

YOUR BID SERVICES

YOUR BUSINESS IS OUR BUSINESS



GO!
SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

In this booklet, find out about our key services and how you can make the most of being a BID member.

SOUTHAMPTON BUSINESS CRIME PARTNERSHIP

Our nationally accredited 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, plus on-the-ground support via our security team.



Powered by



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 highlighting available crime-related training for businesses and regular crime intelligence briefings. This platform is free for levy payers.

If you would like to sign up, email sbcp@gosouthampton.co.uk with your organisation's name. Once signed up you can access the portal online or download the app.



SECURITY WARDENS

Our security team patrols the BID area seven days a week:

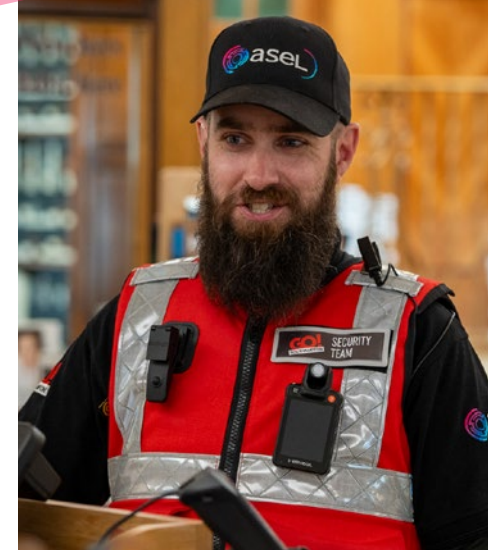
Monday - Thursday: 10am - 8pm

Friday - Saturday: 9am - 7pm

Sunday: 11am - 5pm

Start times are flexible to meet business needs.

You can contact them on **0738 9030 098** or via the SBCP radio scheme. Outside of the above hours, you will be directed to the ASEL operations centre where your call will be logged for the next available team member.



LICENSING LINK

As part of the SBCP, GO! Southampton facilitates the Licensing Link network including the Red Card scheme. We host quarterly Licensing Link meetings which enable licensed businesses, particularly those in the night-time economy, 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 the dates of upcoming meetings, go to gosouthampton.co.uk/events or email sbcp@gosouthampton.co.uk

RADIO SCHEME

Businesses can hire radios which connect to the City Watch CCTV control room who will get cameras on where possible, plus Police, Security and other services working in the city centre.

Any calls made via the radios will be picked up by our security team, who will be able to provide on-site 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



CITY RANGER

Along with directing visitors coming into the city, including cruise passengers, our City Ranger is around the BID area five days a week and can help you with:

- Reporting any cleansing or environmental issues you have immediately outside your business
- Understanding more about our latest BID projects and initiatives
- Connecting you with other members of the BID team or city partners if relevant to your needs

Debbi can be contacted at cityranger@gosouthampton.co.uk



CLEANING

GO! Southampton's cleaning team works in partnership with Southampton City Council to provide additional services that go above and beyond the Council's statutory duties.

This includes hot washing of doorways and graffiti removal. If you require these services, you can reach the team at cleaning@gosouthampton.co.uk



RECYCLING SCHEME

GO! Southampton has partnered with Southampton City Council to offer savings on your dry mixed recycling that will 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 to sign up.

BUSINESS COST REDUCTION SERVICE

Levy payers can save on core business costs (energy, insurance, 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 confidentially to identify where your business could make savings.

To find out more, you can call 0333 0156 289 or email Rishi and the team at savings@gosouthampton.co.uk



PEST CONTROL

Businesses can save 10% off their first pest control service from Southampton City Council. Simply call **023 8083 3005 (option 4)** to discuss your pest control requirements and quote **GOSO10**.



ENERGY



MERCHANT FEES



TELECOMS



INSURANCE



WATER



BUSINESS EVENTS

GO! Southampton runs a range of business events throughout the year including crime intelligence briefings, sector specific consultations and our quarterly City Networking events held in partnership with Unity 101.

Interested in hosting, catering or speaking at a future City Networking event? Please email gemma.pratt@gosouthampton.co.uk

For all business events, meetings and training opportunities go to gosouthampton.co.uk/events or read our regular business bulletins. If you don't receive these (check your junk folder), email us at marketing@gosouthampton.co.uk



BUSINESS TRAINING HUB

Are you looking to upskill your team and support their development?

All your employees can sign up to our FREE Business Training Hub (delivered by SeedL) and have access to over 200 online courses. Courses are delivered by trusted trainers through live and on-demand webinars.

Attendees receive a certificate after completion as evidence of personal development.



IN-PERSON TRAINING

We organise a number of in-person training opportunities that cover a wide range of topics including:

- Stop the Bleed
- Active Bystander
- Counter Terrorism

We can also facilitate familiarisation training to help grow your teams knowledge of the city.



Courses include:

- Retail Management
- Customer Service
- Microsoft Excel
- Mental Health First Aid

Plus CDP-certified courses such as:

- General Data Protection Regulation (GDPR)
- Manual handling
- First Aid in the workplace
- Control of Substances Hazardous to Health (COSHH)

Visit: gosouthampton.co.uk/training for more details.

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 listings on our city centre jobs board, we attend careers fairs, student job fairs and other relevant events to showcase opportunities in the city. Send your vacancies to info@gosouthampton.co.uk to be included.

WORK IN THE CITY

Promote your vacancies via our city centre job board gosouthampton.co.uk/jobs

APPRENTICESHIPS

GO! Southampton can guide you through the process of hiring apprentices, or enrolling your team onto apprenticeships.

There are lots of apprenticeships available, including one on customer service which is personalised to customer-facing businesses in Southampton. Contact gemma.pratt@gosouthampton.co.uk for more information



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.

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 card sales within the city centre. If you need any detailed information to help with internal reviews, please get in touch with us at marketing@gosouthampton.co.uk



Visit Southampton



visitsouthampton.co.uk

With support from city partners, **GO!** Southampton runs and manages the Visit Southampton website and associated channels.

Visit Southampton is the official destination website for the city and features business listings, things to see and do, travel information, inspiration and itineraries as well as a comprehensive What's On page.

Visitor-facing businesses can benefit from these channels in a number of ways:

- **Business Listing:** Listings are a great way to get additional exposure to new audiences and visitors to the city. Once a listing is live, it will automatically pull through to other relevant pages of the website. Businesses can amend their own listing on the Visit Southampton website by logging in to the online Extranet. Description, opening times, contact details, images and offers can all be updated as and when you need to. If you don't already have a listing on the Visit Southampton website, or you don't know your login details, email marketing@gosouthampton.co.uk
- **Event Listings:** If your business is planning an event, whether that's a one-off or recurring, you can create a free listing via **Data Thistle**. Once submitted it will be published on a number of platforms including the Visit Southampton What's On page. Go to visitsouthampton.co.uk/events/submit-event to get started. We can feature events on specific pages so please get in touch if you need some extra promotion.



- **Content:** We regularly feature businesses in blog posts and pages related to specific themes, sectors, geographic areas or holidays. If you have some exciting seasonal plans, we want to hear from you!

• **Social Media & Newsletter Features:**

 /visitsoton
OVER 15K FOLLOWERS

 @visit_soton
OVER 12K FOLLOWERS

 **OVER 15K NEWSLETTER SUBSCRIBERS**

We create dedicated social media posts and newsletter items to promote upcoming events, attractions and experiences. Email marketing@gosouthampton.co.uk with copy, links and high-res images/videos. We're also happy to reshare your content on our stories—just tag Visit Southampton or send us a link. Interested in hosting a giveaway or competition? Increase your online following by offering a prize for a social media giveaway. Get in touch to learn more.



OFFERS

Providing an offer, discount or promotion is a great way to attract new and returning customers into your businesses.

The Visit Southampton website has a Special Offers page for general offers as well as pages for student, cruise crew and seasonal/event specific offers.

Through our Extranet portal, you can easily add an offer to your business listings and other relevant pages.

Let us know when you have added an offer (or if you need help uploading), and we will cross-promote on our relevant channels.

SEASONAL CAMPAIGNS

Throughout the year we work on campaigns that aim to raise Southampton's profile as a vibrant and exciting visitor destination.

Within these campaigns, our goal is to involve as many BID members as possible through paid advertising, competitions, blog posts and much more. Email us at marketing@gosouthampton.co.uk to find out how you can get involved.



MARKETING TO TARGETED AUDIENCES

If you're interested in targeting cruise crew, students, the local business community or another audience, please email marketing@gosouthampton.co.uk to discuss further.




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 focused around creating meaningful and relevant press releases for national publications, responding to media queries and securing press trips for a range of 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

SOCIAL MEDIA PROMOTION

Your Southampton


For local content like new products, job vacancies, community news, events, sales and discounts - or to simply shout about your business, we can promote your content on our sister social media channel, Your Southampton. We love to produce video interviews that help share stories about the people behind our BID member businesses.

 /yoursouthampton

 @your_southampton



Share your business-related news, offers or services on our GO! Southampton LinkedIn page and our monthly business bulletin (800+ contacts), email: marketing@gosouthampton.co.uk

 3K+ followers



PHOTOGRAPHY SERVICE

For many 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 the assets they need to build their brand.

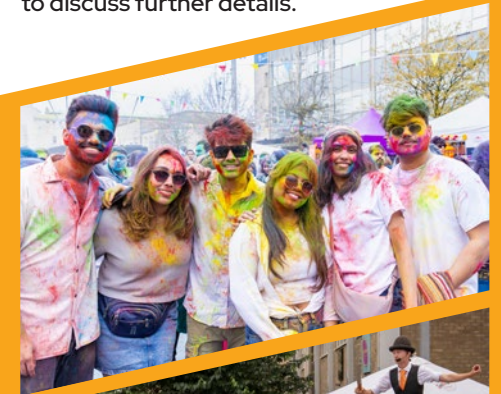
Our photography service is great for capturing new products, customer favourites, location shots and team photos. If you are interested in a free half-day shoot with a professional photographer, please get in touch with Flo Bevis at flo.bevis@gosouthampton.co.uk to discuss further details.



EVENT SUPPORT

Are you looking to host an event in the city centre? We offer an Events Sponsorship Scheme, awarding grants of up to £6,000 to eligible events.

Our team can also provide advice and support from our experience of hosting past events. Find out more at gosouthampton.co.uk/event-sponsorship



OUR MISSION

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



GET IN TOUCH

Report environmental issues to our City Ranger at cityranger@gosouthampton.co.uk

For security assistance call **0738 9030 098** or use your radios. For other business crime related issues email sbcp@gosouthampton.co.uk

Report any cleansing issues to cleaning@gosouthampton.co.uk

For marketing support email marketing@gosouthampton.co.uk

For all other services or questions, please contact info@gosouthampton.co.uk



HERE FOR YOU 

 02380 003637

 info@gosouthampton.co.uk

 GO! Southampton

 www.gosouthampton.co.uk

GO! Southampton • Business Improvement District • Network Eagle Lab, Portland Terrace, Southampton SO14 7SJ
All information correct at time of going to print (April 2026)

