



CHRISTMAS IN THE CITY



**JOIN US IN SOUTHEND
THIS FESTIVE SEASON**

#CHRISTMASSOUTHEND

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Sponsored by

**CLIFFS PAVILION
& PALACE THEATRE**
SOUTHEND

THE BIG SWITCH ON

Today is proudly brought to you by Southend City BID with headline sponsors, Southend Theatres, and supporting sponsors, The Victoria Centre and Stambridge Group, helping to bring the magic to life!

ARTISAN MARKET

From 9am, explore our market that will stretch through the High Street and The Victoria Centre. Have a go on some of the rides or pop into the shops too.

STORYTELLING BUS

Visit our enchanting storytellers near The Royals Shopping Centre and enter into a world of wonder with magical tales from 1pm – 4pm.

BUSKING SPOTS

Enjoy live performances from a variety of talented local artists on the High Street and in The Victoria Centre from 11.30am - 4.30pm.

CRAFTING FUN

Get creative under the bridge between 1 – 4pm with making beautiful light up lanterns that you can take with you to the Switch On!

STAGE PERFORMANCES

Hosted by BBC Essex, the stage will come alive with performances from choirs, schools, community groups, and amazing local musicians.

MAGIC MOMENTS

A host of colourful characters will roam the High Street throughout the day, ready to surprise, delight and pose for festive snaps.

SWITCH ON!

Gather in Victoria Circus at 6pm for the magical moment when Southend's Christmas lights and two sparkling trees are officially switched on!

FIREWORKS FINALE

End the day with a bang! Head to the seafront for a dazzling fireworks display to close the celebration in style at 7.30pm.

DON'T MISS THE SWITCH ON AT 6PM!

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— SOUTHEND —



BUSKING SPOTS

Live performances from talented local artists.

UNDER THE BRIDGE

- 11.30AM ALFIE @ALFIE.ROCKSGUITAR
- 12.30PM NATE DOUCETTE
- 1.00PM MATT BUNKALL
- 1.30PM SAIDA BEE
- 2PM-4PM THE SOUTHEND BAND

THE VICTORIA CENTRE

- 11.30AM BETHANY DALTRY
- 12.00PM MATT BUNKALL
- 1.15PM NATE DOUCETTE
- 2.00PM STARLIGHT MAJORETTES - LEIGH-ON-SEA
- 2.30PM SOUTHEND VIRTUAL SCHOOL
- 3.00PM SHANNON DARCY
- 3.30PM THE SNOW QUEEN - PALACE THEATRE
- 3.45PM YOUTH COUNCIL
- 4.00PM KANGOO CLUB
- 4.30PM SOUTHEND OPERATIC DRAMATIC SOCIETY - SODS

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STAGE PERFORMANCES

Hosted by BBC Essex, enjoy a fantastic line up of choirs, community groups, schools, and amazing local artists.

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12.40PM	THORPEDENE SCHOOL	3.55PM	LEIGH OPERATIC DRAMATIC SOCIETY - LODS
1.00PM	CHALKWELL INFANTS SCHOOL	4.15PM	THE HOY SHANTY CREW
1.20PM	JADA THEATRE SCHOOL	4.40PM	THE SNOW QUEEN - PALACE THEATRE
1.45PM	THE HARMONISE CHOIR	5.00PM	THE SING-ALONG CHOIR
2.05PM	THE IRONWORKS AN THEATRE CLUB	5.30PM	GEORGE REDWOOD
2.25PM	FACES THEATRE ARTS	5.40PM	YORKSHIRE PUDDING BOY
2.45PM	RUBY ROBINSON	5.45PM	CLIFFS PAVILION PANTO CAST
3.05PM	THE SHOW CHOIR	5.55PM	HEIDI
3.35PM	LITTLE THEATRE COMPANY	6.00PM	THE BIG SWITCH ON

DON'T MISS THE
SWITCH ON AT 6PM!

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CRAFTING FUN

Get creative under the bridge from 1pm – 4pm.
Make beautiful light up lanterns that you can take with you to the switch on!
Or visit our creative stations near The Royals Shopping Centre and in
The Victoria Centre for more free crafting.



STORYTELLING BUS

Visit our enchanting storytellers and enter into a world of wonder with magical tales
from 1pm – 4pm outside The Royals Shopping Centre.

ELF ON A SHOP SHELF TRAIL

SOUTHEND
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From Saturday 15th November to Wednesday 24th December, Southend city centre is getting a sprinkle of festive mischief as our cheeky Elves hide in shops and cafés!

Spot them behind the tills, jot down what they're wearing, and complete the trail to be entered into a prize draw for a January treat from Indirock. It's free, fun, and perfect for the whole family!

Email [Hello@SouthendBID.com](mailto>Hello@SouthendBID.com) with each business name and what the elf is wearing by 2nd January 2026 for your chance to win.

VENUES ARE:

- | | |
|-----------------------------------|---|
| 1. The Hang Out - London Road | 6. Renalls Jewellers - Clifftown Road |
| 2. Indirock - The Victoria Centre | 7. The Board Game Hut - Clarence Street |
| 3. Wimpy - The Victoria Centre | 8. Hotter - High Street |
| 4. Bike Base - Queens Road | 9. Utopia - Heygate Avenue |
| 5. Laurence Mathews - Queens Road | 10. Park Inn Hotel - Church Road |



WIN AN ADULT AND
CHILD CLIMB VOUCHER
AT INDIROCK!

DON'T MISS THE
SWITCH ON AT 6PM!

VISIT [SOUTHEND.CO.UK](https://www.southend.co.uk)



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FESTIVE SUNDAYS IN SOUTHEND!

The fun continues in Southend with free family-friendly entertainment designed to fill your weekends with Christmas cheer. From 12pm - 3pm on the first three Sundays of December, the city will come alive with festive music, live performances, exciting activities, and seasonal surprises! And to make your visit even merrier, enjoy free parking in council-run car parks on these Sundays*, making it even easier to join us and enjoy the celebrations!



SNOW QUEEN SUNDAY

SUNDAY 7TH DECEMBER 2025

Celebrating the Palace Theatre's new festive production with a day of family friendly entertainment.



MUSICAL SUNDAY

SUNDAY 14TH DECEMBER 2025

Joyful, festive performances from local talents filling Southend with the sounds of the season.



FESTIVE FUN SUNDAY

SUNDAY 21ST DECEMBER 2025

Roaming festive characters will bring Christmas magic to Southend in the last weekend before the big day!

*Visit the Southend-on-Sea City Council website for full details on parking.