

SOUTHEND BID

YEAR THREE

**There can be no denying that this past year
has been an incredibly difficult year for
everyone.**

Throughout these difficult months the BID has worked hard to ensure that businesses have been supported with reliable and trusted information, advice and services.



STREET RANGERS

- ◆ Seven day a week high visibility safety patrols
- ◆ Assisting businesses with incidents of crime e.g. theft and ASB
- ◆ Attending and assisting with first aid incidents
- ◆ Assisting residents and visitors with enquiries
- ◆ Monitoring and moving on unlicensed traders and buskers
- ◆ Security/safety checks on temporarily closed businesses
- ◆ Supported the Welcome Hosts project on the summer reopening
- ◆ Distributed safety materials and provided business advice
- ◆ Supported the police with crowd and traffic management on a number of emergency incidents

KEEPING TOGETHER

- ◆ Promotion of the safety scheme and topping up participating businesses with wristbands in the summer months
- ◆ Provided all businesses the opportunity to be a supplier of the wristbands

ROUGH SLEEPERS

- ◆ Maintained and promoted the 'Make a Change' website for information on the alternative ways to donate and support
- ◆ The Street Ranger team continue to work closely alongside outreach teams to provide rough sleepers with support

CALENDAR OF OPPORTUNITIES

- ◆ Part of the Southend Tourism Partnership which encourages organisations and businesses to work together to promote all that Southend has to offer
- ◆ Led on communication campaigns to welcome residents and visitors safely back (funded through the Reopening High Street Safely fund) including:
 - 8 week print and digital campaign with Local IQ
 - 3 month digital advertising campaign with Global Radio
 - 6 month Radio Essex campaign
- ◆ Ten day self-guided Southend Cocktail Week to support the night time economy
- ◆ Creation of a festive Christmas Tree Trail to safely entice residents back to the town and businesses

STREET ART & LOOKING GOOD

- ◆ Artwork recognising the continued efforts and support of local key workers
- ◆ 1,000m of colourful bunting across the high street
- ◆ Town Centre Task Group – logging and tracking public realm issues on the seafront and high street such as cracked paving and cleaning requirements
- ◆ 40 foot+ Christmas tree and festive lighting scheme

SELLING THE SIZZLE

- ◆ Weekly articles in the Echo newspaper detailing news, events, updates, and reasons to visit the BID zone
- ◆ Eleven press releases including Cocktail Week, Face Coverings, and Artwork
- ◆ Facilitated opportunities for businesses to appear as Echo trader of the week
- ◆ Worked with BBC Essex, BBC London, Essex Life and others to promote the town
- ◆ Created a 'ways to support your high street' piece for Essex Life
- ◆ Created a 4 week Shop Southend offline ad that was live on JMW media screens throughout Southend for a four week period
- ◆ Advised and joined the Shop Local, Shop Southend on Sea campaign to promote the wealth of business the borough has to offer

KEEPING VISITORS INFORMED

- ◆ Worked with stakeholders across the town to communicate the latest safety messages and restrictions
- ◆ Collaborated with business representatives from across the borough to create a directory of businesses offering "Click and Collect"
- ◆ Showcased offers BID businesses were promoting across social media
- ◆ Worked with the council on their project to improve wayfinding

STRATEGIC LEADERSHIP

- ◆ Partnership working on a strategic group for the safe relaxation of measures attended by stakeholders from across the borough
- ◆ Working collaboratively with Southend Borough Council to advise spend of the ERDF (European Regional Development Fund)
- ◆ Weekly 'business cell' meetings to discuss and share ideas on business specific support or updates in relation to COVID-19
- ◆ Three month levy deferral
- ◆ New sectors joined the board of directors and committee

TRANSPORT & CAR PARKING

- ◆ Facilitated discussions and provided case studies to the council to extend the council car park promotion
- ◆ Pushed for December parking promotions to encourage residents to use Southend high street and seafront

STAYING SAFE

- ◆ DISC crime reduction system with regular updates on incidents, offenders, news, bulletins, and advice
- ◆ Southend Business Against Crime meetings – opportunity for businesses to hear updates and discuss issues they may be experiencing relating to crime
- ◆ Regular meetings with the Town Centre Police Team, Essex Police Business Crime unit and Community Safety team to share information

PURPLE FLAG

- ◆ Provided updated data for the accreditation application
- ◆ Assistance with the Purple Flag night time economy self-assessment
- ◆ Supporting the December Night Time Economy Safe Haven project
- ◆ Joined the new Night Time Economy Group (NTEG)

STAYING IN TOUCH

- ◆ Regular email and social media updates on:
 - BID zone news
 - Latest information from Southend Borough Council
 - Government COVID-19 support measures and how to claim
 - Government COVID-19 guidance
 - Crime prevention advice

PROMOTING INWARD INVESTMENT

- ◆ Part of a group advising on spend of the Local Growth Fund awarded to the council with initiatives including the installation of footfall cameras, shop façade grants, and more
- ◆ Joined the 'Raise the Bar' campaign to raise the COVID-19 grant threshold

Due to the pandemic, Southend BID have been delivering all of the above on less income. If you have yet to pay your BID levy or need a copy of your 2020/2021 BID levy invoice then please promptly contact BusinessRatesEDRMS@southend.gov.uk