

# YOUR BID SERVICES

YOUR BUSINESS IS OUR BUSINESS



**GO!**  
SOUTHAMPTON  
YOUR BUSINESS IMPROVEMENT DISTRICT

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 up of volunteers from our levy-paying businesses and focus on three areas:



**GREATER CITY CENTRE EXPERIENCE**



**STRONGER BUSINESS**



**BETTER MARKETING & EVENTS**

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](mailto:info@gosouthampton.co.uk)

## GREATER CITY CENTRE EXPERIENCE



### 1 SOUTHAMPTON BUSINESS CRIME PARTNERSHIP



Our award-winning Southampton Business Crime Partnership (SBCP) aims 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 radio scheme in the city.

#### Access to DISC

Levy payers can access DISC, an online portal, which has updated information on offenders in the city, alerts on live incidents and community news as well as other local crime intelligence and resources.

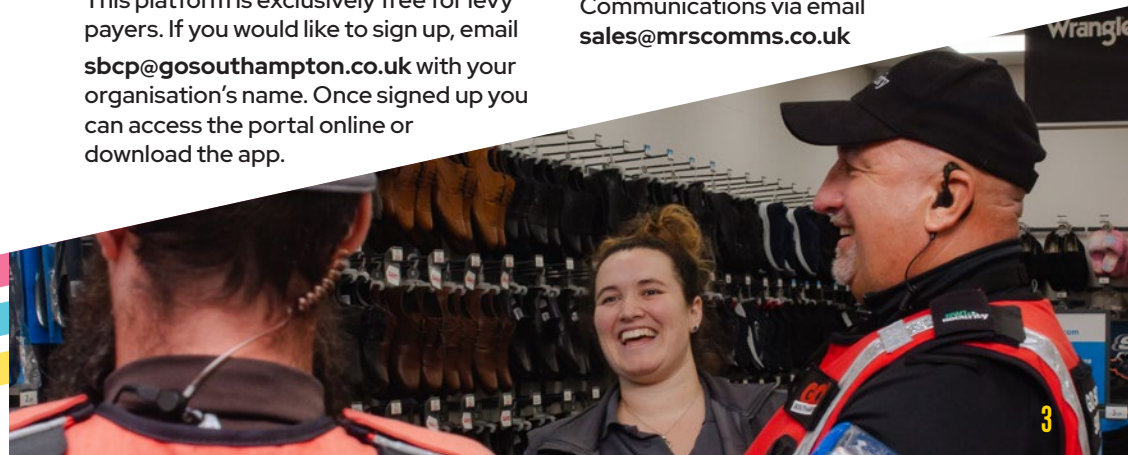
We encourage all our members to use DISC to report any incidents they face to improve the portal and help build cases against repeat offenders.

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](mailto:sbcp@gosouthampton.co.uk) with your organisation's name. Once signed up you can access the portal online or download the app.

#### Radio scheme

Businesses can hire radios which connect 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](mailto:sbcp@gosouthampton.co.uk) or, to hire a radio, please contact M.R.S. Communications via email [sales@mrscomms.co.uk](mailto:sales@mrscomms.co.uk)







## Licensing Link

As part of the SBCP, GO! Southampton run and manage 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. To find out dates of upcoming meetings go to [www.gosouthampton.co.uk/events](http://www.gosouthampton.co.uk/events) or email [scbp@gosouthampton.co.uk](mailto:scbp@gosouthampton.co.uk)



## 2 SECURITY WARDENS

Our security team patrols the BID area and support businesses seven days a week. Businesses can contact the team on **07725 737 236** or through the SBCP radio scheme. Their usual daily working hours fall between 7am - 8pm Monday to Friday and 11am - 5pm on Sundays. Times may vary, in response to demand.



## 3 RANGERS

Debbi our Ranger has become an identifiable and valuable city centre resource. Her work includes:

- Welcoming visitors to Southampton and offering city centre information
- Directing people to where they need to get to
- Reporting environmental city centre issues in public spaces to key partners and stakeholders who can act on them (Southampton City Council and Hampshire & Isle of Wight Constabulary)
- Carrying out visits to our levy payers to let them know about BID initiatives and how they can get involved

Debbi can be contacted at [rangers@gosouthampton.co.uk](mailto: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](mailto: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 (sometimes more) off their dry mixed recycling costs. Email us at [recycling@gosouthampton.co.uk](mailto:recycling@gosouthampton.co.uk) to sign up.

## 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](mailto:savings@gosouthampton.co.uk)



ENERGY



MERCHANT FEES



TELECOMS



WATER

### Pest Control

Businesses can save 10% off their 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 BUSINESS TRAINING HUB

Are you looking to up-skill your team and support their development? All your employees can sign up to our FREE Business Training Hub and have access to up to 200 online courses. Subjects covered include retail management, mental health first aid, customer service and Microsoft Excel. Courses are delivered by trusted trainers in the form of live webinars and can be attended at a time that suits individual schedules. Attendees receive a certificate after completion, to evidence personal development. Visit [www.gosouthampton.co.uk/training](http://www.gosouthampton.co.uk/training) for more details.

## 2 WORK IN THE CITY

To support recruitment, our Work in the City project offers additional platforms for you to promote job vacancies. As well as listing jobs on our city centre jobs board, ([www.gosouthampton.co.uk/jobs](http://www.gosouthampton.co.uk/jobs)), we also attend careers fairs, student job fairs, and other relevant events to showcase the job opportunities in the city. Send your vacancies to [info@gosouthampton.co.uk](mailto:info@gosouthampton.co.uk) to be included.



## 3 AMBASSADOR APPRENTICESHIPS

GO! Southampton is supporting local Ambassador Apprenticeships to help customer-facing businesses provide impeccable customer service to tourists. Contact [gemma.pratt@gosouthampton.co.uk](mailto:gemma.pratt@gosouthampton.co.uk) for more information.

## 4 BUSINESS EVENTS

GO! Southampton run a number of business events across the year, from project consultations and crime intelligence meetings to workshops and breakfast briefings as well as our quarterly City Networking events in partnership with Unity 101. Please go to our events page to see what's on [www.gosouthampton.co.uk/events](http://www.gosouthampton.co.uk/events)

If you are interested in hosting, speaking or providing catering for our City Networking events, please contact [gemma.pratt@gosouthampton.co.uk](mailto:gemma.pratt@gosouthampton.co.uk) to discuss.

Additionally, we provide regular business bulletins which bring you the latest BID news, events 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 [marketing@gosouthampton.co.uk](mailto:marketing@gosouthampton.co.uk)

## 5 BUSINESS RATES CONSULTANCY SUPPORT

If you believe you might be paying too much in business rates or that your rateable value or property description is incorrect, please email [info@gosouthampton.co.uk](mailto:info@gosouthampton.co.uk)

We will be able to link you to an expert for a free half-hour consultation.



## 6 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.

## 7 FOOTFALL & SPEND DATA

GO! Southampton has a number of footfall sensors in the BID area which help us monitor city health and evaluate the impact of events. To support this and gain further insights into consumer trends and behaviours, we also receive industry spend data, based on UK credit card sales within the city centre. Headline stats are included within our regular business bulletins.

If you need any detailed information to help with internal reviews, please get in touch with us at [marketing@gosouthampton.co.uk](mailto:marketing@gosouthampton.co.uk)





# BETTER MARKETING



Follow us on...

 **@VisitSoton**  
OVER 5K FOLLOWERS

 **@visitsoton**  
OVER 9K FOLLOWERS

 **@visit\_soton**  
OVER 6.5K FOLLOWERS

## 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 [www.gosouthampton.co.uk/benefits](http://www.gosouthampton.co.uk/benefits). To update your current listing please get in touch
- We can create dedicated social media posts for Instagram, Facebook and Twitter 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
- Feature your business in a blog post related to a specific theme/holiday
- If your business is planning an event, you can create a free listing on our events page. To submit an event, go to [www.visitsouthampton.co.uk/help-advice/submit-your-event](http://www.visitsouthampton.co.uk/help-advice/submit-your-event)

For any of the above please contact us at [marketing@gosouthampton.co.uk](mailto:marketing@gosouthampton.co.uk)

## 2 SEASONAL CAMPAIGNS

Throughout the year we work on seasonal marketing campaigns that aim to raise Southampton's profile as a visitor destination and showcase the city's offering during that time. 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 [marketing@gosouthampton.co.uk](mailto:marketing@gosouthampton.co.uk) to find out how you can get involved in upcoming campaigns to push your product/service to a wider audience.

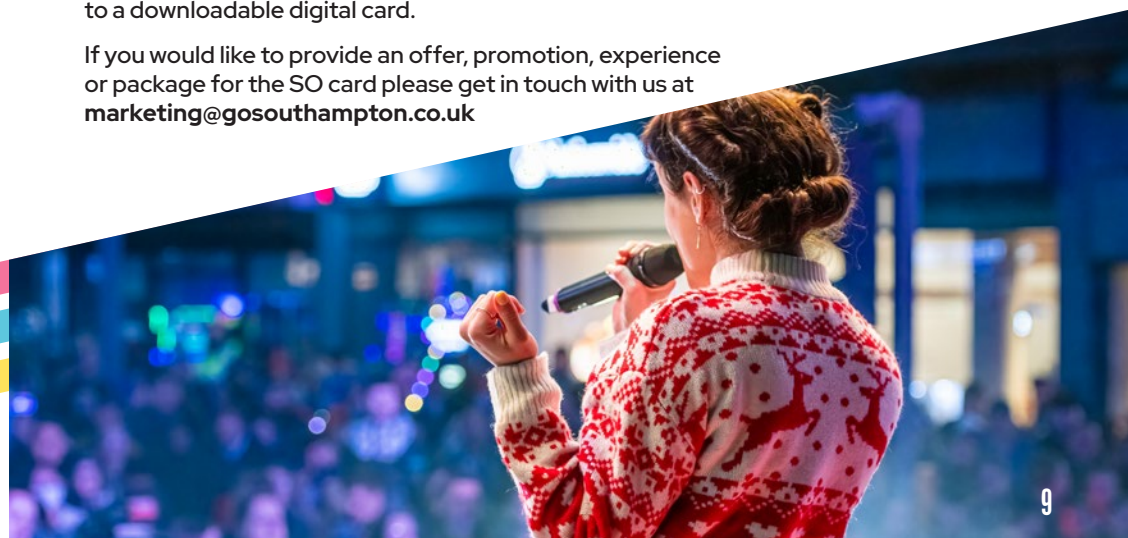


## 3 SO CARD

The SO card is a free promotional tool where businesses can create a unique offer to attract new and returning customers. Customers can use either a physical or digital version of the SO card to redeem discounts, packages and experiences in your business. All offers are hosted on [www.visitsouthampton.co.uk/offers](http://www.visitsouthampton.co.uk/offers) and promoted across our Visit Southampton channels. The discount card is free to use with no signing up or hidden fees – simple but effective!

Since its launch in 2021, the SO card has been distributed to more than 150,000 students, visitors, and local residents, in addition to a downloadable digital card.

If you would like to provide an offer, promotion, experience or package for the SO card please get in touch with us at [marketing@gosouthampton.co.uk](mailto:marketing@gosouthampton.co.uk)





## 4 MARKETING TO TARGETED AUDIENCES

We are continuing to work on ways to promote the city, and our businesses, to specific audiences, ensuring they have information that is tailored to their needs. If you are interested in reaching the below audiences please get in touch with us at [marketing@gosouthampton.co.uk](mailto:marketing@gosouthampton.co.uk)

- Cruise ship crew
- Cruise ship passengers
- Students
- City centre workers



## 5 PR OPPORTUNITIES

We work with PR agency Blakeborough to help raise Southampton's profile as a visitor destination to regional and national audiences.

Activity is focussed around creating meaningful and relevant press releases for national publications, responding to media queries, and securing press trips for a variety of different journalists, bloggers and influencers across the year.

If you are interested in hosting journalists in your venue in return for press coverage, please get in touch with Flo Bevis at [flo.bevis@gosouthampton.co.uk](mailto:flo.bevis@gosouthampton.co.uk)



## 6 PHOTOGRAPHY SERVICE

For many consumer-facing businesses, having a strong bank of professional photos can be key to attracting customers, particularly through their digital 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 build their brand. Our photography service is great for capturing new products, customer favourites, location shots, and team photos.

If you are interested in a free half day photoshoot with a professional, please get in touch with Flo Bevis at [flo.bevis@gosouthampton.co.uk](mailto:flo.bevis@gosouthampton.co.uk) to discuss further details.



# GET IN TOUCH

## RANGER TEAM

[rangers@gosouthampton.co.uk](mailto:rangers@gosouthampton.co.uk)

## SECURITY TEAM

07725 737 236

## CLEANING TEAM

[cleaning@gosouthampton.co.uk](mailto:cleaning@gosouthampton.co.uk)

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](mailto:info@gosouthampton.co.uk)



**HERE FOR YOU**



You can also follow us on LinkedIn and Twitter.



02380 003637



[info@gosouthampton.co.uk](mailto:info@gosouthampton.co.uk)



GO! Southampton



@Go\_Southampton



[www.gosouthampton.co.uk](http://www.gosouthampton.co.uk)

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All information correct at time of going to print (May 2023)

