

BID ZONE NEWS JAN 24



SCOTT DOLLING
BID MANAGER

With Suzanne now away on maternity leave, I am delighted to be able to support you all until her return in the role of BID Manager for the next 12 months.

There is a busy year coming up and lots of exciting initiatives to progress for our BID, so I look forward to seeing you as we implement these and continue to make a difference for Southend.

Your feedback and priorities have been captured in the recent annual survey which has helped to shape our programme for 2024.

We wish Suzanne all the best and we will no doubt see her and the new arrival in Southend before long!

BOARD AND COMMITTEE

At the last board meeting in December, we considered your feedback to the annual survey and will be setting out a few actions to respond to the priorities identified.

The new Advisory Committees have now had their first meeting and we are following up on some specific issues, if you would like to come along to any of the sessions they will be taking place on Thursday 15th February, email Hello@SouthendBID.com for more info.

SAFETY

It is crucial that crime is reported, even after the event, as this helps the police to plan. If crimes are not reported it may influence their resources, so please make sure you always report business crime.

In the lead up to Christmas, **BID Rangers** were incredibly busy deterring crime and recovering stolen property. The team have worked closely with Police and Council officers to have a consistent approach to dealing with ASB.

The Shopsafe radio system is a great tool to combat crime. We are offering training to make the best use of it, if interested contact Hello@SouthendBID.com

RANGER STATS

OCTOBER - DECEMBER '23

161

ROUGH SLEEPER OR
BEGGING INTERACTIONS

904

VISITOR ENQUIRES

428

BUSINESS CRIME ASSISTS

399

ANTI-SOCIAL
BEHAVIOUR INCIDENTS

ASSISTED RECOVER OF

£17,807

IN STOLEN GOODS

STREETSCAPE

With Christmas over, the lights and decorations gone, January always seems to lack some colour and vibrancy. We will be taking on the management of the banners along the High Street and these will return some colourful cheer to shoppers, visitors and residents thanks to the BID.

We will be continuing our regular walk through meetings with the Council waste team and are partnering them in some new activity including the new gum removal machine that should improve the look and feel of the high street.



EVENTS

We had a very successful Christmas campaign and fantastic Switch-On event attracting thousands to the City Centre.

Your feedback in the annual survey has helped inform the upcoming year and will see us focus on repeating successful activity whilst adding some new town centre trails and a new pre-summer event you wanted to see based on bringing world culture to Southend - there will be lots of colour and character.

We sponsored some of the seafront firework activity last year and will be seeking your views on how we want to support this in the future so expect to see an email about this from us.

Next month we begin 2024's events with a trail based around dragons to excite the kids and target **more footfall**.

DATES FOR YOUR DIARY

11am 11/1, 8/2 & 14/3

MEET THE BID

Stop by Caffe Nero if you want to discuss anything with the BID, no appointment necessary.

15th February

ADVISORY COMMITTEE MEETINGS

Get in touch at [Hello@SouthendBID.com](mailto>Hello@SouthendBID.com) to join the Streetscape (10.30 - 11.30), Safety (2pm-3pm) or Events (3.30-4.30)

February 2024

DRAGON TRAIL

If you would like to be considered for one of the venues to be included in the half term trail email [Hello@SouthendBID.com](mailto>Hello@SouthendBID.com)

PROMOTE LOCAL

Below is a helpful new resource to help promote local trade across Southend - you can enter your info for free, Southend Council will host the site www.itslocalsouthend.co.uk

3pm 24/1, 27/3

SOUTHEND BUSINESS AGAINST CRIME

Hear updates and raise crime challenges with businesses, police and safety services. Email [Hello@SouthendBID.com](mailto>Hello@SouthendBID.com) to join.

FIRST AID

The BID Ranger team administered **43** cases of first aid in the last quarter of 2023 supporting visitors to our city centre.

Office team: [Hello@SouthendBID.com](mailto>Hello@SouthendBID.com) / 01702 212053

Street Rangers: StreetRangers@SouthendBID.com / Townlink radio / 07366392141 / 07366396301 / 07398444476

Daily news and updates: @SouthendCityBID on socials or visit the news section of our website.