

# BID ZONE NEWS OCT 23

SOUTHEND  
CITY  
BID



**SUZANNE GLOYNE**  
BID MANAGER

The first six months of the new third term went by in a flash and we're proud of the projects we've delivered and are planning for the benefit of businesses, the city and the community. But we're already starting to plan for year two!

The **Street Ranger** team are distributing our annual survey which will let you share your views on activities you'd like to see from **Southend City BID**. Providing your feedback directly affects how we plan our budgets and projects for the upcoming year so please fill these in and return them by the **14th November**.

## BOARD AND COMMITTEE

I'm delighted to introduce our newest board member, **Aras Ali**. Aras is the owner of multiple businesses in the BID zone including the **Cut U Up** branches and **Arastocutz**. He is passionate about Southend and will be a positive addition to the board who work to enhance our city for BID businesses. In this last quarter we have restructured our committee to allow members to provide feedback and ideas on topics that they feel strongly about. If you want to join one of our three new **Advisory Committees** to share your views on **Streetscape** (the aesthetics), **Safety** (reducing crime), and **Events** (driving footfall), then email [Hello@SouthendBID.com](mailto:Hello@SouthendBID.com).

## SAFETY

We organised a **Safer Business Action Day** in July which focused on youth anti-social behaviour in partnership with the Police. It was a **great success with 33 businesses visits and 86 young people engaged with**. Read more on the news section of our website.

In September, **Street Ranger Andrew** received a certificate of recognition for his outstanding contribution to the Essex Police Community Safety Accreditation Scheme. Well done, and well deserved!

Please find a snapshot of their July - September results opposite:

**217**

ROUGH SLEEPER OR  
BEGGING INTERACTIONS

**955**

VISITOR ENQUIRES

**439**

BUSINESS CRIME ASSISTS

**296**

ANTI-SOCIAL  
BEHAVIOUR INCIDENTS

ASSISTED RECOVER OF

**£22,483.90**

IN STOLEN GOODS

## STREETSCAPE

Our bunting and baskets schemes have been removed to be replaced with our Christmas lighting. We have opted for a fresh new lighting scheme for term three featuring glittering three pea rope lights festooned across the High Street with vibrant 2m lamp column motifs and of course our Christmas tree in Victoria Circus will be back. We can't wait to unveil the new design on the Switch On day in November!

## EVENTS

City Jam was a fantastic success with some particularly striking legacy pieces left behind to enhance the zone. We especially love how the new piece near the railway bridge really brightens the space.

Southend Cocktail Week returned from 20th - 29th October with 11 participating venues. The trail presented signature cocktails, promotions and events from our businesses and took place as university students arrived back to the city at the start of October and ran over two firework evenings and the Halloween parade.

The Southend Christmas Switch On returns on Saturday 18th November from 12pm with Toys n Tuck as our Gold Sponsors and A Better Start Southend and Victoria Shopping Centre as Silver Sponsors. Planned activities include music and dance performances at our main stage, 'Spread the Cheer, Become a Reindeer' trail, busking spots, a story time bus, rides, a teddy bear trail, and more performances to activate the zone throughout the day. Head to the main stage in Victoria Circus for the switch on at 6pm followed by the seafront fireworks finale at 7.30pm. BID businesses are invited to our VIP event which starts at 6.30pm, email [Hello@SouthendBID.com](mailto:Hello@SouthendBID.com) to RSVP.



## DATES FOR YOUR DIARY

11am 17/11, 15/12 & 19/01

### MEET THE BID

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

10.30am 21, 22, 23/11

### ADVISORY COMMITTEE MEETINGS

Get in touch at [Hello@SouthendBID.com](mailto:Hello@SouthendBID.com) to join the Safety, Streetscape or Event Advisory Committee and share your challenges and ideas.

18/11 - 24/12

### CHRISTMAS TEDDY BEAR TRAIL

Free trail to uncover 10 hidden letters that our Christmas Teddy Bears are holding in venues around the city.

18/11

### CHRISTMAS SWITCH ON

Filling the BID zone with activity from 12pm including music, kids activities, and roaming performers. The big Switch On happens at 6pm, the fireworks finale at 7.30pm.

3pm 22/11 & 24/01

### 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.

26/11, 03/12, 10/12, 17/12

### SUNDAY CHRISTMAS FESTIVITIES

Enjoy goods from locals at the market and either roaming Christmas characters or carols on these Sundays.

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

Street Rangers: [StreetRangers@SouthendBID.com](mailto:StreetRangers@SouthendBID.com) / Townlink radio / 07366392141 / 07366396301 / 07398444476

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