

# YOUR BUSINESS IS OUR BUSINESS



## YEAR 7 2023/2024 DIGITAL PLAN

Your Business Improvement District



**GO!**  
SOUTHAMPTON  
YOUR BUSINESS IMPROVEMENT DISTRICT

# A MESSAGE FROM OUR EXECUTIVE DIRECTOR

In Year 7, our programmes of work will focus on making the city feel safer during the day and night as well as keeping the BID area a clean, attractive and welcoming place. This will be supported by recruitment, training and marketing for your business, encouraging locals, future workers and visitors into the city centre.

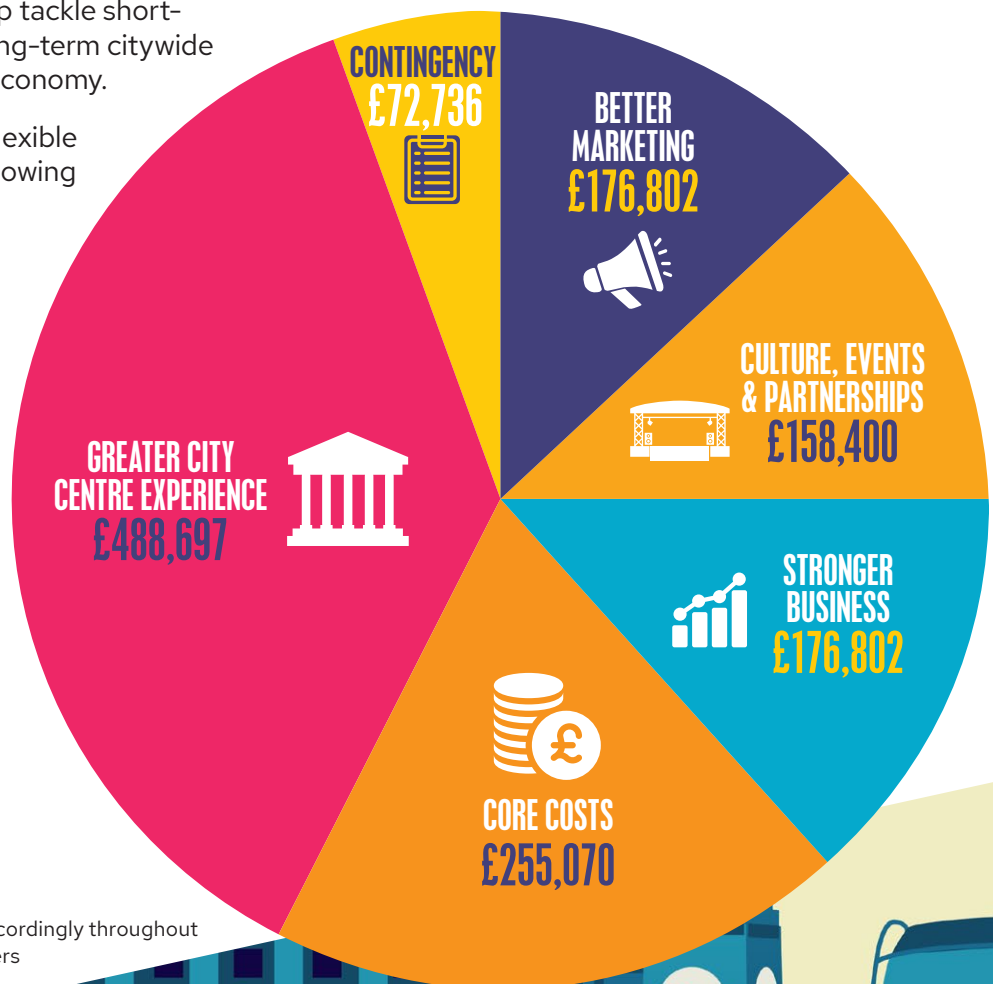
**NOW MORE THAN EVER, IT'S CRITICAL THAT WE LISTEN TO THE NEEDS OF YOU, OUR BID MEMBERS.**

Your feedback will ensure our projects and services reflect the current climate and help tackle short-term issues as well as looking at long-term citywide improvements to boost the local economy.

Therefore, our Year 7 plan will be flexible and adapt as and when needed, allowing the BID income to be spent most effectively. This digital business plan will be updated accordingly throughout the year.



**Stephen Manion,**  
Executive Director



\*Please note the split of budgets will adjust accordingly throughout the year to meet the needs of our BID members

Illustration by  
Alice & Oli Knowles







# GREATER CITY CENTRE EXPERIENCE

**Safety, cleanliness, accessibility and appearance will all impact how visitors, workers and residents enjoy their time in the city and whether they return.**

In year 7 we will continue to reduce and prevent crime and anti-social behaviour in the BID area, creating a safer city centre experience for all.

We look to deliver additional cleaning services to Southampton city centre that will assist businesses with cleansing issues, including graffiti removal, hot washing, and fly tipping.

Through recommendations from the night-time economy strategy, we plan to enhance the safety of the city and champion the positive perception of the city's evening offer.

We will explore and implement city centre animation and installations to improve the visitor experience as well as help shape initiatives that foster an accessible and inclusive city centre for all users.





# GREATER CITY CENTRE EXPERIENCE

## A SAFER CITY CENTRE



### AIMS

- Continue connecting key partners as part of the Southampton Business Crime Partnership (SBCP)
- Support the needs of both the daytime and night-time economy
- Promote a safe city for people to work, live and visit
- Assist in the identification of suspects and improve crime reporting
- Support organisations which are helping the homeless



### PROJECTS

- Continue to provide daily security presence to assist businesses and help reduce crime and anti-social behaviour
  - Support businesses with issuing Business Impact Statements to Hampshire & Isle of Wight Constabulary, to target prolific offenders and organised crime
  - Coordinate training for BID levy payers to build resilience within the business community
  - Maintain accreditation of the Southampton Business Crime Partnership against National Business Crime Standards
  - Assign project manager to review the Night Time Economy Strategy and consider the recommendations to support the sector
  - Champion the Purple Flag Accreditation for Southampton, to enhance safety and security in the night-time economy
  - Continue to implement the Safer Business Action (SaBA) Days and the #ShopKind campaign, both orchestrated by National Business Crime Centre
  - Assist in the implementation of the Restorative Justice Programme for young people
  - Engage in research into facial recognition technology, to assist the night-time economy
  - Actively communicate crime intelligence via the DISC system and radio network to businesses and relevant bodies
  - Play an active role in the management of Licensing Link to enhance the evening experience
  - Play an active role in the Safe City Partnership, Southampton Street Support Action Group, Safer Hampshire, their sub-groups and any other relevant bodies
  - Support Hampshire & Isle of Wight Constabulary to deliver various city centre initiatives, including the Community Engagement and Action Group (CEAG)
  - Support Southampton City Council's Welfare Wardens and other personnel to use enforcement powers where appropriate
  - Share updates, training and resources regarding legislation, including Counter Terrorism knowledge and Martyn's Law information
  - Work on the Safer Streets 4 Funding projects which includes training for businesses and the Youth Outreach project with No Limits
  - Expand the night-time security team dedicated to tackle violence against women and girls
  - Enhance the Diverted Giving Scheme to help tackle issues around homelessness
  - Work with businesses and the Street Support Action Group to ensure that vulnerable individuals get the support they need, through partnership working and coordinated resources
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# GREATER CITY CENTRE EXPERIENCE



## A CLEANER, BETTER-MAINTAINED CITY



### AIMS

- Increase cleaning services in city centre
- Monitor and maintain cleanliness of the BID area
- Tackle graffiti in the BID area
- Support tourism by focusing on flagship areas such as the city walls



### PROJECTS

- Extend cleansing service in partnership with Southampton City Council to weekends and evenings
- Continuation of Street Ranger patrols, who will be responsible for reporting sub-standard paving, planting and street furniture
- Continuation of cleaning services to businesses, including graffiti removal, hot washing and removal of fly tipping
- Explore opportunities to remove high-level graffiti in the BID area
- Deliver the enhanced Christmas lights scheme in partnership with Southampton City Council
- Deliver a deep clean programme to key areas including heritage assets and signage
- 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



## AN INCLUSIVE CITY CENTRE



### AIMS

- Communicate with businesses on areas which they have inclusivity gaps
- Support business understanding of diversity and inclusion
- Provide the 'business voice' on consultations and discussions surrounding inclusivity and accessibility



### PROJECTS

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



# GREATER CITY CENTRE EXPERIENCE

## ACCESS AND TRANSPORT

### AIMS

- Offer support via wayfinding and comms for businesses who are affected by highway disruptions
- Champion improvements to traffic management, parking, public transport and infrastructure
- Express the 'business voice' on consultations and discussions surrounding travel and highways

### PROJECTS

- Communicate highway developments and disruptions to businesses
  - Shape future transport initiatives, representing the business voice and championing access improvements
  - Work with transport providers to ensure that services match demand and support the day and night-time economies
  - Explore opportunities to enhance wayfinding across the city
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## VISITOR EXPERIENCE

### AIMS

- Work with partners to develop a city which people want to visit and work in
- Consider 'meanwhile' projects to support the city's appearance while larger developments take place
- Improve the 'welcome to the city'

### PROJECTS

- Explore city centre animation and installation projects to improve the visitor experience
- Consider collaborations on public realm enhancements to increase civic pride and improve positive first impressions
- Work with other theme groups and local organisations to facilitate a joint effort on visitor experience

**SHAPE  
FUTURE**   
transport initiatives,  
representing the  
business voice





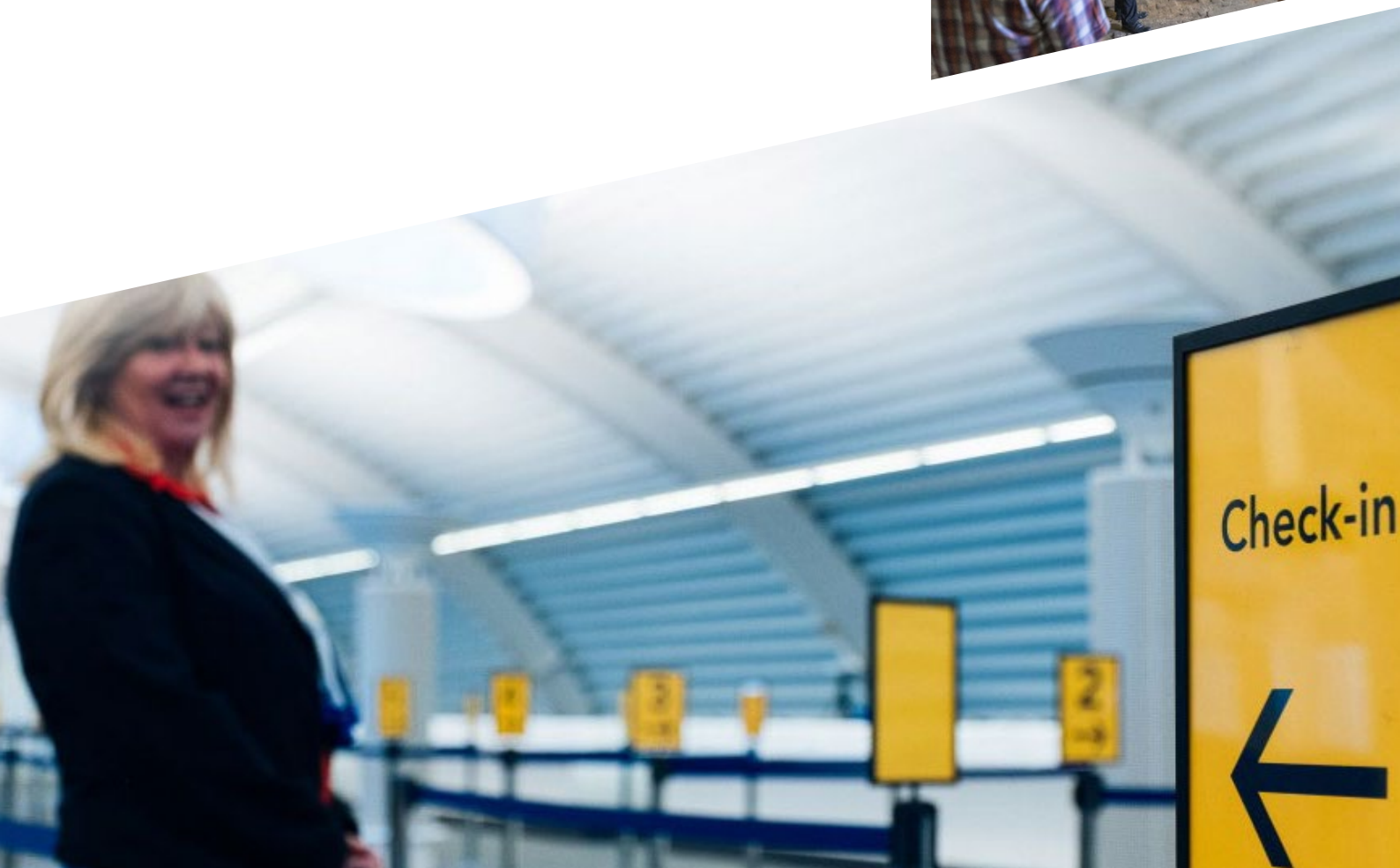
# BETTER MARKETING

**In Year 7 we will use our Visit Southampton and GO! Southampton marketing channels to maximise on opportunities to promote the city and our businesses.**

We look to improve civic pride within primary catchments and recapture regional audiences that have been lost post-pandemic.

Along with core services, our marketing campaigns and activities will be adapted in response to the current needs of our BID members to support short-term survival and growth in the city.

Datasets will be developed and analysed to help us implement more effective marketing and better understand city health and growth.



## INTELLIGENCE-DRIVEN MARKETING



### AIMS

- Conduct research and gather data to monitor health of the city, evaluate impact of BID initiatives, understand consumer behaviour and drive future marketing



### PROJECTS

- Commission an agency to implement research on visitors in the city (primary catchment) and benchmark against previous years
- Gather data from partners/stakeholders and commission a Data Analyst to interpret and understand all datasets producing meaningful insight
- Use insights to help inform future marketing campaigns and citywide projects
- Ensure data and findings (footfall/spend/consumer) are available to businesses/partners to help them inform their own campaigns

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## RAISING SOUTHAMPTON'S PROFILE



### AIMS

- Grow Visit Southampton brand recognition
- Create meaningful campaigns that promote the city's offering
- Raise the profile of Southampton as a regional/national destination
- Support and play an active role in the city's DMP/DMO



### PROJECTS

- Using data from consumer research to create marketing campaigns that will drive primary catchments into the city, encouraging them to visit more areas and increase dwell time/spend
  - Work with Blakeborough to secure regional and national press coverage promoting Southampton as a desirable destination for day trips and short stays targeting cruise and regional publications as well as bloggers/influencers
  - Create opportunities to grow the Visit Southampton database and social media following
  - Increase awareness of the Visit Southampton channels and drive traffic to the website by:
    - Reviewing the website against other destinations and implement any necessary changes
    - Create engaging content to promote the city, events and national/seasons campaigns
    - Work with tourism groups, partners and stakeholders to maximise on brand visibility via digital/physical advertising through methods such as link building, guest posts and partner toolkits
  - Improve the connections between the port and the rest of the city through effective marketing and signage/wayfinding as well as working with local tourism guides on improving the welcome
  - Work with cruise ship organisations to promote the city to cruise ship passengers and crew
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## MARKETING THE CITY'S BUSINESSES & EVENTS



### AIMS

- Allow BID businesses to reach new audiences through our channels
- Provide services that enable businesses to enhance their marketing
- Implement sector/area-based campaigns to drive footfall across the BID area
- Reflect on the current climate to deliver activity that will support short-term business needs



### PROJECTS

- Implement a Christmas campaign that highlights businesses and showcases Southampton as a regional visitor destination
- Promote B2C businesses through the Visit Southampton channels and B2B businesses through the GO! Southampton channels
- Work with the relevant partners to help support the promotion of Old Town and the businesses within it
- Offer a photography service that allows businesses to promote their own offering
- Engage with head office marketing contacts to support nationals at a local level
- Advertise job vacancies via the Jobs Board and relevant channels to support recruitment in the city
- Develop usability of the SO card, encouraging sign ups up and redemptions
- Enable businesses to feature on partner channels such as The So SO Show Podcast and news outlets
- Promote BID and citywide events such as Pride, Mela and Southampton Marathon through the Visit Southampton channels
- Incorporate national holidays and events in marketing activity showcasing levy payers where relevant
- Support the council's 'spend local' marketing campaign that encourages workers, residents and students to eat, drink, shop, see and play local
- Promote specific sectors such as the night-time economy and independents



## COMMUNICATIONS OF BID ACTIVITIES AND PARTNER ENGAGEMENT

### AIMS

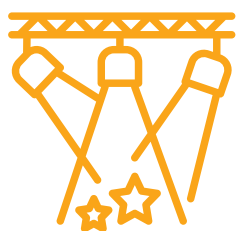
- Effectively communicate all BID services available to businesses
- Ensure BID projects and achievements are shared with businesses and partners
- Build on the link between Visit Southampton and GO! Southampton

### PROJECTS

- Plan and implement communication plans to market the BID's projects and services to businesses
- Work with a local PR agency to gain local media coverage of GO! Southampton's achievements and provide a voice on current affairs
- Where relevant, provide content, collateral and link businesses with local stakeholders and partners to promote BID services
- Deliver updates on citywide developments, funding opportunities and other local news which may affect or benefit businesses
- Align messaging and comms with the Culture Trust ensuring businesses stay updated with developments



**PROVIDE**  
services that enable  
businesses to **enhance**  
**their marketing**



# CULTURE, EVENTS & PARTNERSHIPS

We seek to align our Culture, Events and Partnerships programme with Southampton City Council's Festival & Events strategy to focus on enhancing citywide events, offering both in-kind and financial support whilst creating opportunities for businesses to benefit from events in the city.

The Countdown to Christmas event will be our major event of the year and we will collaborate with local partners on the wider Christmas event offering.

In year 7, we will enhance our business event programme to support employee skills growth, business recruitment and to encourage collaboration in the business community.

The BID will continue to work closely with the newly formed Culture Trust, ensuring strategy and projects are aligned to enable the city and its cultural partners to raise Southampton's profile.







# CULTURE, EVENTS & PARTNERSHIPS

## BUSINESS TO CUSTOMER (B2C) EVENTS



### AIMS

- Deliver a series of free Christmas events that complement the festive offering in the city centre
- Support third-party events that bring economic value and diversity into the city
- Ensure businesses have opportunities to be involved with BID/third-party events
- Play an active role in driving the Festival & Events strategy



### PROJECTS

- Plan and deliver a series of free Christmas events, including the Countdown to Christmas event, that complements the festive offering in the city and:
  - increases dwell time and spend
  - brings businesses and partners together
  - showcases diversity in the city
  - appeals to primary and secondary catchments
  - provides opportunities for businesses to be involved
- Implement an effective marketing campaign for these Christmas events, promoting them through the Visit Southampton channels
- Work on a city centre event series (such as the busking project) that supports local artists and animates the public realm
- Sponsor third-party events in the city that deliver economic value and/or celebrates Southampton's culture and heritage
- Offer in-kind marketing support to citywide and BID member events
- Offer in-kind support by acting as a bridge between event organisers and BID businesses/partners to encourage collaboration across the city
- Work with event organisers to develop opportunities for businesses to benefit from and be involved with citywide events
- Work with the partners to implement the Festival & Events strategy, ensuring businesses are informed of opportunities and developments





# CULTURE, EVENTS & PARTNERSHIPS

## BUSINESS TO BUSINESS (B2B) EVENTS



### AIMS

- Curate a calendar of business events to support the needs of levy payers
- Support businesses and local organisations in the development of business events
- Create events which support business networking and partnerships to strengthen the business community in Southampton
- Create events which are diverse and inclusive, to fairly represent Southampton's business community
- Create opportunities for BID businesses to be showcased at business events



### PROJECTS

- Work with Unity 101 on quarterly City Networking events bridging the gap between businesses and the local community
- Create a Breakfast Networking event at Network Eagle Lab, working with sponsors
- Work alongside the Stronger Business Theme Group to deliver a series of events that will help grow employee skills and support business development
- Attend events (such as Job Fairs) which allow the BID to promote current vacancies in the city
- Work with Southampton City Council to create a new Job and Careers Fair in Southampton
- Work with local organisations to arrange business briefings where necessary, on subjects which are concerning BID members





# CULTURE, EVENTS & PARTNERSHIPS

## PARTNERSHIPS & INVESTMENT



### AIMS

- Create partnership and sponsorship opportunities for BID/citywide events
- Develop a high street gap analysis to attract new investment into the city
- Grow the partnership between the BID and the Culture Trust, aligning comms and goals where relevant



### PROJECTS

- Work with partners to source sponsorship for Christmas events and Christmas lights scheme
- Work with Southampton City Council on future event opportunities as per the Festival & Events strategy
- Develop relationships with stakeholders and potential long-term investors
- Working with partners, implement and use findings from a high street gap analysis to:
  - Create a pitch document to help sell spaces
  - Attract and secure new businesses
- As Founding Partner, support and work closely with the Southampton Culture Trust in delivering projects and goals that enhance the city as a cultural destination
- Scope ways that businesses can benefit from the work of the Culture Trust and present these opportunities to businesses through our networks/channels

**GROW  
THE**   
partnership between  
the **BID** and the  
**Culture Trust**





# STRONGER BUSINESS

**Our Stronger Business programme of work is essential for short-term survival, and long-term growth for our BID members. This theme group is focused on projects which support businesses through current economic worries, while also developing and marketing the city for future investors.**

Our priorities include, encouraging cruise passengers/ crew to spend more time in the city centre, engaging with the City Council's Local Plan from a business perspective, developing means for delivering economic growth, developing the city's narrative, attracting investors and new businesses that will bring high paid employment to the city, and support businesses with recruitment, retention, training and skills development.



## FUTURE WORKFORCE

### AIMS

- Provide training to the existing city centre workforce
- Provide recruitment support and opportunities for businesses
- Enable businesses to build partnerships with other organisations
- Improve employment opportunities for school, college and university graduates
- Connect businesses with job placement opportunities

### PROJECTS

- Encourage businesses to use the online Business Training Hub
- Work with training providers to deliver apprenticeships and training
- Increase engagement with the jobs board by employers
- Participate in and curate jobs fairs to recruit high quality employees
- Be actively involved in the Local Skills Development Plan
- Connect businesses with local colleges for potential work experience placements
- Promote business volunteering opportunities



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## FUTURE BUSINESS

### AIMS

- To make the city centre an economically vibrant place
- Encourage a varied range of sectors and experiences on the high street

### PROJECTS

- Undertake a high street gap analysis and develop a five-year strategy to 'fill the gaps'
  - Embed recommendations/ requirements from the high street gap analysis into the new Local Plan
  - Work with the Council to encourage higher value employment opportunities in the city centre
  - 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
  - Work with the relevant organisations to encourage cruise ship passengers and crew to spend more time in the city centre
  - Support independent businesses to grow and attract new customers
  - Provide businesses with cost savings advice, including energy
  - Promote networking opportunities for businesses to exchange ideas and create productive partnerships
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## FUTURE CITY



### Aims

- To make the city centre an attractive place for investment
- To attract new businesses and encourage development and long term growth



### Projects


- Represent BID members on the newly formed Renaissance Board
- Work closely with the Council on wider city master-planning
- Contribute to the current consultation on the Local Plan, insisting that the Council hears the business voice and responds to the urgent commercial needs of city centre businesses
- 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 development of a consistent city narrative, whether for tourism and destination marketing or for inward investment
- Identify and implement opportunities for businesses to become more sustainable and reduce their environmental impact
- Review transport, people movement and infrastructure
- Improve the connections within the city to push footfall across the BID area
- Investigate an economic growth and regeneration delivery vehicle to drive the inward investment programme in partnership with the Council
- Establish a framework and plan for empty commercial buildings in the BID area



# ATTRACT

new businesses  
and encourage  
**development and  
long term growth**



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All information correct at time of publication (April 2023)

