YOUR BUSINESS IS OUR BUSINESS

BUSINESS PLAN 2027-2032

For details of the BID services available please visit
www.gosouthampton.co.uk/benefits

VOTE YES! GO! SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

GO! SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

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WELCOME

to our five-year business plan, covering the period from April 2027 to March 2032.

In preparation for this plan, we carried out a consultation with our businesses and organisations, on top of our ongoing engagement. From this it is clear that safety, cleanliness and the visitor economy must continue to be the focus of our BID programme, and this is reflected throughout the plan.

Alongside this focus, we will continue to ensure that our interventions and services serve all sectors, business sizes and geographical locations within the Southampton BID area equally.

GO! Southampton also lobbies and campaigns on behalf of businesses. From later opening hours for the night-time economy to fairer measures for hospitality, the BID model allows businesses and organisations to speak with a strong collective voice.

As well as looking forward, we have used this milestone to reflect on what we have achieved. In this plan, you'll see the accomplishments from our second term, which have had a positive impact on your business and the wider economy.

These also build on our work between 2017 and 2022, which helped the city navigate the pandemic, saw the abolition of the Late-Night Levy, and marked the start of many valued projects that continue to this day.

The past five years have seen significant development of our accredited Southampton Business Crime Partnership, improvements to the Visit Southampton brand, website and social media platforms, several impactful public realm projects, a sustained Purple Flag award, improved tourism information and the introduction of the Christmas Snow Windows trail.

We can only achieve this by continuing to work with you, and I actively seek your endorsement by voting yes in the forthcoming ballot in November 2026. Without your vote, the work of GO! Southampton would cease, taking with it all the additional cleaning, security, public realm enhancements, graffiti removal, training and so much more.

I would personally like to thank BID businesses and organisations for their ongoing engagement and support, particularly those that volunteer time to sit on the Board or one of our working groups. The BID would not be able to work without the input and steer of businesses and organisations in the BID area.

Thank you also to everyone who volunteers their time or works tirelessly within the team to deliver positive change. It is immensely appreciated and makes a real difference.

Looking ahead, there is much to build on as all city partners continue to work together to support Southampton city centre and we look forward to continuing to be a part of this work.

Tim Keeping
Chair, GO! Southampton

BOARD

Allan Gordon
National and Regional Property Group

Anna Copper
Stakks Pancake House

Bridget Vyze
The White Star Tavern

Caroline Osman
W.J. French & Son

Cathy Barnes
Southampton Solent University

Cllr Sarah Bogle
Southampton City Council

Gary Bennetton
Circle Events

Greg Baker
Southampton Football Club

Jamie Donaldson
Quilter

Michael Nicholson
Westquay Shopping Centre

Nick Barwood
Little Green Doors

Seb Blevings
John Lewis Partnership

Spencer Bowman
Mettricks Coffee House

Sue Littlemore
University of Southampton

Tim Keeping
The Marlands Shopping Centre

GO! Southampton is governed by an independent Board of Directors. The Board is made up of representatives from a variety of sectors within the BID area to ensure balanced representation.

TEAM

The BID has a small but mighty team of ten, plus the security and cleaning team provided by third parties. The team includes experts in marketing, crime reduction, placemaking, environmental issues and tourism. Each lead works closely with relevant partners, stakeholders and businesses to make sure your voice is represented, change is being delivered and the city is connected for best results.

BID PORTFOLIO

GO! Southampton is the trading name of the Southampton Business Improvement District, often shortened to BID. If that jargon wasn't enough, we also manage the below. We've listed these to show the other work completed by GO! Southampton, which you may not have realised was the same team.

Visit Southampton

The official destination website for the city. Launched in 2019 and upgraded in 2025 with the ongoing help of Southampton City Council. Along with the website, we manage the Instagram and Facebook pages, plus regular newsletters.

/visitsoton

@visit_soton

Your Southampton

The sister channel of Visit Southampton which promotes content relevant to the local community, workers and students via Instagram and Facebook.

/yoursoton

@your_southampton

SBCP
SOUTHAMPTON BUSINESS CRIME PARTNERSHIP

Running six years strong, the nationally accredited Southampton Business Crime Partnership, managed by the BID, unites businesses, security teams, Hampshire Constabulary, the Council and other partners to help reduce crime and anti-social behaviour in the day and night-time economies.

LICENSING LINK
CITY OF SOUTHAMPTON

We facilitate the Licensing Link network, enabling licensed premises across Southampton to come together with the relevant partners to discuss opportunities, tackle issues and work proactively to create a safe and vibrant night-time economy.

> **"The GO! team are instrumental in running the city's 'Red card' scheme as well as helping market nightlife in the city. Two huge factors in ensuring the survival of the night-time economy in Southampton."**
>
> Rich Gilbert, Owner, Café Parfait and 1932

MAKING THINGS HAPPEN IN SOUTHAMPTON

THE STORY SO FAR...

Over the past five years GO! Southampton has worked alongside businesses and partners to deliver real results for the city, from boosting footfall and creating opportunities to securing investment and enhancing the city experience.

We have provided new and improved services, enhanced Southampton's profile and represented your views at all levels.

Over the next eight pages we have gathered a snapshot of our activity and delivery over the last five years.

Countdown to Christmas event hosted by GO! Southampton

Ebony Rockers mural funded by GO! Southampton

Leaflet display and trolleys at the airport

Safer Business Action Day

EXPERIENCE

55 daytime
243 night-time

exclusion letters issued since 2022 via the Southampton Business Crime Partnership (SBCP).

£214,607 of stolen stock

recovered for BID businesses.

10,000+ hours

worked on average per year by our third-party security team.

Launched Operation Predict

with partners Hampshire Constabulary and Southampton City Council.

420+ users and 8,000+ logins

per month on the DISC crime-reporting portal

200+ BID members

on the radio network.

National accreditation

achieved for Southampton Business Crime Partnership (SBCP) since 2022.

Welcomed over 11,700 cruise passengers

since the launch of the Welcome Volunteers scheme in 2024. This project won the VisitEngland Tourism Superstar Award 2025 and has expanded to God's House Tower and tourist walking routes.

100% of hot washes and graffiti reports have been actioned

and cleaned within 24 hours on average, including businesses and heritage assets.

Purple Flag accreditation/Paint the Town Purple campaign

Annual Big City Clean

Winkle Street Telephone Boxes with In Focus charity

Long term lighting

Live facial recognition trial

Signage and information stand at Southampton Airport

STRONGER BUSINESS

Provided over 880 hours of live training

via our Online Training Hub, with BID members completing 214 hours of learning in 2026 alone. Most watched courses include Fire Safety in the Workplace, AI training, GDPR and Employment Rights Act.

Attended 67 recruitment events to promote city centre vacancies

and encourage working in the city. Work in the City campaign expanded to promote jobs at public events and with city stakeholders including DWP.

Over £136,000 saved

on core costs by businesses and organisations via our cost reduction service.

Expanded footfall monitoring in 2026

to Ocean and Horizon cruise terminals and partnered with the University of Southampton to analyse data.

MARKETING

3.3 million+ page views

on Visit Southampton since 2022.

In 2025 we worked with Southampton City Council to rebuild the Visit Southampton website to attract national and international visitors.

21 marketing campaigns

delivered to promote levy payers and increase spend. The Love the Old Town campaign in 2024 and 2025 promoted 60 businesses, achieved a reach of over 1.1 million and circulated 40,000 leaflets to residents.

Business photography service

utilised by 40 businesses, enhancing their online presence.

Media coverage

Since 2022, Blakeborough PR has organised 110 trips to Southampton, sent 111 press releases, creating a total media reach of 2.7 billion and a media value of £6.6 million.

325,000 maps delivered

to transport hubs, hotels, cultural venues, student accommodation and events across the city.

300+ newsletters sent

out to over 800 of our business contacts, promoting the latest opportunities and BID news.

EVENTS

Awarded over £100,000 in grant funding

via our Event Sponsorship Scheme, helping over 20 local event organisers deliver 35 small and large events in the city. This scheme aims to increase footfall and dwell time in the city, while also helping Southampton to maintain a vibrant atmosphere.

Thousands of visitors

attended our Countdown to Christmas events in the city centre, kickstarting the festive season.

11 free walking trails delivered

with over 2,500 groups taking part since 2022.
Targeted at families and residents, these trails encourage people to explore the BID area and stay active.

Delivered 19 City Networking events across different venues in the city.

Plus over 100 businesses and organisations showcased through speaking, hosting and catering.

Holi Hungama sponsored by GO! Southampton

Snow Windows Trail

Light The South trail sponsored by GO! Southampton

Mela Festival sponsored by GO! Southampton

Bedford Place Festival sponsored by GO! Southampton

City Networking, Horizon Cruise Terminal

BID Security team

Public art project with Southampton Solent University

Welcome Volunteers

Night-Time Economy Conference

Zoe Simpson and Tracy Lockett, PureGym

BID cleaning team

Together, we've made a difference – but there's more to achieve.

With your support, GO! Southampton will continue to invest in the city centre, champion businesses and organisations and deliver positive change for Southampton.

Please cast your vote for GO! Southampton's third term (2027 – 2032) and join us on this exciting next chapter.

- ☑ Vote YES for a more welcoming city centre
- ☑ Vote YES for safer and cleaner streets
- ☑ Vote YES to have your voice heard
- ☑ Vote YES for better business opportunities
- ☑ Vote YES for a city you are proud of!

VOTE YES! GO! SOUTHAMPTON YOUR BUSINESS IMPROVEMENT DISTRICT

Return your voting paper by 26 November to make it count.

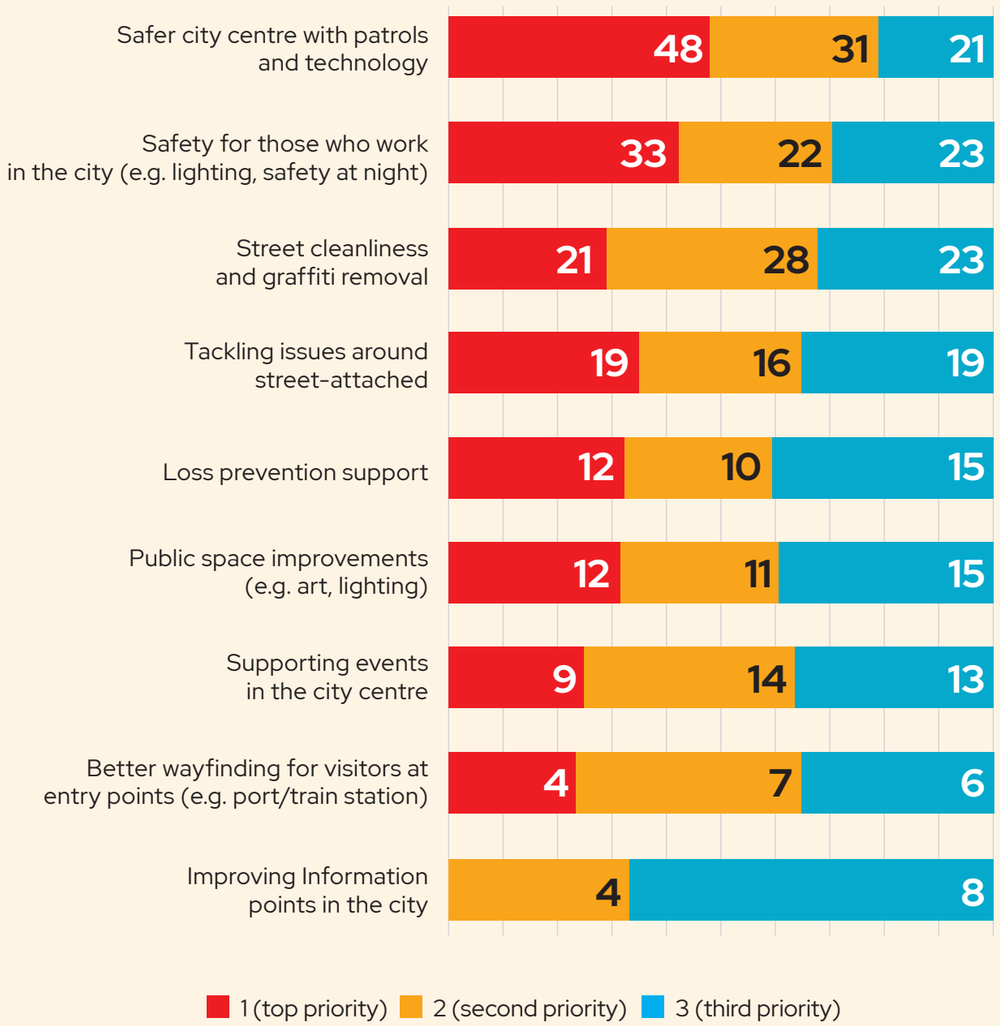
See page 35 for full information on how to vote.

WHAT YOU WANT TO SEE NEXT

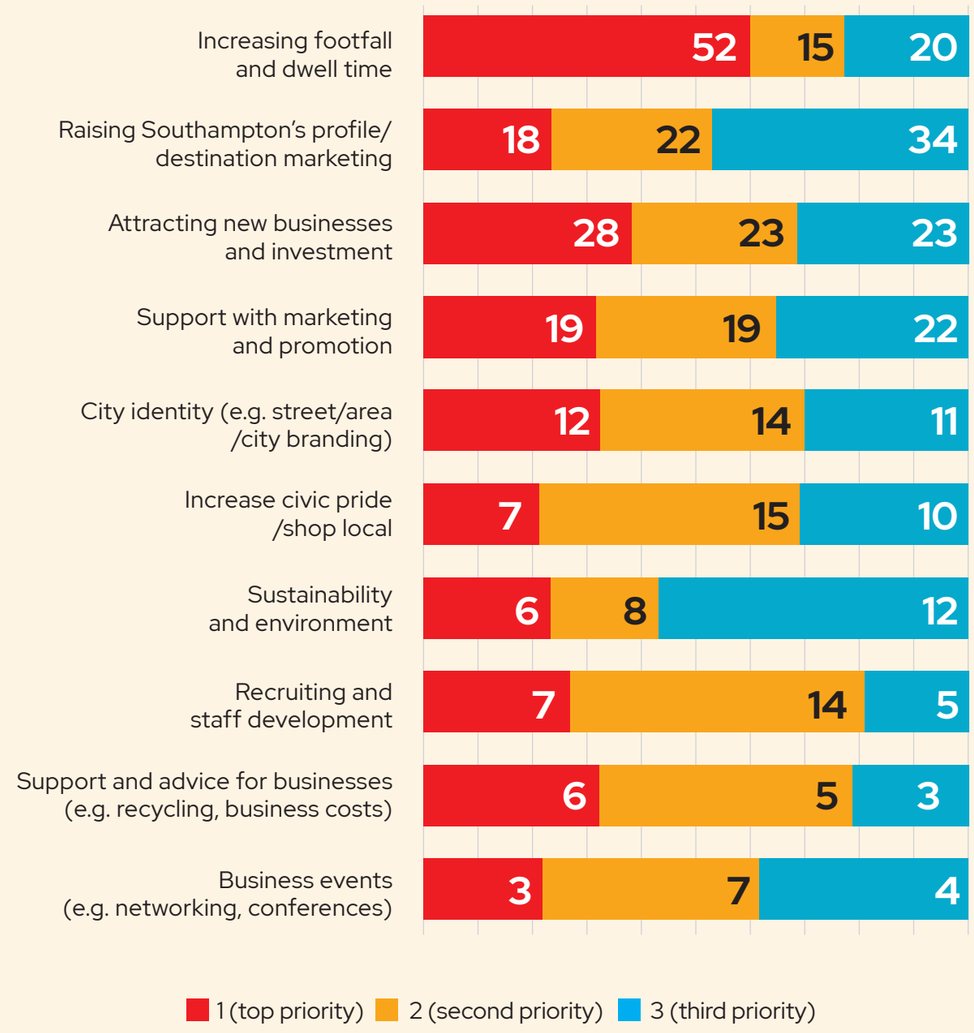
Our BID survey, which ran between February - April 2026, allowed businesses and organisations the opportunity to say what they need from their BID. The 148 survey responses and ongoing business engagement helped to drive this business plan.

> **Southampton welcomes substantial numbers of cruise passengers each year, representing a significant but under-leveraged economic opportunity.**
>
> Feedback from the BID survey

Your top 3 priorities for improving the city centre



Your priorities for economic growth and prosperity



YOUR SUPPORT

GO! Southampton has been instrumental in helping us establish and grow the Holi Festival in becoming a key cultural event in the city. Their support has extended beyond funding, creating valuable connections with local organisations, businesses, the council and the University, enabling us to broaden our community impact.

Anjali Mavi, Founder of the Hampshire Indian Community

GO! Southampton consistently provide focused and effective support to the city's hospitality sector. The team work with venue owners to ensure we have a safe environment and also lead and contribute to business development initiatives.

John Cooney, Owner, The Cricketers Arms

Working directly with the BID, and the Southampton Business Crime Partnership, allows us to capitalise on data and information sharing to tackle crime and anti-social behaviour.

Michael Nicholson, Destination Director, Westquay Shopping Centre

GO! Southampton makes a huge difference to the life, look and feel of the city. We work closely together to enliven the city centre with arts, activities and festivals, while depending on them to keep our streets safe, clean and navigable. Southampton is stronger and more vibrant with GO! Southampton on the case for businesses across the city.

Woodrow Kernohan, Director, John Hansard Gallery

Visit Southampton Welcome Volunteers

#1000 kisses Christmas campaign

Train station artwork, funded by GO! Southampton

Spencer Bowman, Mettricks Westquay

Visit Southampton marketing

Ankit Vaghela, Padharo

OUR 2027 – 2032 PLAN

Southampton is a city with a proud heritage and a bright future. GO! Southampton's aim is to help make that future a reality by working with you and our partners to invest in the city centre and ensure it remains a great place to work, study and visit.

After nearly a decade of successful delivery, we have identified our priorities for the next five years, shaped by your responses to our consultations across all sectors within the BID area.

Achieving this means **attracting** more people into the city centre, encouraging them to stay longer and increase spend in local businesses. We will focus on cruise passengers already coming into the city centre to begin their holiday or stopping here as part of their cruise experience to enjoy the Medieval walls, the Titanic story, a wide range of shopping and excellent food and drink.

To achieve this, we must be **welcoming**, which requires both practical action and a positive attitude. We want to ensure everyone feels safe and welcomed into a vibrant and clean environment.

We recognise the challenges facing all sectors, including rising costs, recruitment and retention of talented staff, workforce wellbeing and the need to effectively promote businesses in a competitive environment. Recent national and international events have demonstrated how external factors can have a significant impact on us all. We will continue **supporting** businesses to meet these challenges and take advantage of new opportunities.

We are **aspiring** and ambitious in delivering our programme of projects over the next five years to address the economic and social challenges, improve public spaces and attract large-scale investment through active participation in the Renaissance Board and delivery of the city's vision.

GO! Southampton is committed to helping deliver a thriving city centre for business, leisure, education and tourism. This will only be achieved with your support. Thank you.

Stephen Manion
Executive Director, GO! Southampton

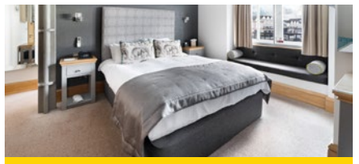
Our project themes will be **Attracting**, **Welcoming**, **Supporting** and **Aspiring**

YOUR ONGOING BID SERVICES

Visit Southampton promotion

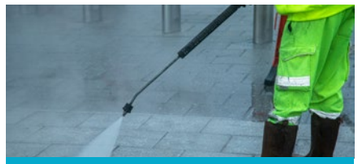
Radio network and DISC portal

City Centre security patrols



Marketing campaigns and PR opportunities

Cleaning service including hot washes and graffiti removal



Annual Big City Clean

Business Cost Reduction Service

Online training hub

Business events and in-person training

Footfall and spend insights

Waste recycling discount scheme

Job vacancy advertising

Event Sponsorship Scheme

Photography service

Lobbying for business

For more detail on these services, visit
www.gosouthampton.co.uk/benefits

ATTRACTING

Raising Southampton's profile as a national and international destination and growing the local visitor economy.

Our projects will include:

- ✓ Develop the Visit Southampton website to attract new visitors and encourage repeat customers.
- ✓ Improve the information available to cruise passengers before booking or pre-arrival, encouraging them to explore the city on transit calls or stay longer pre/post cruise.
- ✓ Engage with local families by offering activities such as free trails including the Snow Windows trail, to get people moving around the BID area.
- ✓ Create and deliver marketing campaigns that support sectors and areas such as hospitality, night-time economy, Old Town, Bedford Place and Oxford Street, utilising the Visit Southampton and Your Southampton channels.
- ✓ Promote the Your Southampton brand to workers and residents.
- ✓ Continue to raise the city's profile at a regional and national level with our dedicated PR agency.
- ✓ Promote the city to prospective students, working with local partners.
- ✓ Work on the above with the Destination Management Partnership (DMP) which includes city partners, cruise representatives and travel operators for an aligned voice when promoting Southampton as a destination.

> **Having worked with GO! Southampton since 2022, I have seen their commitment to making Southampton a leading destination. Their initiatives support local businesses, strengthen the visitor economy and bring real benefits to sectors such as cruise, helping to drive growth and investment across the city.**
> Fay Draper, Lead Cruise Manager, ABP Southampton

WELCOMING

Delivering services for a safer, cleaner and more welcoming city centre.

Our projects will include:

- ✓ Provide visible safety patrols by our security team, targeting identified hotspots.
- ✓ Retain national accreditation for the evening and night-time economy through the Purple Flag scheme.
- ✓ Utilise Southampton Business Crime Partnership (SBCP) connections and technology to tackle business crime and anti-social behaviour.
- ✓ Work with city partners including Hampshire Constabulary and Southampton City Council on initiatives, including Operation Predict to improve the city's coordinated approach to safety.
- ✓ Tackle issues around street-attached communities, expand the Diverted Giving scheme to support people in need and continue to work with city stakeholders on the strategic plan.
- ✓ Support businesses and organisations with safety updates during major city events or incidents.
- ✓ Develop the Live Facial Recognition programme, exploring a rollout to the daytime economy and improving the way it's used in the night-time economy.
- ✓ Improve lighting installations to help visitors feel more comfortable and increase footfall.
- ✓ Deliver targeted cleansing in high-footfall areas on peak days to encourage return visits.

"GO! Southampton is a valued partner in helping to make Southampton city centre safer. Through collaborative working, intelligence sharing and initiatives that support both the daytime and night-time economy, the BID makes a significant contribution to reducing crime and improving public safety for everyone."

Charlie Ilderton,
Chief Inspector at Hampshire & Isle of Wight Constabulary

Create a more connected visitor experience and help our businesses and organisations grow their tourism offer, to drive spend.

Our projects will include:

- ✓ Welcome visitors on peak days including cruise ship arrivals, conferences, large events and University open days.
- ✓ Provide peak day street entertainment and park activities to increase dwell time.
- ✓ Welcome large groups of conference visitors with itineraries, maps and signposting before or during events.
- ✓ Invest in permanent wayfinding, trails and public art to increase footfall in the BID area.
- ✓ Develop visitor experiences using heritage assets, green spaces and leisure opportunities to strengthen our tourism offer.
- ✓ Expand the Visit Southampton Welcome Volunteers scheme with pop-up visitor information stands.

"The BID continues to actively boost the tourist economy by supporting cultural venues like ours and the wider Old Town area, helping to create a more vibrant and welcoming place to visit, explore and enjoy."

Dan Crow, Director, God's House Tower/a-space arts

SUPPORTING

Improving the connectivity across the BID area and the experience for those working in the city.

Our projects will include:

- ✓ Influence and support improvements in areas with high footfall for people working in the city.
- ✓ Launch the Playful City project which supports the health and wellbeing of employees in Southampton by promoting the parks and activities, while connecting organisations.
- ✓ Provide a travel survey and work with partners at Southampton airport, train station and port to improve connectivity.
- ✓ Connect workers in the city to hospitality and leisure businesses through partnerships, events, offers and promotions.
- ✓ Offer 'BID Services' which include benefits that save businesses time and money.
- ✓ Provide additional security patrols dedicated to supporting people commuting to and from work.
- ✓ Lobby for those in the BID area and connect businesses with the same challenges, for a strong coordinated voice.

STAY CONNECTED

The BID network allows businesses and organisations to fairly access opportunities in the city. We encourage all levy payers to subscribe to the GO! Southampton newsletter, or speak to their account manager about opportunities such as those listed below.

- Offers for cruise passengers and crew.
- City trails and walking tours.
- Film office opportunities.
- Pop-up opportunities (events, meanwhile uses, markets etc).

ASPIRING

Championing local business interests through active city partnerships.

Our projects will include:

- ✓ Work with partners to attract large-scale investments and new businesses.
- ✓ Encourage meanwhile uses on development sites and identify pop-up opportunities.
- ✓ Collate citywide data to track trends and identify opportunities to improve the economic health of the city.
- ✓ Work with the Royal Society of Arts (RSA) and community organisations to improve sustainability and a greener environment through Building with Nature projects.
- ✓ Improve the environment to become safer, more pedestrian-friendly, connected and sustainable through projects to support the city's Heart of the City programme in partnership with the city council, investors and developers.

"GO! Southampton has always been there for our business, supporting us and providing opportunities that would have been difficult to access without their help.

They have connected us with valuable marketing opportunities such as the photography service, organised events like City Networking that help businesses build relationships and consistently shown genuine care and interest in us and the growth of Southampton.

Through their hard work and enthusiasm for supporting businesses of all sizes, they have created an irreplaceable sense of community within the city."

Steph Terry, Venue Manager, Locked In A Room

YOUR SUPPORT

The BID's work on establishing Southampton as a destination by supporting, promoting and organising events, helping reduce crime and elevating the profile of the city has led to more guests choosing to stay in Southampton and with us. While materials like the visitor maps have helped elevate our guest experience while reducing pressure on the team.

Angel Shtrbevski, Captain, Moxy Hotel

The BID has been instrumental in supporting the businesses with planning issues and have helped CRIB gain our temporary planning extension allowing us to stay open later. This, along with their work on obtaining the Purple Flag accreditation, is critical to the growth of the night-time economy.

Sharon Snober, Manager, CRIB

GO! Southampton have been amazing with driving people to Old Town with different activities and events that have increased footfall in the area. They have also facilitated additional collections to reduce overflowing bins at the back of our offices, which now stay clean and tidy!

Charlie Smeeton, Branch Manager, Howden Insurance

BID ARRANGEMENTS

Levy Rules

1. The Business Improvement District (BID) will commence on 1 April 2027 for a five-year term, until 31 March 2032.
2. The levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID area.
3. All non-domestic ratepayers of hereditaments in the BID area with a rateable value of £19,000 or more will be required to pay the levy. This is a mandatory charge and carries the same enforcement weight as the collection of non-domestic rates. Levy will be invoiced for by Southampton City Council on behalf of the BID.
4. The levy rate is 1.65% of the rateable value for each hereditament, as detailed in the 2026 Non-Domestic Rating List.
5. Occupiers within Westquay, The Marlands, West Quay Retail Park, Mountbatten Retail Park and Studio 144, who are subject to a service charge, will pay 1.55%.
6. Levy will be calculated using the 2026 Non-Domestic Rating List for the whole five-year term, except where explicitly mentioned otherwise.
7. Hereditaments that come into the rating list during the BID term will be subject to the levy from the effective date that the eligible hereditament is brought into the rating list and the rateable value effective at that time.
8. Future Valuation List amendments will not be taken into account in calculating the levy unless the property is deleted from the Valuation List. There will be no refunds given for retrospective years.
9. The number of hereditaments liable for the levy is approximately 731 (correct as of July 2026).
10. The rate will be amended on an annual basis in line with the Consumer Price Index (CPI) or 2% if higher, measured in September in the preceding financial year. This is subject to Board agreement.
11. The owners of untenanted properties or hereditaments will be liable to pay the levy.
12. The levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area, up until the end of the five-year term, even if they did not vote in the BID ballot.
13. Charitable organisations will not receive an automatic levy relief. Registered charities (excluding retail premises) can apply for a Discretionary Rate Relief of up to 50%. Applications must be submitted in accordance with the process and timescales set out in the Governance section on the GO! Southampton website.
14. Non-levy payers will have the option to become voluntary associate members of the BID.
15. Southampton City Council will be responsible for collecting the levy. The chargeable period from Southampton City Council to the BID will be from 1 April to 31 March, starting 1 April 2027. The collection charge to the BID for this will be £33,186.88 annually. This equates to 2.53% of the anticipated billed levy for 2027-28.

The ballot

1. The ballot will be administered by Southampton City Council Electoral Services. Ballot paper(s) will be sent or hand delivered to those responsible for an eligible hereditament in the BID area around 27 October 2026 to allow sufficient delivery time.
2. For each hereditament that a person is a ratepayer for, they are entitled to one postal vote. The ballot will open on 30 October 2026. Voting closes 5pm on 26 November 2026. Ballot papers received after 5pm will not be counted. The result of the ballot will be announced on 27 November 2026, or as soon as possible thereafter.
3. For GO! Southampton to be elected the result will need to meet, as a minimum, two independent criteria:

   (a) of those ballot papers returned by the closing date, those voting in favour must exceed those voting against it.

   (b) of those ballot papers returned by the closing date, the total rateable value of those hereditaments which vote in favour must exceed the total of those voting against.

Your BID levy is calculated against the rateable value of your property.

Indicative values are below:

Rateable value of property	Annual BID levy payment
£19,000	£313.50
£50,000	£825.00
£100,000	£1,650
£1,000,000	£16,500

Finances

1. The BID team has adopted a cautious approach to the indicative budget for the renewed BID term. This is based on historic and likely future trends.
2. The levy income available for the BID in 2027-28 will be £1,308,000 (correct as of July 2026).
3. The Finance and Scrutiny Committee is a standing committee of the GO! Southampton Board, which oversees compliance with the BID's financial policies and procedures.
4. During the last term the BID secured more than £490,000 in additional revenue. The BID aims to generate further investment in the upcoming term, working with funders and partners.
5. Core costs of the BID in the next term are estimated as 16% of total expenditure. It is important to the BID that levy goes towards deliverable change and support. This is why the Finance and Scrutiny Committee will continue to ensure that overheads remain below 20% of total expenditure.
6. The BID is a not-for-profit organisation.
7. The BID delivers services that are in addition to services provided by Southampton City Council.

Accountability and transparency

1. The BID will be governed by an independent Board of Directors. Elections to the Board will be held at the Annual General Meeting (AGM) and all members of the BID will be eligible to run for election.
2. Provided that the BID is meeting its overall objectives, the Board has the option to vary service delivery and expenditure allocation to meet the changing demands of businesses.
3. The BID will file annual accounts to Companies House, compiled by independent accountants. The accounts will therefore be available to all levy payers. We will provide information to businesses on BID activities, including our finances, through an annual report and Annual General Meeting. The BID is agreeing an operating agreement, which includes the council's baseline statements of what they will deliver, with Southampton City Council.

"GO! Southampton have been an invaluable partner in helping us grow Southampton Pride into one of the city's most vibrant and inclusive events. Their support shows a genuine commitment to making the city centre a place where everyone feels welcome. For us, they're not just a BID, they're a connector, a supporter, and a champion for Southampton."

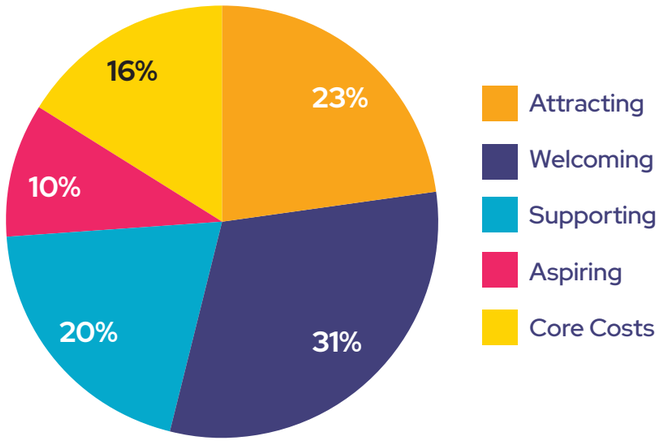
Julianne Watling-McCarthy,
Co-Founder of Southampton Pride and CEO of The Stage Door

BID AREA DEFINITION

The proposed BID area includes some new hereditaments which were not included in previous terms. This is to reflect the work which GO! Southampton has been supporting in the extended areas, and the change in the business environment in Southampton.

YOUR INVESTMENT

Here you will find the proposed BID budget for 2027-2032, based on the business plan detailed on pages 23-29. Representatives from Southampton's business community and partners will continue to be closely involved in shaping our programme of work.



	2027-28	2028-29	2029-30	2030-31	2031-32	Total	%
Income							
BID levy	£1,308,000	£1,334,160	£1,360,843	£1,388,060	£1,415,821	£6,806,884	
Additional income	£130,800	£133,416	£136,084	£138,806	£141,582	£680,687	
Total income	**£1,438,800**	**£1,467,576**	**£1,496,928**	**£1,526,866**	**£1,557,403**	**£7,487,571**	
Expenditure							
Attracting	£335,926	£342,645	£349,498	£356,487	£363,617	£1,748,173	23%
Welcoming	£445,087	£453,989	£463,069	£472,330	£481,777	£2,316,252	31%
Supporting	£280,079	£285,681	£291,394	£297,222	£303,167	£1,457,542	20%
Aspiring	£143,304	£146,170	£149,093	£152,075	£155,117	£745,759	10%
Core costs	£234,403	£239,091	£243,873	£248,751	£253,726	£1,219,844	16%
Total expenditure	**£1,438,800**	**£1,467,576**	**£1,496,927**	**£1,526,866**	**£1,557,403**	**£7,487,571**	

YOUR VOTE COUNTS

If you are an eligible ratepayer within the BID area, please vote for GO! Southampton in the upcoming ballot. Your YES vote will ensure we can continue our vital work to support the Southampton business community for a third term (2027 - 2032).

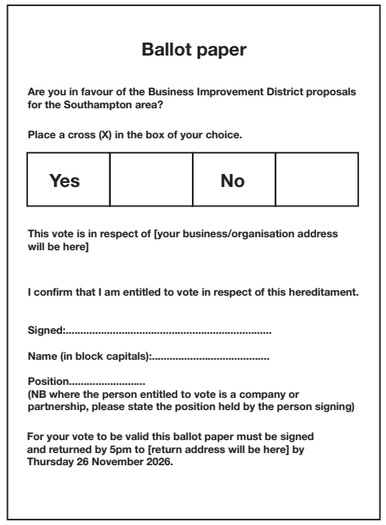
The postal ballot will take place from
30 October to 26 November 2026.

HOW TO VOTE

1. You will receive your ballot paper(s) in the post shortly after 27 October 2026. Email us if you do not receive this: info@gosouthampton.co.uk
2. Put a cross (X) beside your choice on the ballot paper.
3. Write your name in CAPITAL LETTERS, your business role and sign the form.
4. Return your completed ballot paper(s) in the pre-paid envelope(s) **by 5pm on 26 November 2026**.

For further details go to:
www.gosouthampton.co.uk/ballot2026

Complete one ballot paper for each hereditament you are responsible for. Each ballot paper should be returned in a separate envelope.



Ballot paper

Are you in favour of the Business Improvement District proposals for the Southampton area?

Place a cross (X) in the box of your choice.

Yes		No	

This vote is in respect of [your business/organisation address will be here]

I confirm that I am entitled to vote in respect of this hereditament.

Signed:.....

Name (in block capitals):.....

Position.....
(NB where the person entitled to vote is a company or partnership, please state the position held by the person signing)

For your vote to be valid this ballot paper must be signed and returned by 5pm to [return address will be here] by Thursday 26 November 2026.

Ballot paper example