

# Representing City Champion interests by uniting business leaders across the region



## Priorities for the Southampton city region:

- ✓ Supporting economic development and regeneration
- ✓ Influencing the skills agenda and workforce development
- ✓ Marketing and promoting the city

**Could your organisation become a City Champion, influence positive change for the future and receive direct benefits? Contact us now for more information.**

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## Three years into a thirty-year long-term plan, Business Southampton is showing itself as a valuable asset within the business community.



*Sally Lynskey CEO,  
Business Southampton*

Numbers of City Champions, who provide the lifeblood of the organisation, continue to grow. With a 25 per cent year-on-year growth, the City Champion total currently stands at more than 100 - an outstanding achievement in a recession that demonstrates businesses are committed to making the Southampton region the first choice to live, work and thrive on the south coast.

The role of a City Champion is long-term, they invest in the growth, image and development

of the city region, whilst also gaining direct benefits for their organisation.

Sally Lynskey, Business Southampton's CEO, said: "It's not about quick fixes, it's about partnership working, pooling expertise and knowledge for the greater good of the region. Being a City Champion enables businesses to speak with an independent, united voice and to have influence and political leverage at a local, regional and national level."