

# YOUR BUSINESS IS OUR BUSINESS



**YEAR 6  
2022/23**  
**BUSINESS PLAN**  
Your Business Improvement District



**GO!**  
**SOUTHAMPTON**



# THE YEAR 6 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 6 of the BID term (April 2022 – March 2023).

## OUR EXPENDITURE for 2022/23

 **CITY CENTRE EXPERIENCE**  
**£489,859**

 **BETTER MARKETING**  
**£189,022**

 **STRONGER BUSINESS**  
**£126,310**

 **CULTURE, EVENTS  
& PARTNERSHIPS**  
**£178,000**

 **CORE COSTS**  
**£236,932**

**TOTAL**  
**£1,244,124**



## Our 2022/23 priorities

- 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 new businesses into 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.

## Our board 2022-27 priorities

**Our board of directors have identified six key ambitions for the city centre during the 2022-27 BID term:**

- An accessible high-quality waterfront with direct connections to the city
- Planned curation of the public realm to raise standards and create places that bring economic, environmental and social growth.
- An international attraction, iconic buildings or experiences to drive tourism
- Ambitious mass-transit infrastructure and significant investment for key gateways such as Central Station
- Possible devolution for the region as a means to deliver political stability and larger-scale investment
- High-skilled employment opportunities that drive economic growth.



# GREAT CITY CENTRE EXPERIENCE

Year 6 will build upon the BIDs work in tackling the root causes of crime and anti-social behaviour in the city to protect our visitors and businesses and managing these behaviours across the daytime and night-time economies. Through partnership with Southampton City Council, our cleansing service will be enhanced to include weekends and evenings. With a new focus on creating an inclusive city centre, new partnerships will be established, and training opportunities provided to businesses to become a welcoming city for all.

## PROJECTS

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.

### Safer city centre

- Continue to provide a 7 day a week security presence to assist businesses to reduce the fear of crime and actual incidents
- 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
- Maintain accreditation of the Southampton Business Crime Partnership against the National Business Crime Standards
- Enhance sharing of criminal intelligence via the DISC system and radio network
- Play an active role in Safer City Partnership, Southampton Connect, their sub-groups and any other relevant bodies
- 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, including Operation Luscombe
- 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
- Introduce a targeted security team to support the night time economy.

### Cleaner and well-maintained environment

- Extend the cleansing service in partnership with the Council to weekends and evenings
- Deliver a deep clean programme to enhance the city's pavements and heritage assets
- The rangers will continue the streetscape audit programme, aimed at reporting sub-standard paving/planting/street furniture and monitoring the response from relevant bodies
- Deliver an enhanced Christmas lights scheme in partnership with Southampton City Council
- Work with Southampton City Council to identify new commercial opportunities for the city's heritage assets, including the vaults
- Influence Southampton City Council's intervention levels on streetscape defects and actively declutter the public realm.

### Inclusive city centre

- Implement solutions identified via the Accessibility Audit from SPECTRUM Centre for Independent Living
- Influence future developments on inclusivity and accessibility
- Support plans for Southampton to be accredited as a Child Friendly City as a champion
- Provide inclusivity training to encourage greater diversity in the workplace and across the city.

### Transport and accessibility

- Shape future transport initiatives, representing the business voice and championing access improvements to support the city's post-pandemic revival
- Work with transport providers to ensure that public transport services match demand and support the day and night-time economies
- Explore opportunities to enhance wayfinding across the city.

### Business support

- Extend the dry mixed recycling scheme in partnership with Southampton City –helping businesses to save money and to increase recycling
- Develop the BID's cost reduction schemes, offering businesses savings on their utility bills and merchant fees.



**DELIVER**   
a deep clean  
programme to enhance  
the city's pavement  
and heritage assets



# BETTER MARKETING

Marketing efforts for Year 6 will focus on audience research and data capture to ensure our campaigns and activity are designed in response to the needs of Southampton's visitor audiences. Now we have an established B2C brand (Visit Southampton) we will work on growing the platforms and utilising them to support businesses through the recovery of COVID-19. The plan will also align with the Southampton City of Culture 2025 bid communication strategy as well as encompassing the wider Destination Management Plan.

## PROJECTS

### Raising Southampton's profile

- Use data from research and recommendations from the DMO to implement marketing activity
- Deliver a marketing campaign to promote the 2022 Re:Claim Street Festival
- Support and promote citywide events through appropriate channels
- Work with stakeholders and partners to play an active role in the delivery of the city's DMP and the city narrative
- When relevant, align marketing and PR activity with Southampton's UK City of Culture 2025 narrative
- Continue working with a PR agency to deliver press trips/releases securing national coverage
- Collaborate with both universities to promote the city to students via events and digital communications
- Work with the marketing theme group and partners to research and implement ways to attract pre/post cruise stays
- Increase awareness and traffic to the Visit Southampton channels by updating the website, producing engaging content, growing the B2C database and working with partners to maximise on positioning the brand as the go-to visitor platform
- Evaluate marketing campaigns and activity based on city data and specific KPIs.

### Intelligence-driven marketing

- Commission an agency to research Southampton's primary catchment (residents, workers) and their needs
- Commission an agency to research regional audiences (secondary catchment), providing meaningful data to drive BID marketing activity
- Share audience research findings with relevant partners/businesses to help inform their marketing
- Work with partners/businesses to understand their own audiences and identify areas of overlap for future marketing
- Work with local universities to obtain intelligence about Southampton students to help drive student-focused campaigns
- Make footfall and spend data available to businesses and use it to drive/evaluate marketing campaigns.

**IMPLEMENT**  
a Christmas campaign  
that highlights the  
city's offering

### Marketing the city's businesses

- Highlight B2C levy-paying businesses through the Visit Southampton channels and wider marketing campaigns to aid post-pandemic recovery
- Use data intelligence to cluster businesses that target similar audiences and amplify profile of the city's unique offering through campaigns
- Offer a photography service that will allow businesses to promote their own services/product more effectively
- Engage with head office marketing contacts to support nationals/chains at a local level
- Promote B2B and professional service levy payers through the GO! Southampton channels
- Advertise businesses job vacancies on the GO! Southampton website and social media channels where appropriate
- Implement a Christmas campaign that highlights the city's offering, promotes levy payers and puts Southampton on the map as a regional destination to visit during the festive period. Evaluate Christmas campaign based on city data and specific KPIs
- Manage the SO Card and work on ways to enhance its usability and take-up by both customers and businesses.

### Communicate and engage with BID members, partners and other stakeholders

- Support all theme group projects and services with effective comms to levy payers and wider city partners/stakeholders
- Work with a local PR agency to improve local media coverage of BID activities and provide an active voice on citywide news/issues
- Develop the recognition between the BID and the Visit Southampton brand to businesses, by promoting opportunities and campaigns
- Deliver updates on wider news including city centre developments, COVID-19 information, funding opportunities and events through GO! Southampton channels.





# CULTURE, EVENTS & PARTNERSHIPS

As events make their way back to the city after COVID-19 restrictions, we will look to deliver a free large-scale event which celebrates Southampton's rich and diverse culture whilst bringing significant economic benefits to the city.

Our efforts will also focus on supporting third-party citywide events, both new and well established, providing opportunities for our levy payers to be involved and maximise on the opportunities that will be on offer. GO! Southampton will continue to lead on the commercial strategy for UK City of Culture, capitalising on partnerships made throughout the process and work on a legacy programme for the city, depending on the bid's success.

## PROJECTS

### Culture

- Manage the development of the overall commercial strategy for City of Culture
- Promote City of Culture to businesses, visitors and partners through B2B/B2C comms
- Develop, manage and implement further fundraising opportunities
- Discuss the opportunities for GO! Southampton and levy payers if the bid is successful
- Present these opportunities to businesses through our networks/channels
- Work with the team on a legacy programme should the bid not be successful
- Ensure City Partner responsibilities are met and give relevant support to the bid team throughout 2022/23.

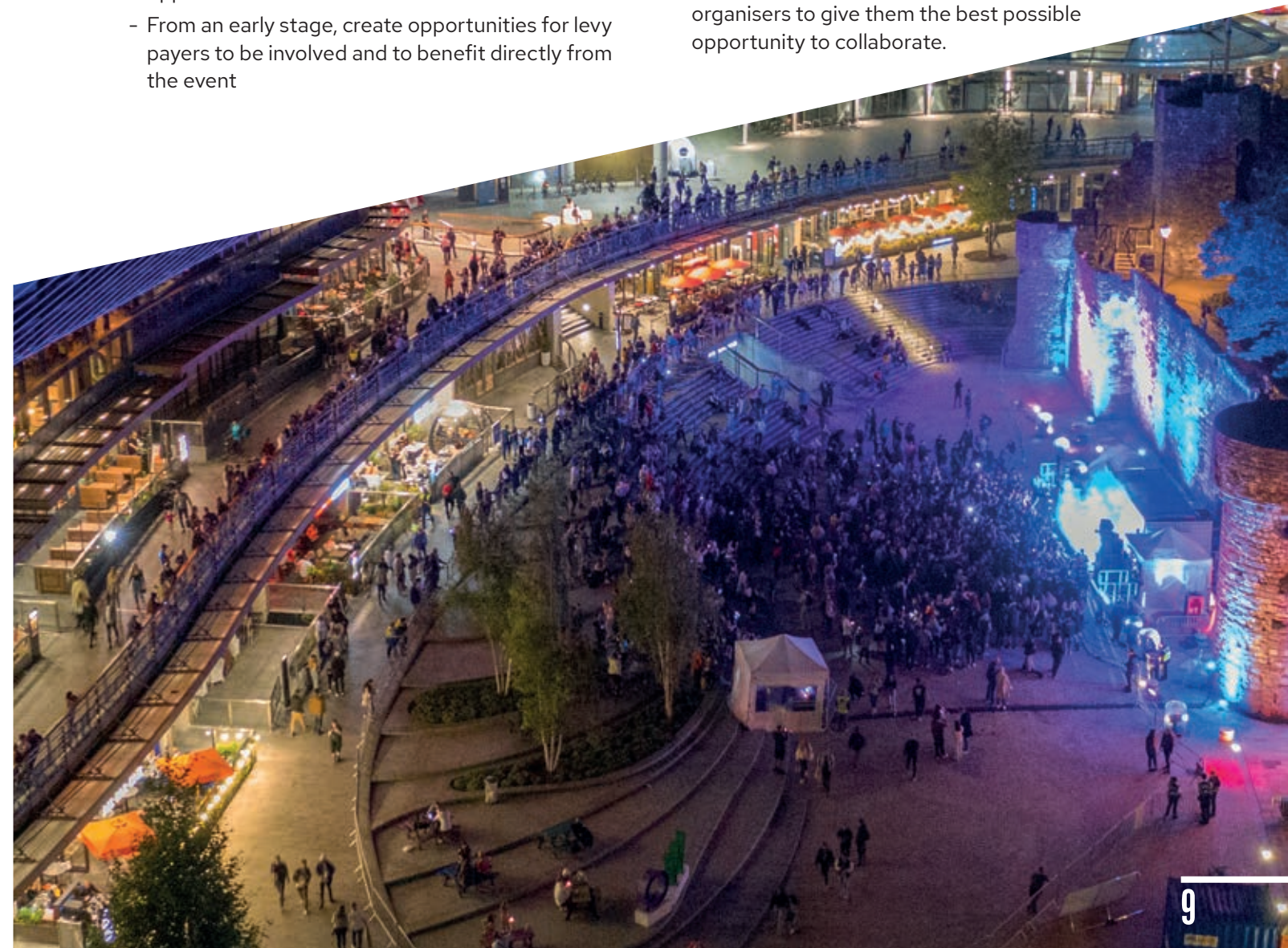
### Partnerships and investment

- Work with partners to source vital additional funding for the Re:Claim Street Festival
- Work with Southampton City Council on future event opportunities
- Use market research to create a pitch document to help sell spaces for commercial use
- Develop relationships with stakeholders and potential long-term investors
- Draw on findings from data research to attract new investors into the city
- Shape the events and festivals strategy for the city with partners and empower event operators to utilise the city footprint to animate the space
- Explore joint funding opportunities with Southampton City Council to produce a clearly defined strategy and action plan to curate and animate the city centre.

 **PROMOTE**  
and support  
Southampton's  
diverse events  
programme

### Events

- Work with partners to plan and deliver Re:Claim Street Festival in Southampton by:
  - Organising a Re:Claim conference bringing cultural leaders together
  - Reflect and respond to the feedback and evaluation from the 2021 event, implementing change where needed
  - Respond to the opportunities presented by the City of Culture programme
  - React to the current climate, ensuring the festival is safe and accessible
  - Market the festival through the Visit Southampton channels to target audiences
  - Bring young people to the forefront of the event, providing a gateway for further funding opportunities
  - From an early stage, create opportunities for levy payers to be involved and to benefit directly from the event
- Sponsor the Hares of Hampshire summer trail and provide appropriate marketing support
- Sponsor and provide marketing support for citywide and 'neighbourhood' (within the BID area – e.g. Bedford Place & Oxford St) third-party events that deliver economic value for the city and celebrate the city's diversity and culture
- Work with a third-party supplier to pilot an Easter market in Carlton Place linking in levy payers where appropriate
- Outsource delivery of city centre Christmas Lights Switch On event
- Curate a calendar of business events, providing meaningful training and networking opportunities or levy payers.
- Act as a bridge between businesses and event organisers to give them the best possible opportunity to collaborate.





# STRONGER BUSINESS

This year's Stronger Business plan focuses on the future prosperity and recovery of the city centre, working on projects that will enhance business resilience. We will continue to work with partners on citywide programmes to help businesses develop their staff to support economic growth while nurturing young people through employment and training opportunities. The plan consists of research-based activity with a view of implementing results in future years.

## PROJECTS

### Future workforce

- Ensure member businesses have the staff they need, connecting them with initiatives such as the Solent Apprenticeship Hub and the Kickstart scheme. We will also work to make the city's young people aware of the employment opportunities available to them
- Explore opportunities to support start-up businesses in the city, perhaps those coming out of the two universities. We will assist in connecting them to finance, accommodation and business expertise
- Support the work of the Strategic Skills team at Southampton City Council, its Skills Framework and Future of Work programme, identifying our members' skills needs so that they can be addressed within the educational curriculum
- Update existing research on graduate retention in the city and work with partners to design a graduate retention framework/programme. We will also promote internships and similar programmes for university students and graduates
- Promote business volunteering to support schools and young people.

### Future business

- Commission a retail and leisure gap analysis and design a five-year strategy to 'fill the gaps'. We will also seek to embed our recommendations/requirements into the new Local Plan
- With the Council and others, promote existing/new employment space and wider city investment opportunities to developers and larger corporates. We will encourage the Council to adopt a strategic approach to growing employment space, using the Local Plan process to identify opportunities for business clusters in the city centre
- Strengthen partnerships with Rotterdam, Baltimore and Belfast, organising one study visit and one staff/board member exchange. We will embed our international relationships in the wider working of the BID, identifying our strategic objectives in each case and encouraging other city partners to join us.



**ENSURE**  
that the **business**  
**voice is heard** in  
planning processes  
and citywide  
issues

### Future city




- Comment on new developments in the BID area at the earliest possible opportunity in the development cycle, with a particular focus on:
  - Quantum and type of employment space
  - Design quality
  - Alignment with existing city centre plans
- Contribute to the further development of the Local Plan, insisting that the Council hears the business voice and responds to the urgent commercial needs of BID members
- Support the development of a consistent city narrative, whether for tourism and destination marketing or for inward investment. We believe that City of Culture's extensive consultation process will provide all the necessary raw material
- Identify and implement opportunities for businesses to become more sustainable and reduce their environmental impact. In particular we will support the LOCASE project, and link to wider net-zero/decarbonisation programmes, perhaps driven by the development of the freeport and waterfront ambitions
- Explore a new investment and/or delivery vehicle to drive the inward investment programme in partnership with the Southampton City Council.

### Future streets

- With the Council, University of Southampton and others, produce and publish a new vision for the QE2 Mile, identifying pilot projects that can be delivered easily and quickly
- Conduct feasibility for a 'city centre enhancement fund' that includes BID and wider funding such as Community Infrastructure Levy (CIL) and Levelling-Up. We will also work with partners (including our own Experience theme group) to deliver pilot projects in the public realm, taking advantage of small-scale opportunities on or outside business premises in the BID area
- Pilot a pedestrianised Above Bar Street by offering a car-free outdoor relaxation/dining project or car-free day as part of the Women's Euros' fan zone in July 2022. We will also explore other opportunities to demonstrate how vehicles can be removed from city centre streets to create a more amenable shopping/dining environment.
- Install a pilot creative use in an empty commercial building in the BID area, perhaps linked to the Re:Claim Street Festival.



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