

YOUR BUSINESS IS OUR BUSINESS



2022-2027
Your Business Improvement District



GO!
SOUTHAMPTON

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Photograph by Joe Low

Front cover photograph (Carlton Place) by Ryan Stanikk

WELCOME

Five years ago, we asked for your vote to set up GO! Southampton to transform the city centre and help businesses capitalise on new opportunities within the local area.

We have made considerable progress in creating a safer, cleaner and more dynamic city – with a highly successful events programme, new and improved services, and closer business collaboration.

Now I am asking you to vote ‘yes’ again to ensure that the Business Improvement District (BID) continues this important work over the next five years.

As I write, we are still dealing with the consequences of the first pandemic of our lifetimes. Shops that stayed open during World War II were closed for many weeks and months, threatening the livelihoods of our members.

Throughout this time, GO! Southampton has proved its worth. The team sent out more than 70 business bulletins following the first lockdown. We advised our members on funding opportunities, let them know that their premises were being protected and updated them on how the BID was preparing the city centre for reopening. We don’t know what the future will bring but it is unimaginable to have a city centre without GO! Southampton.

When we wrote our BID Proposal in 2016, we said that “no city can prosper without a thriving centre – a place where businesses can flourish, residents can find products and services they need, and cultural opportunities are many and varied”. We also said that Southampton’s city centre had not fulfilled its potential. We have made many significant steps along the journey – but we have more work to do.

In this proposal, you will find out how GO! Southampton plans to build on the many successes of our first term, move Southampton forward even further and secure a successful outcome for the UK City of Culture 2025. This is an ambitious programme but one we are confident we can deliver and realise Southampton’s full potential as a top UK leisure, tourist and business destination.

Tim Keeping
Chair



THE STORY SO FAR...

With a track record of making things happen, GO! Southampton has made a huge contribution to the city and local businesses over the past five years:

£5.4M
invested over
first BID term

FOR EVERY £1
spent, GO! Southampton brings
in a further **25p**

£72.7M
investment secured with
partners for the city

We've made good progress in our first term but there's more work to do.

Please cast your vote to re-elect GO! Southampton for a second term (2022-2027) to continue this vital work.

- Vote Yes for a city to be proud of
- Vote Yes to be part of a thriving business community
- Vote Yes for lower business costs
- Vote Yes to raise your business profile
- Vote Yes to have your say in shaping our city

Vote Yes for GO! Southampton in November



[BETTER MARKETING AND EVENTS]

3.9 million
reached through
Visit Southampton
website and social media

WE'VE MISSED YOU SO MUCH
campaign reached
4.2 million

77%
of businesses have participated
in a marketing campaign
or event

[CULTURE, EVENTS AND PARTNERSHIPS]

£14 million
of investment secured for the
UK City of Culture 2025 bid from cash
and in-kind contributions

55%
increase in footfall in
Christmas 2019 (from 2016)

57.6m
media and PR reach for
Seaside in the Square

[A GREATER CITY CENTRE EXPERIENCE]

Shop theft
reduced by
64%

99% of
6,431
cleaning issues fixed

96%
of prolific offenders
prosecuted

Seven day-a-week security
presence, recovering nearly
£102
per shop theft

[STRONGER BUSINESS]

More than
80
businesses saved
nearly **£4k**
(on average) through the
Business Cost Reduction Service

Secured the removal
of the Late-Night Levy -
saving
£67k
each year for the city's night-time
economy businesses

BID members saved
£36,500
through our
recycling scheme

YOUR VOICE

Businesses are at the heart of what we do – your business is our business. We've listened and responded to your needs by putting your priorities at the forefront of our programme of work. We have delivered new and improved services, enhanced Southampton's profile and represented your views at all levels.

Our work is shaped and influenced by the business community through our board of directors and theme groups which are made up of representatives across the city. We are always looking for fresh ideas and encourage businesses to get involved in building our future plans. In early 2021, we brought together a steering group to consult on and determine plans for 2022 – 27 which included representatives from The Marlands, Westquay, West Quay Retail Park, Barclays, Marks & Spencer, All Bar One, Red Funnel, the Bedford Place Traders' Association and the Oxford Street Traders' Association. Our next five-year plan reflects the continuous feedback from BID members. Highlights of your responses include:

WHAT YOU TOLD US

90% of businesses indicated that GO! Southampton had a **very positive or positive** contribution to the city. 

 **92%** of businesses valued our **Safer City Centre** programme

89% felt they had a voice in key city decisions and **were represented by the BID** 

 **99%** felt that the BID would support them

79% valued  large-scale events

WHAT YOU WANT TO SEE NEXT

Further work to **reduce crime and anti-social behaviour** 

 Development of **Visit Southampton's marketing platforms** to attract more visitors

Increased inclusivity and diversity across the city 


 Continued **business representation** and action on key issues

Increased cleaning during the day and night 



"GO! Southampton gives the businesses in the city a single, more powerful voice. The Ballot Steering Group, which I have been honoured to chair, wanted to ensure that businesses and their needs are at the heart of the development of our next five-year business plan."

Laura Read
Westquay

HOW TO VOTE 
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ACHIEVEMENTS 2017-21

Raising our profile nationally

Back in 2017, businesses told us that Southampton needed better marketing and a greater online presence – and we’ve delivered on this.

In 2019, we launched the Visit Southampton website and social media channels, which have reached 4.7 million people. All BID members are eligible for a free business directory listing – with more than 325,161 page views for these listings so far.

In partnership with Solent University, we produced and circulated 20,000 copies of the SO What? magazine – which showcased the city’s hidden gems for residents/visitors and provided fantastic PR for local businesses.



Marketing the city and businesses

Key highlights:

- ✓ We’ve invested significantly in targeted PR campaigns, bringing more people into the city and showcasing what businesses offer. Our 2020 Christmas campaign, which featured 167 businesses, reached 1.3 million people.
- ✓ Around 5,000 families have joined city centre trails organised by GO! Southampton for the school holidays – directly leading to increased spending with BID businesses.
- ✓ In June 2021, we launched the SO Card, with money-saving offers from more than 80 businesses. This new scheme aims to increase footfall and build consumer confidence. The card has already reduced costs for more than 260,000 residents.

Through our PR activities, we’ve helped raise the profile of our city and local businesses. Journalists from The Sun, The I, Time Out and Choice magazine have all visited the city. We’ve been featured on BBC South Today, ITV Meridian, Radio Solent and in the Southern Daily Echo, Scotland’s Daily Record and Midi Libre in France.



“The BID has helped us raise the profile of our business through the Visit Southampton brand and PR activity.”

Lauren Sutton
Mercure Southampton Centre Dolphin Hotel

[A BIGGER AND BETTER WELCOME]

Back in 2016, local businesses asked us to improve the information available for visitors and residents.

To help first-time visitors, we’ve produced and circulated new maps to local hotels, visitor attractions and Southampton’s cruise terminals.



29,276 visitors welcomed and **7,962** directions were given to find your businesses by **GO! Southampton** rangers.

220k city maps distributed to visitors.

HOW TO VOTE 
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FUTURE PLANS

Over the next five years, we want to build on our achievements in raising Southampton's profile as a top leisure, retail and business destination.

Intelligence-driven marketing

- ✓ Increase footfall and spend in the city centre by targeting new and existing customers through marketing campaigns involving hospitality, retail, night-time economy and other sectors.
- ✓ Create a central hub of data on consumer behaviour in the city – enabling businesses to identify opportunities to increase their customer base.
- ✓ Use the findings from retail and leisure gap analysis to attract new businesses to the city and help existing businesses to diversify and respond to changing consumer needs.

Marketing the city and businesses

- ✓ Promote the appeal of the city's unique retail and cultural venues, such as the Mayflower and Westquay, to attract regional visitors.
- ✓ Provide targeted support for businesses to strengthen their marketing activities and align with city-wide campaigns.
- ✓ Bring together businesses for PR campaigns that promote Southampton as a short-break destination – with a focus on encouraging cruise passengers and business tourists to extend their stays.

Raising Southampton's profile

- ✓ Implement the new destination management plan, and associated PR campaign, to attract regional and national visitors to the city and enhance Southampton's reputation as a great place to visit.
- ✓ Increase awareness of the Visit Southampton website and social media channels, which provide free marketing for businesses.
- ✓ Deliver seasonal and sector-based campaigns to attract residents and visitors from further afield.



PROMOTE
the appeal of the
city's **unique retail**
and **cultural venues**



"As a trader in Oxford Street, we are excited to become part of the BID which we know can help us promote our rich and diverse offering."

David Riley-Coles
The London Hotel

HOW TO VOTE ✓
SEE PAGE 35

ACHIEVEMENTS 2017-21

GO! Southampton has played a leading role in the city's bid to become UK City of Culture 2025 – securing substantial investment to take this bid forward.

UK City of Culture 2025 bid

Winning this competition would have a transformative effect on Southampton, raising the city's profile, increasing visitors and boosting the economy. We have involved local businesses at every stage of the bid process, from shaping the application through to developing our commercial strategy.

Regardless of the outcome, this bid has enabled us to work with local businesses to identify future priorities to support the city's economic growth – and secure investment to fund long-term plans.

£8 MILLION

of investment secured for the City of Culture bid and

£6 million

from in-kind contributions.

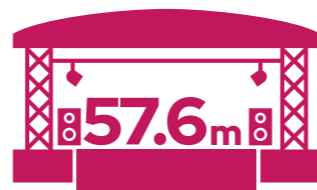
Bigger and better events

Businesses told us that they wanted improved and better-marketed events in Southampton that celebrated our arts, culture and heritage. In response, we've organised and delivered our own events programme and supported many third-party events – attended by more than 300,000 people.

In 2018, we launched Seaside in The Square – a free event filled with family-friendly activities, sport and live entertainment. This event has proved a huge success, bringing together the community and generating £237,000 in direct economic value in its first year alone. It has gained extensive coverage in the media, including ITV Meridian, BBC South Today and BBC Radio 2.

We've also supported more than 15 additional city centre events through grants, including Southampton Pride, the Bedford Place Summer Festival and the ABP Southampton Marathon.

With BID support, city events are now delivered with more investment, marketing and resources – attracting higher audience numbers and greater spend in the area.



media reach for Seaside in the Square 2019

66%

of Seaside in the Square visitors came to Southampton for the event

55%

increase in Christmas footfall (2019 figures compared with 2016.)

300k+

people have attended events organised/supported by the BID

Bringing local businesses together

Our quarterly City Networking events have proved popular with local businesses, bringing together civic, community, religious and business leaders.



"GO! Southampton is forward thinking in their events programme, bringing fresh and exciting ideas to the city every year as well as supporting city-wide events such as Pride."

Louise Lock
IKEA

HOW TO VOTE
SEE PAGE 35 

FUTURE PLANS

Events will play a central role in helping the city's post-pandemic recovery, bringing the community and our businesses back together. Over the next term, we will focus on supporting the UK City of Culture bid, expanding our events programme and securing partnership and investment opportunities.

UK City of Culture

- ✓ Lead the commercial strategy for Southampton's UK City of Culture 2025 bid.
- ✓ Attract investment into the city and new opportunities for businesses from a successful bid*.
- ✓ Maximise opportunities for businesses to get involved with City of Culture events – and promote their offerings to visitors*.

*Subject to a successful bid.

Events

- ✓ Deliver a free, large-scale annual event that raises Southampton's profile nationally.
- ✓ Support third-party events, such as Pride, that deliver economic benefits for BID businesses and increase footfall into the city.
- ✓ Host national events, including the UEFA Women's Euro 2022.

Partnerships and investment

- ✓ Create new partnership, sponsorship and investment opportunities to deliver our ambitious events programme.
- ✓ Secure external funding to enhance business services available through the BID and elsewhere.

LEAD THE 
commercial strategy for
Southampton's
UK City of Culture
2025 bid

"GO! Southampton has provided opportunities for the city's cultural ecology to thrive and be celebrated and has secured significant investment to ensure Southampton is a city that values its culture."

Michael Ockwell
Mayflower Theatre and MAST Mayflower Studios

HOW TO VOTE 
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ACHIEVEMENTS 2017-21

Southampton has great potential to develop as a regional leisure, retail and business destination. However, the city still experiences significant issues with crime and anti-social behaviour – the top concern expressed by local businesses.

Over the past five years, we've worked hard to create a safer and cleaner city centre for residents, workers and visitors to enjoy.

A safer city centre

We launched the nationally accredited Southampton Business Crime Partnership (SBCP) – which enables more than 250 businesses and the police to share crime intelligence data.

Shop theft has been reduced by 64% by SBCP members – leading to the recovery of more than £44,543 worth of stock. A total of 96% of prolific offenders have been prosecuted – leading to 41 prison sentences.

GO! Southampton joined partners to identify street-attached individuals who are causing the most harm through crime and anti-social behaviour, including aggressive begging. Through Operation Luscombe high-harm offenders have been offered targeted support and on occasion received Criminal Behaviour Orders to alter behaviour and reduce harm.

In 2021, GO! Southampton, in partnership with the Street Support Action Group, launched the 'Change The Way You Give' diverted giving campaign which provides targeted support for rough sleepers via local charities.

Finally, as part of our efforts to create a safer city, we have successfully lobbied for increased policing. This led directly to the creation of the City Centre Unit and seven officers dedicated to preventing serious crime and disorder.

64% reduction in shop theft

7-day-a-week security, recovering nearly

£102 per shop theft

£550k secured with partners to improve security and reduce crime in the Bargate ward

A cleaner and better-maintained city

Local businesses and shoppers told us that they wanted to see a cleaner city. In 2018, we launched a cleaning service in partnership with the council. The team has removed more than 2,200 pieces of graffiti and hot washed over 1000 doorways – benefiting more than 170 businesses.

Our street rangers have reported around 850 environmental issues. In total, 95% of all reported defects and issues have been fixed within the past three years, including repairs to pavements, drains and lighting.

GO! Southampton has also been part of the Local COVID-19 Health Protection Board, supporting businesses with social distancing signage and public health briefings.

2,249 pieces of graffiti removed

99% of 6,431 cleaning issues have been resolved

More than **95%** of environmental issues have been fixed

Better transport and access

Improving the city's transport network is essential to our future economic growth and we have actively influenced transport plans across the city

We worked with the local councils to secure £57m through the Transforming Cities Fund to improve access to the city.

GO! Southampton has also played a critical role in securing the airport runway extension, which will prove crucial in bringing more visitors to the city.



"The BID has directly helped us with reducing crime and anti-social behaviour by sharing local crime intelligence and preventing shop theft."

Kerry Mansell
Marks and Spencer

HOW TO VOTE
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FUTURE PLANS

We will build on our work tackling the root causes of crime and anti-social behaviour in the city to protect our residents, visitors and businesses.

Safer city centre

Keeping businesses safe from harm

- ✓ Develop the Southampton Business Crime Partnership to become a central hub for local crime intelligence for BID members.
- ✓ Continue to provide a daily security presence to protect local businesses.
- ✓ Work with the police and businesses to reduce violence against public-facing workers and extend the 'Stamp Out Abuse' campaign.

Preventing and reducing offending

- ✓ Work with Hampshire Constabulary, Southampton City Council and other partners to tackle prolific offenders and organised crime using collated case files.
- ✓ Work with the local council and partners to extend support to street-attached individuals with drug and alcohol addictions.
- ✓ Partner with Counter Terrorism Policing South East to deliver training for businesses.
- ✓ Support No Limits on targeted youth work to prevent crime and anti-social behaviour.

Creating safer and stronger communities

- ✓ Work with Southampton Street Support Action Group and other groups to implement measures to tackle anti-social behaviour and crime.
- ✓ Invest in Citywatch (CCTV) to detect crime and anti-social behaviour
- ✓ Play an active role in emergency planning in the city, including public health responses.

Supporting the night-time economy

- ✓ Support growth in this sector by commissioning a Night-time Economy Strategy.
- ✓ Continue to manage the Licensing Link, which represents licensed premises.
- ✓ Introduce targeted security and work with partners, such as the Violence Reduction Unit, to make Southampton a safer place to visit at night.

INVEST in Citywatch (CCTV) to detect crime and anti-social behaviour



"The BID goes above and beyond to respond to the challenges facing the city with crime and anti-social behaviour, as well as supporting in decreasing stock loss through theft. They have secured significant external investment and infrastructure to protect our business and our colleagues."

Scott Brown
Primark

HOW TO VOTE
SEE PAGE 35



FUTURE PLANS

A cleaner, better-maintained city

- ✓ Extend cleansing, including deep cleans, graffiti removal and hot washing.
- ✓ Introduce evening/weekend cleaning services.
- ✓ Work with Southampton City Council to identify new commercial opportunities for the city's heritage assets, including the vaults.

An inclusive city centre

- ✓ Co-ordinate an Accessible Cities group to look at removing accessibility barriers.
- ✓ Influence future developments on inclusivity and accessibility, including the Mayflower Quarter.
- ✓ Support plans for Southampton to be accredited as a Child Friendly City.
- ✓ Provide inclusivity training to encourage greater diversity in the workplace and across the city.

Transport and access

- ✓ Shape future transport initiatives, representing the business voice and championing access improvements to support the city's post-pandemic revival.
- ✓ Work with transport providers to ensure that public transport services match demand and support the day and night-time economies.

Business support

- ✓ Extend the dry mixed recycling scheme in partnership with Southampton City – helping businesses to save money and to increase recycling.
- ✓ Develop the BID's cost reduction schemes, offering businesses savings on their utility bills and merchant fees.

**SHAPE
FUTURE** 
transport initiatives,
championing the
business voice.



"As a small business we have started to see real results with the BID, particularly through the cost savings services. We are excited to explore opportunities with GO! Southampton to repurpose our underutilised space."

Julie Bentley
Haringtons

Image of Julie Bentley and Heather Emmett

HOW TO VOTE
SEE PAGE 35 

ACHIEVEMENTS 2017-21

In our first term, we have worked tirelessly to ensure that Southampton is a place where businesses can thrive. We've delivered saving schemes for our members, brought in new investment and helped provide training for businesses and young people in the city.

Helping businesses to reduce costs

We partnered with Southampton City Council to launch our dry waste recycling scheme, which gives BID businesses up to 50% off their recycling. This has saved BID members £36,500 a year and reduced waste sent to landfill.

More than 80 businesses have identified nearly £4k of savings, on average, through the Business Cost Reduction Service, reducing their utility bills and merchant fees.

A stronger voice for business

We've lobbied local policy makers on issues that matter to local businesses – and ensured business representation on key decisions:

- ✓ We secured removal of the Late-Night Levy – saving businesses in the night-time economy £67k each year.
- ✓ More than 70 businesses shaped the BID's response to the Local Plan consultation – which focuses on how land should be used and sets standards for new developments.
- ✓ We've represented businesses at forums, including Southampton Connect and the Safe City Partnership.

Developing skills and talent

Developing our future workforce will play a key role in the city's long-term success.

We've supported 'Get Inspired' career events across the city, helping school pupils to connect with local employers. To date, nearly 3,000 pupils have attended these events.

We've worked with The Big Issue and Saints Foundation to give local people from disadvantaged backgrounds unique opportunities to create content for The Big Issue Southampton Takeover magazine. This project has been a huge success, providing local people with work and training whilst raising Southampton's profile.

In collaboration with other organisations, we've also offered training opportunities for businesses – covering 'Welcome Host' customer service, marketing and counter terrorism.

20,000 copies of The Big Issue Southampton Takeover distributed

2,800 local students attended 'Get Inspired' career events

100 businesses benefitted from mental health training during the pandemic

Harnessing investment opportunities

Working with our partners, we've secured significant inward investment into the city:

- ✓ GO! Southampton helped to secure £72.7m for Southampton through various funding applications, including the Discover England Fund, Safer Streets Fund and Transforming Cities Fund.
- ✓ We teamed up with Internet service provider, toob, to promote the £50 million roll-out of the city's full-fibre network.
- ✓ We have started to campaign for substantial, new 'A-grade' commercial space for high-skilled employers, notably in the new Mayflower Quarter.



"GO! Southampton has offered dedicated support on key licensing issues and unlocked opportunities through representation of the night-time economy."

Piers Kannangara

The Broadway, Heartbreakers, Pam Pam, Papillon, The Social and XOXO

HOW TO VOTE
SEE PAGE 35

FUTURE PLANS

We will focus on supporting the post-COVID recovery of our businesses and securing the future prosperity of Southampton.

We will work with partners on city-wide programmes to help businesses develop their staff to support economic growth while nurturing young people through employment and training opportunities.

Future workforce

- ✓ Connect businesses with the Solent Apprenticeship Hub and the Kickstart scheme and boost employment opportunities for young people.
- ✓ Work with Solent University and the University of Southampton to retain more graduates in the city.

Future business

- ✓ Commission a retail and leisure gap analysis and use the findings to target businesses we want in the city.
- ✓ Work with Southampton City Council to reduce vacancy rates by actively promoting opportunities.
- ✓ Develop international partnerships that provide economic, cultural and social opportunities for businesses.

Future streets

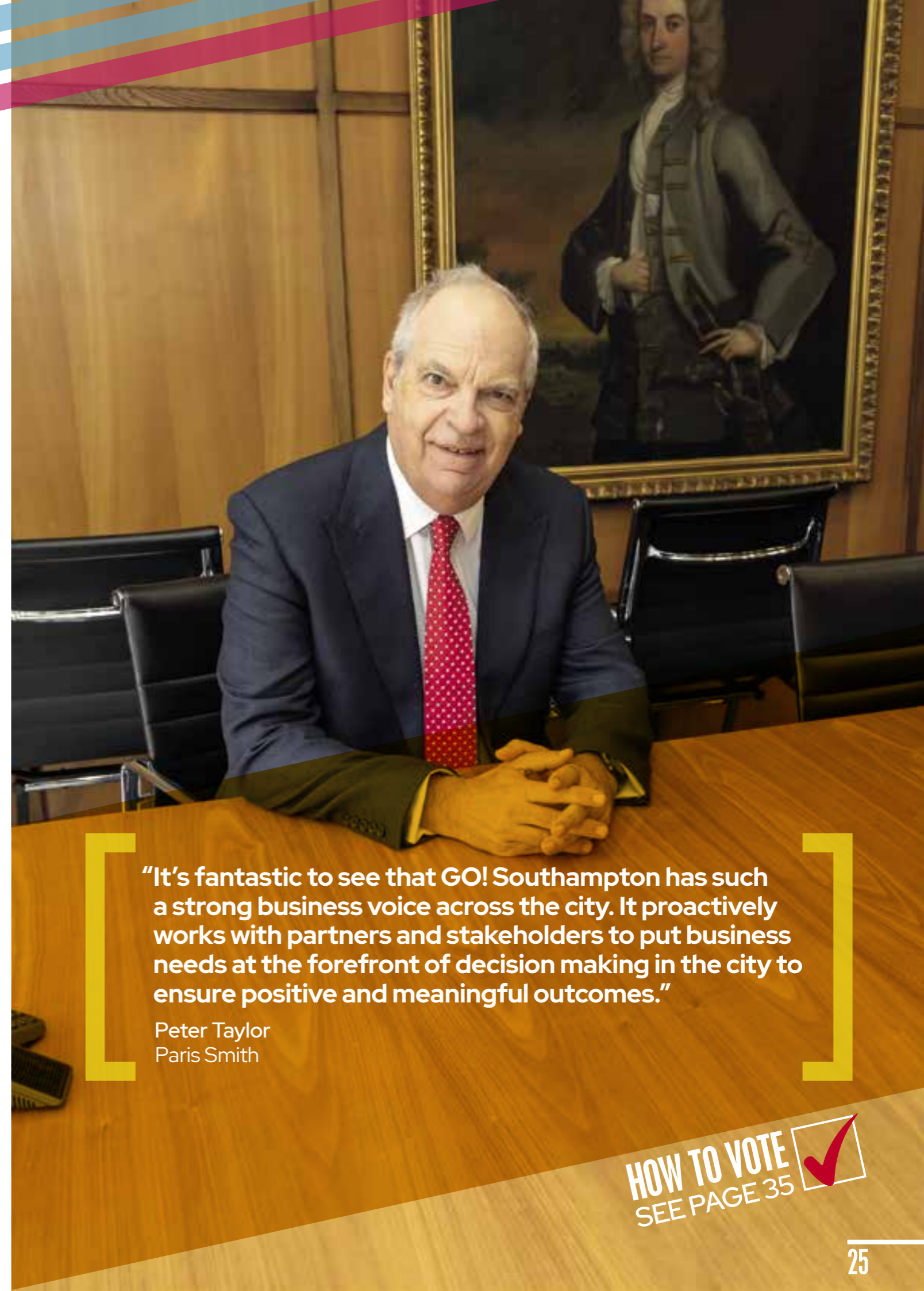
- ✓ Animate outdoor spaces through projects such as Southampton Inside Out, working with traders' associations, businesses and residents' groups.
- ✓ Identify new uses for vacant buildings, collaborating with landlords and local groups, and activate commercial spaces for pop-up exhibitions and window displays.

Future city

- ✓ Influence strategic partners on major developments, including the Mayflower Quarter development and the new Local Plan.
- ✓ Contribute to a new vision that revitalises the 'QE2 mile', linking the city centre with the port.
- ✓ Identify new opportunities for businesses to become more sustainable and reduce their environmental impact.



DEVELOP
international
partnerships that
provide economic,
cultural and social
opportunities for
businesses



"It's fantastic to see that GO! Southampton has such a strong business voice across the city. It proactively works with partners and stakeholders to put business needs at the forefront of decision making in the city to ensure positive and meaningful outcomes."

Peter Taylor
Paris Smith

HOW TO VOTE ✓
SEE PAGE 35



"Working with GO! Southampton has been brilliant, their "can-do" attitude is compelling. GO! Southampton has actively supported community initiatives including the Street Support Action Group and the Change The Way You Give campaign."

Rob Kurn
Southampton Voluntary Services



"Without the BID we wouldn't be able to save our business money through the Waste Recycling scheme and would lose additional marketing support."

Matt Sanders
London Camera Exchange



"The BID has been a champion of the night-time economy and has secured significant savings through the removal of the Late Night Levy."

Sij Islam
Buddha Lounge, Fever & Vibe,
Funky Flamingo and Tokyo



"GO! Southampton has helped to raise the profile of our business on a local level via the Visit Southampton channels."

Lucy Button
Hotel Chocolat



"When expanding our business, GO! Southampton proactively supported us and has continuously presented new opportunities for us to reach new customers and save on costs. We have been really impressed by the variety of services they offer."

Aaron Gilbey
High Score Arcade

"Thanks to GO! Southampton, services like the Hearing Loop scheme and the Waste Recycling Scheme have helped to improve our customer experience and our bottom line. GO! Southampton cares about my business and there is always a friendly face to speak to when we need support."

Kevin West
Colour Company



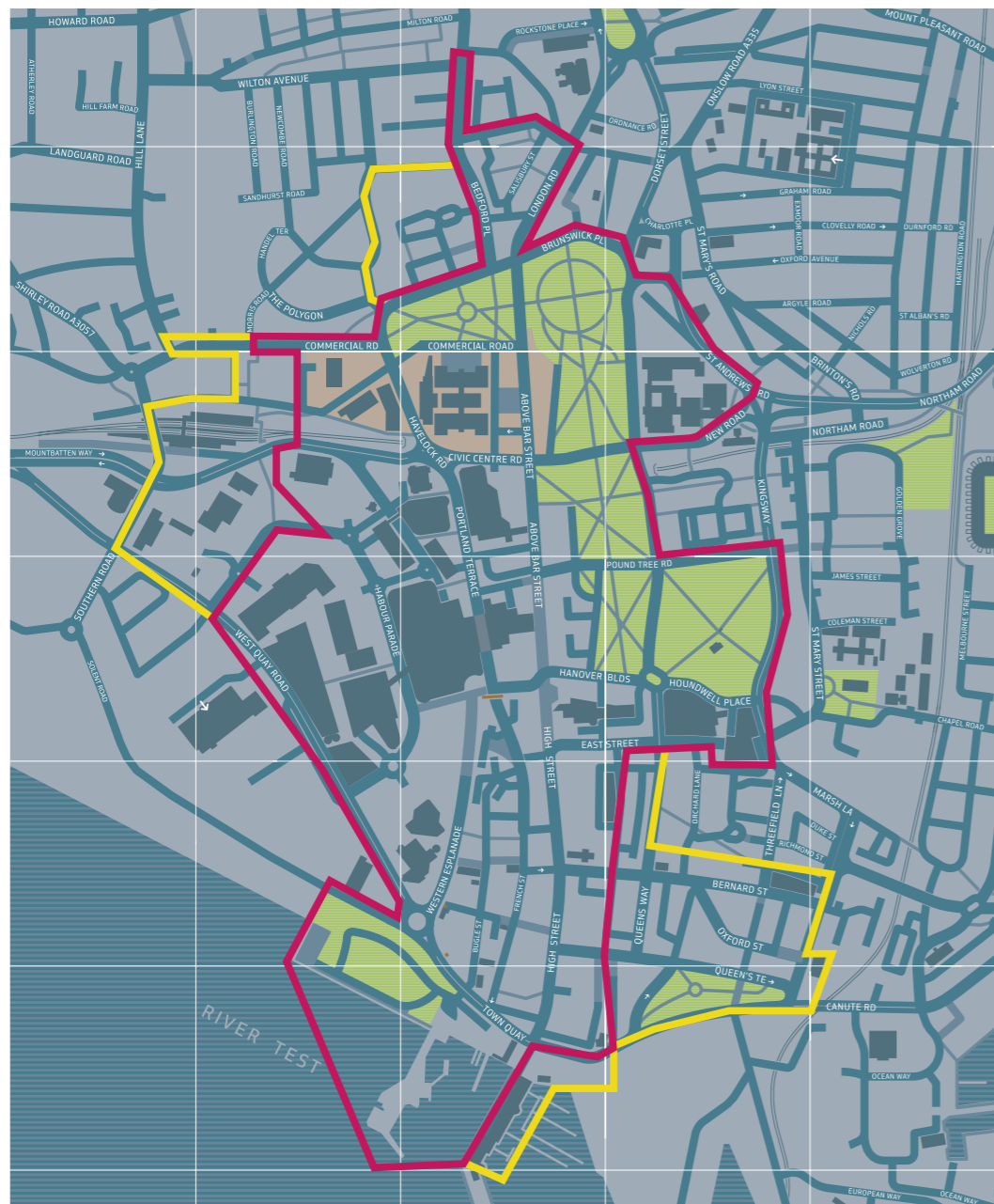
"GO! Southampton has given us a platform to connect with other businesses through business events and networking opportunities."

Laura Cable
Barclays

HOW TO VOTE 
SEE PAGE 35

THE BID AREA

The BID area will be expanded for the next term (highlighted by the yellow line on the map). You can find further details at: www.gosouthampton.co.uk/ballot2021



Key: Existing Area — Extension Area

BID RULES

The ballot

1. Southampton City Council will send all those responsible for properties and eligible hereditaments in the BID area a ballot paper(s) on 14 October 2021.
2. For each property or hereditament that you are a ratepayer for, you are entitled to one postal vote. The ballot will open on 14 October 2021 and close at 5pm on 11 November 2021. Ballot papers received after 5pm will not be counted. The result of the ballot will be announced on 12 November 2021.
3. For GO! Southampton to be re-elected, the result will need to meet, as a minimum, two independent criteria:
 - (a) of those ballots returned by the closing date, those voting in favour must exceed those voting against it.
 - (b) of those ballot papers returned by this date, the total rateable value of those properties or 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	£296.40
£50,000	£780
£100,000	£1,560
£1,000,000	£15,600

The levy

1. All owners of properties or hereditaments with a rateable value of £19,000 or more will be required to pay the levy.
2. The BID levy will be calculated using the rateable values in the 2017 Non-Domestic Rating List for the whole five-year term (except where explicitly mentioned otherwise).
3. The levy rate is 1.56% of the rateable value for each property or hereditament, as detailed in the 2017 Non-Domestic Rating List.
4. Occupiers within Westquay, The Marlands, West Quay Retail Park, Mountbatten Retail Park and Studio 144 who are subject to a service charge will pay 1.46%.
5. Where a hereditament falls into the Non-Domestic Rating List after 2017, the hereditament's most recent rateable value on the list will be used to calculate the BID levy.
6. The number of properties or hereditaments liable for the levy is around 645.
7. From 2023 onwards, the rate will be amended on an annual basis in line with inflation, at a rate to be This will not exceed the average annual national Retail Price Index (RPI) or the Consumer Price Index (CPI), whichever is the lower, measured at September in the preceding financial year.
8. The owners of untenanted properties or hereditaments will be liable to pay the levy.
9. Charitable organisations will receive an 80% reduction in the levy. This excludes retail premises.
10. Non-levy payers will have the option to become voluntary associate members of the BID.
11. Southampton City Council will be responsible for collecting the levy. The collection charge will be £22,000 each year. This equates to £34 per hereditament and 2% of the anticipated billed levy.

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. A levy collection rate of 95% has been assumed.
3. The average annual levy available for the BID for the second term will be £1,236,996.
4. 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.
5. During the last term, the BID secured more than £1,000,000 in additional revenue and in-kind contributions. The budget for the next term takes into consideration committed amounts only. This totals 4% of income, but the BID plans to generate significant further investment above and beyond this.
6. Operating costs of the BID are estimated at 20% of total expenditure.
7. The BID is a non for profit organisation.
8. The BID deliver services that are in addition to services provided by Southampton City Council.

Accountability and transparency

1. The BID will continue to recognise the importance of accountability and transparency within its governance arrangements. The BID is undergoing accreditation against The BID Foundation Industry Standards.
2. The BID is governed by an independent Board of Directors. Elections to the Board will be held at the AGM and all members of the BID will be eligible to run for election.
3. 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. However, an alteration ballot would need to be held if large-scale changes to service delivery were planned.
4. The BID will file annual accounts, compiled by independent accountants, at Companies House. 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 AGM.

The BID has agreed an operating agreement, which includes the council's baseline statements of what they will deliver, with Southampton City Council. You can read a copy at: www.gosouthampton.co.uk/ballot2021



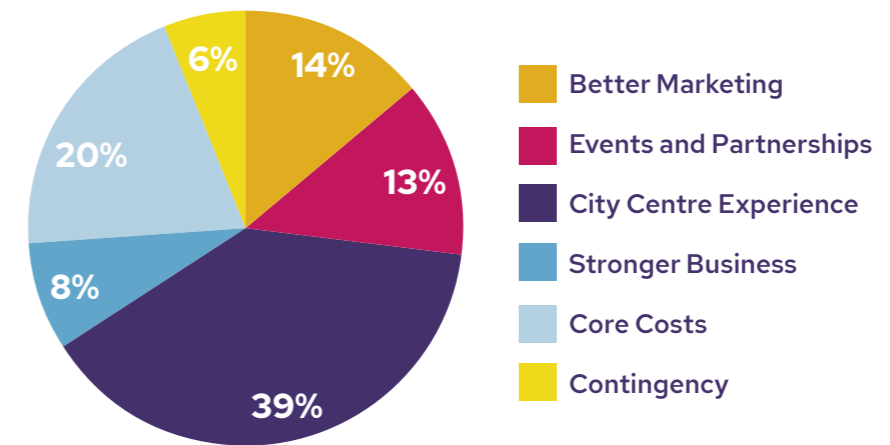
WE STRIVE
to improve the city
by delivering new
and improved
services while
providing a voice
for our businesses

YOUR INVESTMENT

If GO! Southampton is re-elected, your collective investment of £6.45m will enable GO! Southampton to continue with its vital work in the city over the next five years.

Representatives from the local business community will continue to be closely involved in shaping our programme of work.

How we will spend your investment



	Year 1	Year 2	Year 3	Year 4	Year 5	Total 5 year budget	%
	2022-23	2023-24	2024-25	2025-26	2026-27		
Income							
BID levy	£1,188,496	£1,212,266	£1,236,511	£1,261,241	£1,286,466	£6,184,981	96%
Additional income	£55,627	£56,740	£57,875	£59,033	£36,652	£265,927	4%
Total income	£1,244,123	£1,269,006	£1,294,387	£1,320,274	£1,323,118	£6,450,908	
Expenditure							
Better marketing	£169,022	£176,802	£180,338	£185,531	£183,649	£895,344	14%
Events and partnerships	£158,000	£158,400	£161,568	£177,351	£164,798	£820,117	13%
City centre experience	£469,859	£488,697	£498,471	£494,305	£506,031	£2,457,363	38%
Stronger business	£115,000	£117,300	£119,646	£122,039	£120,770	£594,755	9%
Core costs	£260,932	£255,070	£260,171	£265,375	£270,682	£1,312,231	20%
Contingency	£71,310	£72,736	£74,191	£75,674	£77,188	£371,099	6%
Total expenditure	£1,244,123	£1,269,006	£1,294,386	£1,320,275	£1,323,119	£6,450,908	100%
Annual surplus	£0	£0	£0	£0	£0	£0	

YOUR BOARD

HOW TO VOTE
SEE PAGE 35 



GILES SEMPER
GO! Southampton



CLLR JEREMY MOULTON
Southampton City Council

GARY BENNETTON
Orange Rooms



ANNA COPPER
Stakks



SCOTT BROWN
Primark

DISHI UMFLEET
Oxford Street Traders Association



LEIGH RENGGER
Solent University

TOBY STEELE
Southampton Football Club



LAURA READ
Westquay

TIM KEEPING
The Marlands



CLLR DANIEL FITZHENRY
Southampton City Council



CAROLINE OSMAN
W.J. French & Son



GO! Southampton is the Business Improvement District (BID) for Southampton city centre. It is supported by a board of directors, who represent the diverse businesses across our city. Our board directors shape our strategic direction, hold GO! Southampton to account and ensure that we deliver value for the businesses we represent.

- Other board directors:**
- Nick Barwood - Womble Bond Dickinson
 - Annaliese Hughes - Delicious Dining
 - Jo Phillips - Carnival
 - Jamie Donaldson - Quilter
 - Allan Gordon - National Regional Property Group
 - Paul Marsden - John Lewis & Partners

YOUR TEAM



The GO! Southampton team strives to improve the city by delivering new and improved services, providing a voice for our businesses, influencing key local decisions and bringing about positive change where it's needed.

YOUR VOTE COUNTS

If you're a business ratepayer in the BID area, please vote for GO! Southampton to be re-elected in the upcoming ballot. Your vote will ensure that we continue this vital work to support your business community for a second term (2022-2027).

The postal ballot will take place from 14 October to 11 November 2021.

HOW TO VOTE

- 1 Receive your ballot paper(s) in the post by 14 October. Email us if you don't receive this: info@gosouthampton.co.uk
- 2 Put a cross (X) beside your choice on the ballot paper.
- 3 Write your name in capitals, your business role and sign the form.
- 4 Return your completed ballot paper(s) in the pre-paid envelope(s) **by 11 November**.

For further details go to:

www.gosouthampton.co.uk/ballot2021

Complete one ballot paper for each property/hereditament you are responsible for.

Each ballot paper should be returned in a separate envelope.

YOUR VOTE 
will ensure we continue this vital work to **support the business community**

VOTE
YES!

GO!
SOUTHAMPTON
YOUR BUSINESS IMPROVEMENT DISTRICT



02380 003637



info@gosouthampton.co.uk



GO! Southampton



www.gosouthampton.co.uk



@Go_Southampton

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