

YOUR BUSINESS IS OUR BUSINESS



YEAR 8 2024/2025 BUSINESS PLAN

Your Business Improvement District



GO!
SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT

THE YEAR 8 PLAN

Whilst we keep our core values and mission at the forefront of what we do, Year 8 brings an exciting new programme of work, creating a thriving and vibrant city for all those who work, live and visit Southampton.

Improving city centre safety and tackling crime and anti-social behaviour will remain a priority for us as we continue to work with Hampshire & Isle of Wight Constabulary, Southampton City Council and other strategic partners on these issues.

Throughout the year we will be working on exciting new projects to enhance and enliven the city centre experience for residents, workers, and visitors alike. We will continue to animate the city through public art and activations whilst working closely with businesses to build area identities.

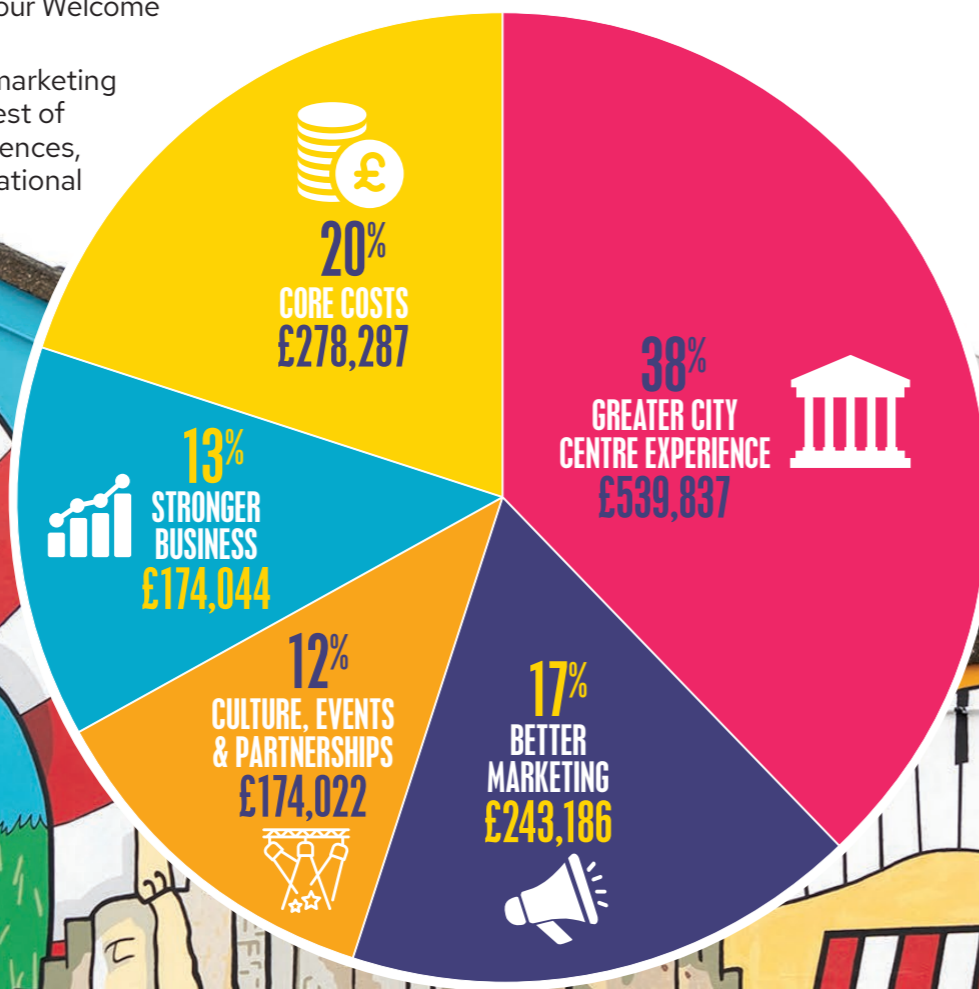
Developing relationships and promoting our city to cruise passengers will play a major part in our Year 8 plans, including the launch of our Welcome Volunteer Programme.

To complement these projects our marketing campaigns will showcase the very best of what the city has to offer for all audiences, particularly targeting regional and national visitors into the city.

Developing the Visit Southampton website and social media channels will play a fundamental part of our marketing plans as we drive the channels as the leading visitor website for the city.

As always, our plans will adapt and flex to the needs of you, our businesses. Therefore, whilst our core projects will remain, we will deliver new initiatives throughout the year. Read on to see our 'Top 5' projects for each of our theme groups that we will work to achieve in 2024/2025.

See below our budget for 2024/2025. Please note the split will adjust accordingly throughout the year to meet the needs of our BID members.



GO! SOUTHAMPTON'S 'TOP 5'

BETTER MARKETING

- 1 Implement improvements to the Visit Southampton website and social media channels to ensure its effective use as the leading tourism platform for the city
- 2 Work with a PR agency and partners to raise Southampton's profile as a visitor destination
- 3 Plan and deliver effective marketing campaigns that focus on seasonal/national holidays and specific sectors/areas as well as supporting third-party and local campaigns
- 4 Enhance BID datasets to monitor footfall, spend and consumer behaviour and use data to inform and evaluate projects, services and events
- 5 Offer marketing services to BID members that will help them grow their own business

Artwork by Poppy Ash, mural by Callum Young.

CULTURE, EVENTS & PARTNERSHIPS

- 1 Offer a sponsorship programme for third-party events in the city consisting of micro and major grants
- 2 Work with partners to deliver an exciting Christmas event that attracts local and regional visitors into the city centre
- 3 Curate a programme of business events and training for our BID members
- 4 Market and promote BID events, sponsored events and citywide events to local and regional audiences, including students, residents and workers
- 5 As Founding Partner, work with Southampton Forward to improve the tourism offer in the city and drive the Festival and Events strategy



GREATER CITY CENTRE EXPERIENCE



- 1** Uphold our dedication to safeguarding businesses from instances of anti-social behaviour and theft, for a secure and enjoyable city centre environment for all stakeholders, especially city centre workers
- 2** Complement the city's cleaning efforts with additional cleaning services for the BID area including graffiti and fly tipping removal as well as hot washing and an annual deep clean
- 3** Renew the Purple Flag accreditation, promote the positive perceptions of our city after 5pm and pioneer innovative technology to support the night-time economy
- 4** Provide training to strengthen the visitor experience and support initiatives which help foster an accessible and inclusive city centre for all
- 5** Continue to be involved in enhancing the visitor experience, which includes initiatives such as street decoration, animation, public realm projects and improving the welcome to the city

STRONGER BUSINESS



- 1** Champion the agreement of a city narrative to attract investors and businesses that will bring high paid employment to the city
- 2** Support the welcome when major businesses move into the city, and promote the local offer to attract people to work in the city
- 3** Invest in a cost-effective year-round street lighting programme that not only enhances the city's ambience and attracts visitors but also serves as a long-term solution, saving money typically spent on seasonal lighting installations
- 4** Support and contribute to the city's economic growth and masterplanning
- 5** Utilise placemaking strategies to develop the identity of independent shopping areas within the city centre and attract businesses to occupy vacant units

SEE UPDATES TO OUR BUSINESS PLAN



www.gosouthampton.co.uk/year8



To see all our services and benefits available to you go to
www.gosouthampton.co.uk/benefits

 02380 003637  info@gosouthampton.co.uk

 GO! Southampton  @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 2024)

