouthampton.co.uk 🌐 www.gosouthampton.co.uk
 🐦 @Go_Southampton 📌 GO! Southampton



Dear BID levy payer,

A year ago I was writing to you saying we had just experienced the worst year of our business lives. Sadly the spectre of Covid still hangs over us and we are potentially facing new, harmful restrictions. Be assured that GO! Southampton, your Business Improvement District (BID), will continue to support you. We will ensure you are connected to available funding at the same time as lobbying government for more. If you have difficulties paying the enclosed bill, please contact Southampton City Council to agree a payment plan.

Thankfully we now know that GO! Southampton has a mandate to continue its work for a further five years – until 2027. After an intensive campaign lasting many months we recently heard our renewal ballot result – 92.2% 'yes' by rateable value and 91.4% by number of businesses. Turnout was a healthy 44% by number and 62% by rateable value. This is an outstanding result given that we balloted at 57% on both counts back in 2016 and had a failed BID ballot a few years earlier. I believe our BID team has done an exceptional job to demonstrate that it is worth paying a little extra for high-quality, business-specific services.

As I said after our 2016 ballot, 'the work starts here'. Our ambitious programme for 2022–27 builds upon the successes of the first term but also includes a range of new initiatives. You can read more inside and in our Business Plan on our website. At the same time GO! Southampton is throwing its weight behind the city's campaign to be UK City of Culture 2025. With inspired leadership from Claire Whitaker and Shelina Permalloo, the City of Culture team has shaped an outstanding bid that stands a real chance of success.

Every year I seek to encourage more of our members to get involved in helping to shape the work of the BID. At our AGM on 28th June, you can vote for BID directors or possibly stand to serve on the board yourself. You can also join one of the three groups that oversee the themes of our programme – Experience, Stronger Business, Marketing & Events – or our Finance & Scrutiny Committee. If you would like a visit from a member of the BID team to explain more about how you can get involved, please email office@gosouthampton.co.uk.

Tim Keeping
Chair



#yourbusinessisourbusiness

Cover photo Dave Dodge

#yourbusinessisourbusiness

GREATER CITY CENTRE EXPERIENCE

Change The Way You Give

Funded by the BID, the Street Support Action Group Southampton launched a contactless donation scheme, supporting three local charities that provide support to rough sleepers. We installed six contactless donation points across the city centre, in which we hope visitors and residents will 'change the way they give' and donate to one of the charities.



Footfall cameras

We installed six footfall sensors across the BID area to obtain data on how the city is performing. We share headline stats in our regular business bulletins.

SBCP receives Accreditation



In March our Southampton Business Crime Partnership (SBCP) was accredited by the National BCRP Standards, the only official quality check against Business Crime Reduction Partnerships and other business-led crime initiatives in the UK.

Reintroduction of city centre policing unit

As a result of our continued lobbying, Police officers were reallocated from Southampton Central's Neighbourhood Police Team to form the Southampton City Centre Policing Team, dedicated to tackling violent crime in the city centre.

STRONGER BUSINESS



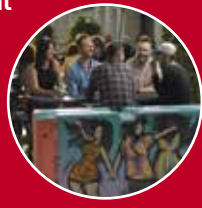
Window vinyls

As part of our wider public art initiative to animate the public realm and supporting the UK City of Culture 2025 bid, we installed two window vinyls on vacant units in the High Street, designed by local artist Nathan Evans. Both vacant units have now attracted new tenants.



#SouthamptonInsideOut

The temporary road closure scheme in Carlton Close was a huge success, bringing in hundreds of new and returning customers to enjoy alfresco dining. This formed part of our wider #SouthamptonInsideOut initiative which seeks to create more opportunities for businesses to utilise outdoor space for trading across the city, in light of the reduced capacity measures enforced last year. The road closure is now likely to become a permanent fixture.



Volunteer leaflet

To connect local businesses with young people in need of career-enhancing volunteer support, we created a new brochure that provides a summary of local opportunities. The project came in response to BID members that wanted to take on volunteers and give back to the city, but found it difficult to know where to start.

UK City of Culture 2025

As a City Partner for City of Culture, we have continued to support the team through events and comms as well as leading on the commercial strategy.



BETTER MARKETING



SO Card

In June, we created a new discount card to encourage residents back into the city centre post-lockdown. Since the 'SO Card' launched, over 125 offers have been added to the website with over 1,300 redemptions. Over the year physical cards have been delivered to Southampton households, student halls, colleges, universities, hotels, the train station and many more places.

Staycation campaign

We began working with Blakeborough to position Southampton as a regional destination for short stays via a PR staycation campaign. Through 21 press trips, press releases and responding to press calls their work has reached over 79 million people and generated over £2 million in value.



Night-time economy campaign

To support the city's evening and night-time economy businesses, we launched the Visit Southampton 'Light Up Your SOcial Life' campaign. Lamppost banners, a dedicated webpage, area-specific blog posts and social media posts were features of the campaign.



Photography service

To support the reopening of businesses post-lockdown and improve their marketing activity, we introduced a new photography service to offer consumer-facing levy payers a free half-day session with a professional photographer.

EVENTS & PARTNERSHIPS



So SO Show podcast

At the end of 2021 we partnered with The So SO Show Podcast to become the headline sponsor under our consumer Visit Southampton brand.

In-person events

We began reintroducing in-person events including quarterly City Networking, Business Crime Intelligence Briefings and Licensing Link meetings.

Christmas 2021

Reintroducing our free family walking trail formed part of our wider Christmas marketing campaign which promoted several levy payers and showcased the wider festive offering through print, radio, digital and other advertising avenues.



Our Christmas Lights Switch On event took place in November where 15 roaming street characters and live performers took to the streets of the city centre to mark the start of the festive season.

Re:Claim Street Festival

Our inaugural Re:Claim Street Festival brought the streets of the city to life in September with 15 separate sport, music, dance, art and performance events. More than 22,000 people were in the city on the day of the event - an additional 10,000 visitors. Our associated marketing campaign reached more than 125,000 people with a focus on young local audiences. We also worked in partnership with the Big Issue to publish a special Re:Claim supplement created by local writers.

We continued our city centre busking project up until the festival in September to animate the high street and support local artists and musicians.



PRIORITIES FOR 2022/2023

- Extend our daily security service to include targeted night-time security
- Commission a night-time economy strategy
- Offer a cleansing service at evenings and weekends
- Drive forward our new employee volunteering programme
- Commission a retail and leisure gap analysis and use the findings to target businesses we want in the city
- Contribute to a new vision that revitalises the 'QE2 mile', linking the city centre with the port
- Involve businesses in the city-centre events programme
- Deliver the second Re:Claim Street Festival
- Support Southampton's bid to become UK City of Culture 2025
- Raise the profile of third-party events in Southampton
- Carry out research to understand Southampton's audiences
- Promote the city's offering through a dedicated Christmas marketing campaign



BALLOT RESULTS

Our biggest achievement of the past year has been securing our next five-year mandate during our ballot in the Autumn. The BID achieved a 92.2% yes vote by rateable value and 91.4% yes vote by number of businesses (a 51% 'yes' votes on both counts is required). Turnout was 44% by number and 62% by rateable value, well in excess of the average for BID ballots, and considerably higher than the figure achieved in most BID ballots during the pandemic. Thank you to everyone who supported us during the process.

