

# BID ZONE NEWS

## JANUARY 2020

## HAPPY NEW YEAR!

I hope you have had a busy festive period whether people were picking out their last minute gifts, finding the perfect outfit for their celebrations, wining and dining the night away thanks to your Christmas offers or finding a place to lay their head after a busy family visit.

During the busy period I hope you also took the time for a well-earned break with your friends and family.

In this first newsletter of the year you'll find details on past events, current news and upcoming projects.

As ever, if you are looking to get in touch then feel free to attend one of our monthly **Meet the BID** open sessions or drop us a line at [hello@southendbid.com](mailto:hello@southendbid.com)

Wishing you a successful 2020,



*Suzanne Gloyne*  
Southend BID Manager

## AUTUMN ACTIVITIES

### SOUTHEND COCKTAIL WEEK OCTOBER 2019

Our first Southend Cocktail Week proved to be a hit. Each of our fantastic participating venues created a signature cocktail that drinks connoisseurs could enjoy for just £5 for the duration of the event. It increased the awareness of night time economy venues and their offering whilst encouraging people to visit a bar that they perhaps had never ventured into before.

The event had a 820% return on investment, our social posts had a total reach of 9,673 across Facebook and 23,560 impressions throughout Twitter. Email [hello@southendbid.com](mailto:hello@southendbid.com) to register your interest in involvement for our 2020 event.

### ARTWORK BY ROO OCTOBER 2019

Hopefully you will have seen the eye-catching street art of a rat and a lion under the railway bridge. We commissioned this piece by Roo in time for National Hate Crime Awareness Week to signify how we are committed to creating an environment in the town where hate crime becomes a thing of the past.

Like many seaside towns, and indeed, the UK in general, Southend is a diverse community, composed of people from all manner of backgrounds, cultures and religions. So, it is important that we say to residents and visitors alike that you are valued, welcomed and appreciated in our town.

### SEAFRONT FIREWORKS AND SWITCH ON OCTOBER - NOVEMBER 2019

We had another successful series of BID displays this year. From helping to arrange an engagement to conquering the strong winds that saw most events cancelled around the country – it's safe to say it was eventful! Thousands of visitors were attracted to our seafront for each of the seven free spectaculars which ended with an amazing finale on the night of the Christmas Lights Switch On Event.

It was great to see so many people turn up to each event but the attendance at the Switch On this year was outstanding. We have received numerous incredibly positive reports from businesses about how busy the town was throughout the day with visitors Christmas shopping, grabbing a bite to eat with their families and enjoying the entertainment throughout the town.

Both the Fireworks and the Switch On received significant free local press coverage with an Advertising Value Equivalent (AVE) of circa £32,500 just through the Echo; this excludes additional coverage via online articles and other media outlets such as The Leigh Times.

# LATEST NEWS

## HAVE YOUR SAY

We're looking to get your feedback to help guide the BID's 2020/2021 activities. By completing the survey you've been given with this newsletter you will be helping to set the priorities of the BID for the year ahead so it's important you join the conversation.

Please return your completed form to a Street Ranger or email to [hello@southendbid.com](mailto:hello@southendbid.com) by Saturday 29th February.

## SUNRISE

As many of you will already know, the council are well underway with the SUNRISE project to regenerate the London Road area at the top of the High Street.

The first phase of work is planned to start in January with completion by March 2020. We will share any council updates with you via email so please make sure you have [hello@southendbid.com](mailto:hello@southendbid.com) set to go straight to your inbox.

## STATS

### RECOVERY VALUE £8,710.86

The Street Ranger team worked hard to help deliver a 60% recovery rate of stolen goods throughout October-December.

### BLACK FRIDAY 4,151 IMPRESSIONS

We spread the word about your Black Friday offers across our social platforms, driving awareness of bargain deals.

### OCCUPANCY REPORT 83.3%

According to the British Retail Consortium the UK figure for occupancy is 89.7%, down 0.7 points from 2018.

### BID EMAILS 28.9% OPEN RATE

We beat the industry standard of 20.8% for email open rates but want to improve! We send out regular mails with news and opportunities so please add us to your "safe" list of mailers.

### CHRISTMAS BROCHURES 20,000

We sent out thousands of our brochures to businesses, schools, museums and more.  
Helping to spread the word of all the events that happened over the festive period.

### VISITOR ENQUIRIES 661

Our Street Rangers are continuing to be a welcoming and helpful presence with a 39% increase in public interactions versus the same period last year.

## DATES FOR THE DIARY

### MEET THE BID

These open sessions are held every second Friday of every month (upcoming dates: 14th February, 13th March and 17th April). Check the Southend BID website under 'Events' to confirm the location [www.southendbid.com/bid-events](http://www.southendbid.com/bid-events).

### SOUTHEND BUSINESS AGAINST CRIME

These meetings are designed for BID levy payers to raise issues directly with Southend Police and partner agencies, as well as hearing updates about new schemes to reduce crime, rough sleeping, and anti-social behaviour. Minutes from each meeting are published on the DISC system and dates of upcoming meetings will be published across social media, emails and you can always check at [www.southendbid.com/bid-events](http://www.southendbid.com/bid-events)

The next meeting is at 6.00pm on Tuesday 28th January at The Royal Hotel.

# DON'T FORGET

Promote your offers/events on our consumer site [visitsouthend.co.uk](http://visitsouthend.co.uk) for free.  
For more details email [hello@southendbid.com](mailto:hello@southendbid.com)