



YOUR BUSINESS
IMPROVEMENT
DISTRICT



YOUR BUSINESS IMPROVEMENT DISTRICT

Brad Roynon
Chair . Steering Group

BACKGROUND

- Project derived from Future Southampton initiative - Core businesses prompted discussion on creating BID for City Centre
- *General perceptions that the City Centre was:-*
 - *NOT fulfilling potential*
 - *NOT tackling key issues of importance to Business*
 - *NOT hearing the voice of Business*
- City Council approached and offered to provide financial support – **providing businesses led and managed the project**



FEASIBILITY STUDY

- First step to undertake Feasibility Study and The means, specialist consultants appointed under initial Steering Group
- Reported back in December 2015 . 75% thought BID a good idea and 72% agreed that a BID should be tested at ballot in Southampton
- Also significant correlation of views on Issues to be tackled and Opportunities to improve ã ã ..
- Report endorsed in January 2016 and Steering Group membership broadened to take forward taking on board findings of Feasibility Study



STEERING GROUP



BRAD ROYNON
Chairman



TIM KEEPING - VICE CHAIR
Marlands Shopping Centre



ANNALIESE HUGHES
Delicious Dining



SPENCER BOWMAN
Mettricks Tea & Coffee



STEWART DUNN
Hampshire Chamber
of Commerce



SALMA AZAD
IKEA



ANDREW MILLAR
Carnival UK



BOB JACKSON
Perrys Art Supplies



ANDY COLLYER
WestQuay



JAMES GOUGH
Culture Southampton



DENISE EDGHILL
Southampton City Council



KERRY HOMER
Cath Kidston



SCOTT THOMAS
Boots



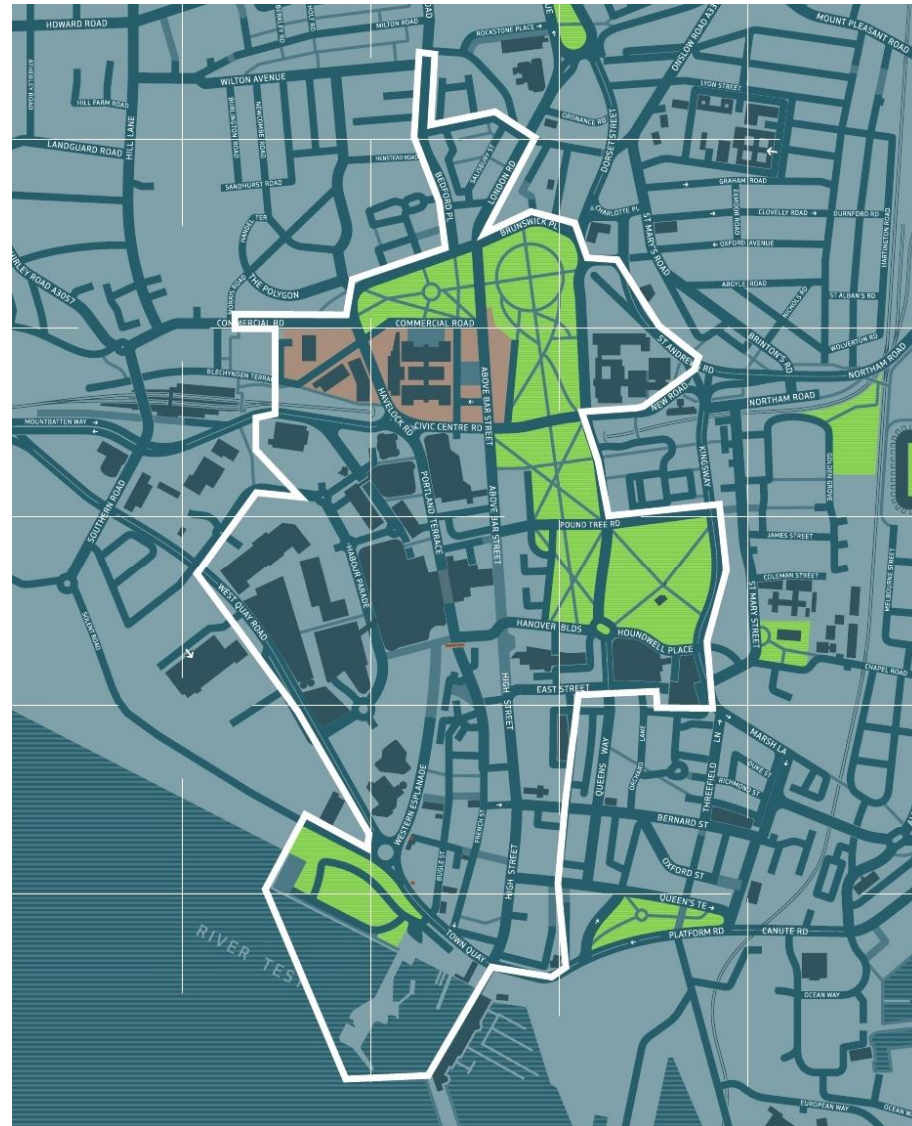
ED GOULD
Carswell Gould

SHAPING THE BID

- Tasks of Steering Group included defining:- the BID Area, Objectives, Thresholds, Levy, Governance & Organizational Structure
- Drew off other BID's – Newcastle, Leeds, Winchester & Bournemouth & joined British BID's
- Area to be included had to have shared interests, be large enough to generate realistic financial basis, not be too large in number of businesses
- Frankly also took view – **had to succeed !**



BID AREA



GO! SOUTHAMPTON

- Outcome has been a set of proposals that have been well examined and thought through - and will generate annual income of £1m to be reinvested in the City Centre
- They reflect the genuine concerns & hopes of members of the Business community in the City Centre
- They are truly Business led and that fundamental will continue into the way GO! Southampton will work



OPERATING PRINCIPLES

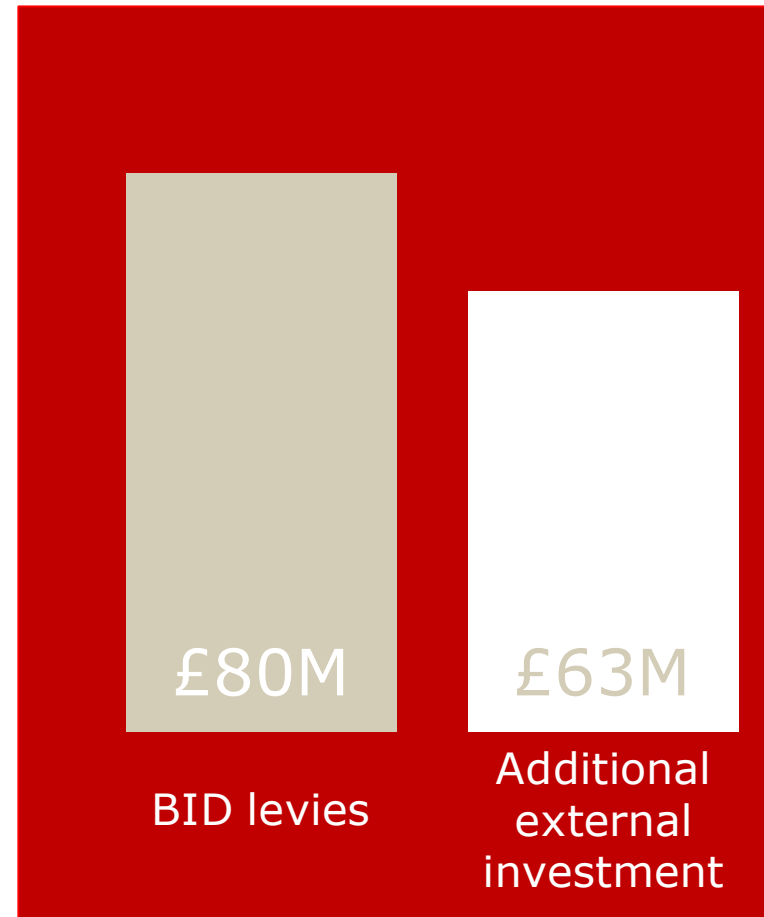
Formal Operating Principles:

- Add value to existing work – and to work closely with others – including City Council & Hampshire Police. In short ADDITIONALITY
- Lever in additional resources – by 2021 aim to secure at least 25% on top of levy funding. In short make the MONEY GO FURTHER
- Measure impact so benefits of BID are clear in qualitative & quantitative terms. In short to use EVIDENCE and to be SMART
- GO! Southampton will always be business led and business owned. In short the BID will be YOURS



BID LEVERAGE

**Funding Leverage UK BID's
Last Year**



OPERATING PRINCIPLES

Informal Operating Principles:-

Work in concert with others and use all platforms to promote, develop business in the City Centre . AVOID DUPLICATION . e.g. Cruise Forum, Culture Southampton, Safe City

Actively work with other players, not necessarily in the City Centre where there are shared aims . BE INCLUSIVE . e.g. Place Marketing, Transport, Associate Membership of BID

Work on delivering tactical gains, but also to shape strategic thinking to tackle long term challenges . BE PARTNER IN CITY DEVELOPMENT . e.g. major sites, infrastructure



REACHING OUT

The BID will seek and promote partnerships beyond the BID area with others having shared aims





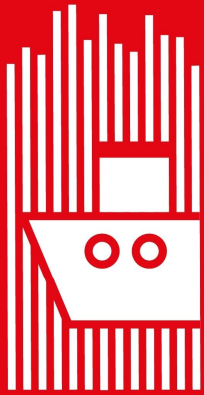
YOUR BUSINESS IMPROVEMENT DISTRICT

Tim Keeping . The Marlands
Vice Chair . Steering Group

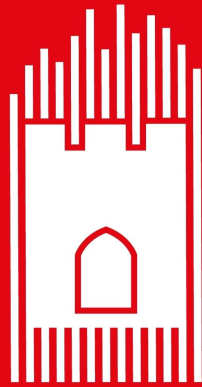
THE CONSULTATION



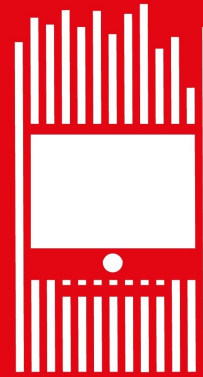
YOU SAID



More collaboration and closer ties with the cruise industry for the benefit of passengers and crew



Celebrating our arts and culture and recognising our heritage



Improved visitor information, marketing and digital presence



The travel experience (including parking, pedestrian routes and congestion)



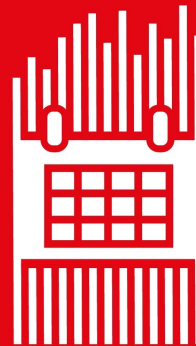
YOU SAID



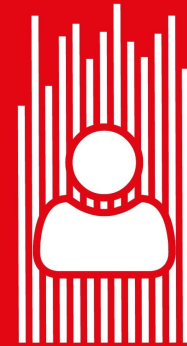
Making our streets more welcoming; tackling nuisance behaviours and shoplifting



Improving the evening economy



More, improved and better marketed events



Staff benefits and attracting the right staff

A BETTER CITY CENTRE EXPERIENCE

We will:

- 1) Make sure that our city centre is **cleaner** and that our **pavements and streets are improved**
- 2) With the police and City Council, work to achieve a measurable **reduction in crime and anti-social behaviour**, including begging, shoplifting and pedlars
- 3) Enhance the current programme of **City Centre events into a better marketed annual programme**
- 4) Champion improvements to **traffic management and parking**, as well as to public transport and transport infrastructure



BETTER MARKETING AND STRONGER BUSINESSES

We will:

- 1) **Raise Southampton's profile** as a place for business and leisure, both nationally and internationally
- 2) Ensure that every visitor to Southampton has access to high-quality, real time, and relevant **information on where to go and what to do**
- 3) Drive new business by **encouraging local employees and residents to explore and use city centre businesses**, actively promoting the evening and night-time economy
- 4) Act as a hub for the collection and **sharing of key metrics on City Centre activity** to help support business growth

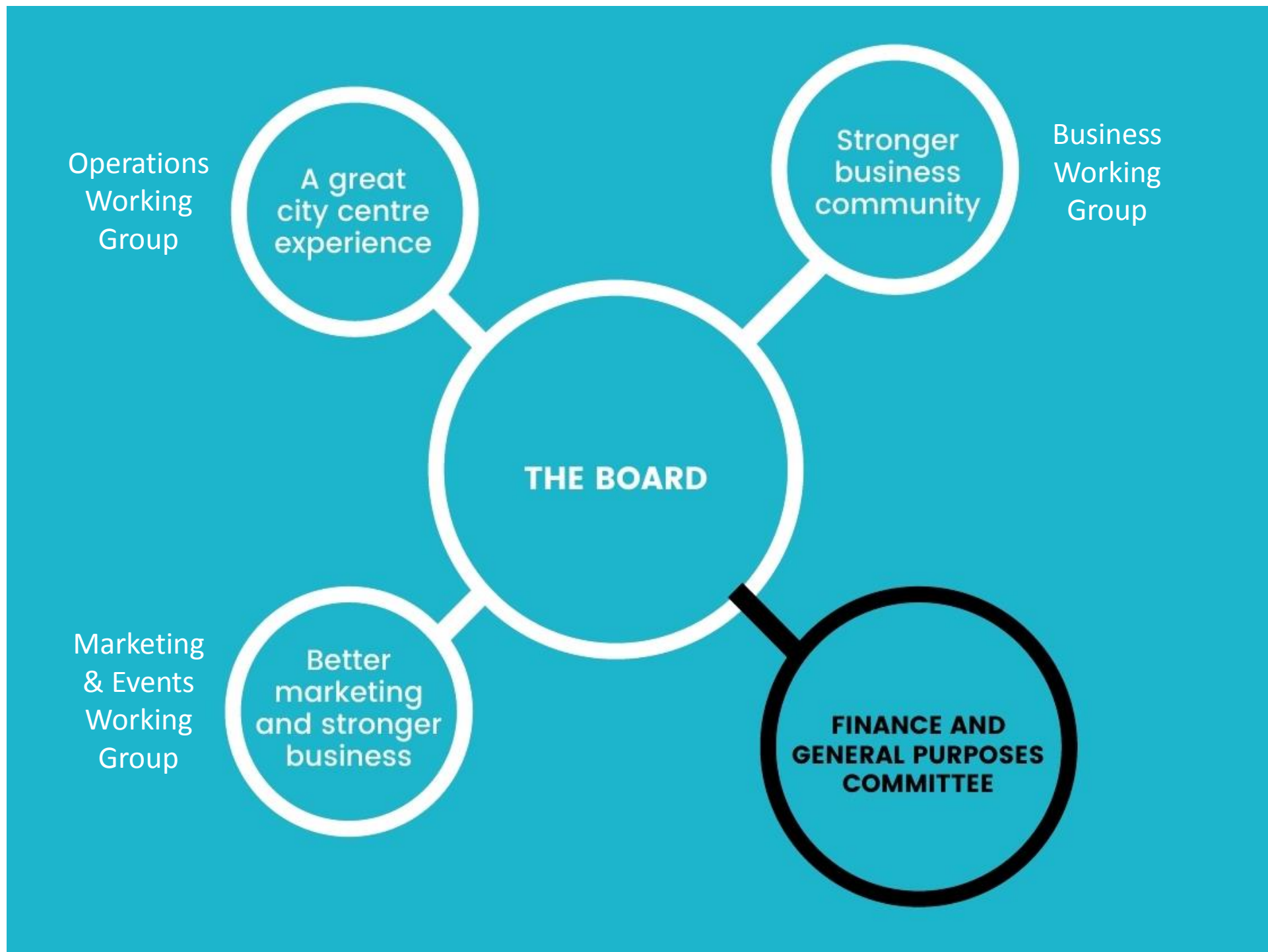


A STRONGER BUSINESS COMMUNITY

We will:

- 1) Develop projects to **secure savings for businesses** and to **increase business-to-business activity**
- 2) Be the **advocates for businesses** in the City Centre, both in addressing day-to-day issues and in influencing new developments
- 3) Work with the education and skills providers to help deliver a **more skilled and committed workforce**
- 4) **Actively support new investment in the City** and ensure that our status as a commercial centre of regional, national and international importance is recognised and promoted





SMART MEASUREMENTS

We will collect, collate and commission new data sets to inform and support all that we do. Including:

- " Footfall
- " Dwell time
- " Geographic draw
- " Spend patterns
- " Hotel occupancy
- " Evening patronage (retail and hospitality)
- " Employee satisfaction
- " Customer perception
- " Crime and anti-social behaviour statistics
- " Car park usage
- " External reports





YOUR BUSINESS IMPROVEMENT DISTRICT

Catherine Turness
Executive Director . Winchester BID