

BID ZONE NEWS

WINTER 2019

SOUTHEND
BID
ON-SEA

*Firstly,
I'd like wish you all a*

HAPPY NEW YEAR

and I hope you enjoyed the Christmas break.

Here's our first newsletter of the new year and as ever, it'll provide an update on our current news, projects, and events.

Wishing you all the best for 2019,

Alison Dewey
BID Manager



WELCOME DENNIS! OUR NEW BID CHAIR

In November, we welcomed your new Southend BID Chair, Dennis Baldry, the Centre Manager at the Victoria Shopping Centre. Dawn Jeakings, Centre Manager at the Royals Shopping Centre, stepped down from the Chair role at the end of October, but continues her role as a Director, alongside Mark Bartrip, franchisee at McDonalds, and John Dillion, Store Manager at Debenhams.



SOUTHEND BID FEEDBACK SESSION



We will be hosting a feedback session for BID businesses on Thursday 21st March 2019, 10am-11.30 at the Forum, Southend-on-Sea. Your feedback will help guide our plans for 2019 and formulate our future priorities. There'll also be an end of year summary from the management team. Breakfast and refreshments will be supplied. Invites will be sent out in due course.

RSVP

southendbid.eventbrite.co.uk
email hello@southendbid.com
or speak to a Street Ranger

Last quarter,
our Street Rangers
contributed to a
59.75%
recovery of goods
stolen from town
centre businesses

£17,094.49 of the total
£28,608.60

DISC

As a BID business, you should be logging onto the business crime database, DISC to log any retail crime incidents, no matter how small. It's important because the information collated is used by partner agencies to identify offenders and form cases against them when applying for a Criminal Behavioural Order (CBO).

To be added as a member, email hello@southendbid.com
Further information on DISC can be found on our website
www.southendbid.com/disc

SEAWAY DEVELOPMENT

Development plans for the Seaway car park site have now been validated by Southend-on-Sea Borough Council and are available to view at bit.ly/seawayplan quoting reference 18/02302/BC4M. We'll be putting together a feedback survey in order to gather your views on the plans shortly.

AUTUMN EVENTS FEEDBACK

Yet again, our Seafront Firework displays and Christmas Lights Switch On were hugely successful, and attracted thousands of visitors from across the south east, including Milton Keynes, Hertfordshire, and London.

Promotion of both events reached over 1 million people, and feedback was incredibly positive from both visitors and businesses. A number of the businesses reported high footfall during the Christmas Lights Switch On, with many commenting on how busy the High Street itself was throughout the day, and up until 8.30pm. One BID business reported being congratulated by their head office for almost record takings.

Both events received considerable local press coverage – the combined Advertising Value Equivalent (AVE) for Southend Echo's coverage of the Seafront Firework displays and Christmas Lights Switch On is circa £19,236 – at no cost to Southend BID.



MAKE A CHANGE

Since the Make A Change campaign was launched, there has been a notable reduction in the number of rough sleepers and individuals begging.

This has been as result of combined patrols from local outreach services, Southend Council's Community Safety Officers as well as BID Street Rangers.

A number of areas across the High Street, including the forecourt of the vacant Bargain Buys unit, as well as under the railway bridge, which were being used by the street community to congregate, were cleared of accumulated waste and cleaned, improving the look of the area.

A number of rough sleepers that were using these areas to beg are now in accommodation after engaging with local services. We will be continuing the joint patrols and working together with partner agencies to address any anti-social behaviour. We will also continue to encourage members of the public to donate to one of Southend's charities instead of giving money to those begging on the street.

Find out more at southendchange.co.uk

COFFEE WITH A COPPER

The Coffee with a Copper sessions with the Southend policing team will continue to run this year with dates currently in place until April. The next takes place on Tuesday 29th January 2019, 10am at Marks & Spencer. The new rotas have been distributed to businesses that will be hosting – if you have any feedback or wish to host a future session, please email hello@southendbid.com.

OCCUPANCY REPORT

Our data shows that the occupancy figure for Southend High Street and town centre is 85.81%.

According to the British Retail Consortium, the national town centre occupancy rate is 90.4% as of October 2018.

Southend High Street has seen two new entertainment venues open its doors – **Coco** and **MooMoo Clubrooms**, in addition to fast food eatery, **Dutch Fries**.

TWO HOUR PARKING

Southend BID Chair has met with Councillor James Courtenay, Deputy Leader at Southend-on-Sea Borough Council to discuss some key concerns around Southend town centre.

One of the topics of discussion is the removal of the current minimum two-hour parking stay at most town centre car parks. Southend BID will continue to lobby the council on this matter, as well as looking at the viability of introducing a free parking option.



Our consumer website visitsouthend.co.uk received over **1.1 MILLION** page views last year

DON'T FORGET

You can promote your offers and events on our consumer site visitsouthend.co.uk for free. If you need a log-in, just email hello@southendbid.com

