

# BID ZONE NEWS

## OCTOBER 2019

IT'S  
BEEN  
A BUSY  
FEW  
MONTHS

*Hello*

and welcome to  
my first newsletter as  
Southend BID Manager.



After being appointed in mid-July, I've been trying to make my way round all the BID members, but with over 340 firms in our organisation, please don't be offended if I haven't met you in person yet - but trust me, you will!

First, let me pay tribute to my predecessor Alison Dewey, who successfully guided the BID through the last 3 and a half years including the 2017 vote to secure its future for a second term.

In challenging times for High Street retailers, Alison also recognised that Southend BID was more than just a business organisation. It also had to address social issues, such as homelessness, begging and crime. My role is to build on her legacy and continue to try and create long-term sustainability for our members, partner organisations and people living in Southend.

By way of a little background about me, I am from Leigh-on-Sea and grew up in the area before going to university and, after graduating, working for Bosch in their Sales and Marketing division.

In addition to my role, we've also seen the appointment of a new BID Co-Ordinator, Rebecca Venn, and two new Street Rangers who joined the BID team in July and August.

For me, it's been a busy few months; in terms of understanding the workings of some of our partner agencies and getting prepared for the annual Firework Spectaculars and Christmas Lights Switch-On. It also felt like I had barely been in post a week before I was invited to take part in a number of radio and press interviews. Such opportunities are great, as they allow me to promote our initiatives, such as BID-promoted events, the Keeping Together wristband scheme and the sterling work of our Street Rangers. Additionally, the weekly column in the Echo continues to be a chance to give the paper's readers insights into the workings of the BID, what's new and upcoming, along with more topical issues and discussion points.

To support these activities, the BID regularly sends out emails to ensure a regular flow of information about forthcoming events, meetings and

initiatives around the town, while the **BID website** and social media channels (on **Twitter** and **Facebook**) mean we can engage with a wider audience too.

I would also like to take this opportunity to thank those businesses that have attended the regular Southend Retail Against Crime meetings. If you haven't already done so, may I urge you to come along to these sessions, so that you can discuss issues directly affecting you and your business with those who can help.

You are welcome to get in touch between meetings, by dropping a line to [hello@southendbid.com](mailto:hello@southendbid.com), if there's anything you want to discuss with the BID.

In the interim, I look forward to meeting with you all in the coming weeks and continuing work on making Southend High Street and seafront thrive.

*Suzanne Gloyne*  
BID Manager

## Welcome to our new BID CO-ORDINATOR & STREET RANGERS!



Many of you will already know Rebecca from her time as one of the BID's original team of Street Rangers. In March she took on our new role as BID Co-Ordinator, supporting the team and BID businesses to reach the goals set out in the business plan.

We also welcomed two new Street Rangers, Josh and Luke, who joined the team in July and August. Together they have brought a wealth of experience, knowledge and massive enthusiasm to the town centre and seafront, maximising the experience for local residents and visitors to Southend.



## A look back at THE SOUTHEND FESTIVAL



### This year's Festival featured over 100 different events, with 30 businesses involved.

The Facebook event page had a reach of over 240,000 and experienced over 19,000 engagements on our social media posts so the number of people that were exposed to information about the different events was huge. Activities within the festival included street art

and theatre, stand-up comedy, music, poetry, and a pop-up flea market.

With an increasing trend towards spending money on experiences rather than buying 'stuff', and then sharing them on social media, we decided to invest further in developing our exciting arts and culture festival. This means that we have taken the bold decision to stop the Italian Festival, which had seen reduced visitor take-up in recent years.

Continuing to invest in the

Southend Festival, and similar new events, enables the BID businesses to capitalise on the expanding 'experience economy'. Evidence shows that, as visitors enjoy scheduled activities, they stay longer within the BID zone.

Ahead of 2020, we will be reviewing how we can grow the Southend Festival, in terms of participating venues, events and creating more partnerships with different communities, to boost the audiences coming into the town.

## SOUTHEND FRINGE FESTIVAL



Alongside the Southend Festival, the BID sponsored the corresponding Southend Fringe Festival – a 3-day schedule of events around the town. The programme included drag, burlesque, spoken word, dance, music and more.

Sponsoring the Fringe enabled us to invest in talented young, local artists, whilst pushing the key objectives of our own Southend Festival – increasing visitor numbers and spending within the BID zone, promoting Southend-on-Sea and making the arts accessible for a much wider audience.

## SOUTHEND PRIDE



The purchasing power of the LGBTIQ+ community is estimated to be £6 billion per year in the UK, so is not a market to be ignored.

Southend Pride took place from 13th – 20th July 2019 and the BID sponsored this additional week of the arts, culture and the biggest Pride March Southend had ever seen.

Sponsoring events from different communities, such as Pride, helps to encourage a more diverse local economy – one that celebrates all cultures and shows that Southend is place where everyone is welcome.

## STREET ART

Following the tragic death of The Prodigy's Keith Flint in early March, Southend BID commissioned local artist John Bulley to paint Twisted Animator, by way of paying tribute to one of Essex's most memorable stars.

It proved to be a huge success, with a global response that ignited positive conversation referencing Southend High Street. The artwork featured in the local media and was picked up by the national press also, with stories run on the artwork in the likes of The Independent, Metro, NME and

rock magazine, Kerrang. We were also honoured to discover the artwork was featured on the front of Keith Flint's order of service. A conservative estimate of the Advertising Value Equivalent (AVE) for the media coverage of Twisted Animator alone, topped £500,000.

In April, we commissioned paintings of six of Essex's most successful and instantly recognisable stars and put them up in an 'outside gallery', in Elmer Approach.

Collectively titled Essex Birds, A

Celebration the colourful portraits of actresses Dames Helen Mirren and Maggie Smith, plus Game of Thrones star Nathalie Emmanuel, reality TV stars Stacey Solomon and Gemma Collins, plus contemporary artist Grayson Perry (as his alter-ego 'Claire') are a playful and satirical riposte to the stereotype of 'Essex Girls'. The controversial installation has prompted a great deal of discussion and has inspired people to travel to Southend just to see it for themselves, justifying why it was commissioned.

# DATES FOR THE DIARY



SOUTHEND  
**BID**  
ON-SEA

## FREE SEAFRONT FIREWORKS

Back with a bang, Southend BID is hosting a series of seven fireworks spectaculars every Saturday night from 5 October-16 November 2019.

## CHRISTMAS LIGHTS SWITCH ON SATURDAY 16 NOVEMBER 2019

This year's Switch-On will take place on Saturday 16th November and is set to be a fun-filled day with musical and family-focused entertainment. The Main Stage will see excellent local talent performing throughout the day, from 1pm until the 6pm Switch-On.

The BID's own [visitsouthend.co.uk](http://visitsouthend.co.uk) stage will be a community performance hub, with local musicians and singers, performing-arts schools and groups, plus special guest performance slots. After the official Lights Switch-On, this stage will keep the party going, with even more fabulous local entertainment and the perfect view point for a truly spectacular fireworks finale!

## SOUTHEND COCKTAIL WEEK 18-27 OCTOBER 2019

Participating BID establishments have nominated a signature cocktail (or mocktail) that they will offer for £5 for the duration of Cocktail Week. In support, we will be creating a downloadable Cocktail Week trail, printing posters for venues, advertising the event on Visit Southend and keeping people informed on our social channels.

Check the Echo for ongoing features and coverage of this brand-new initiative that supports the town's night-time economy. Cocktail Weeks are run throughout the country and is a great event that entices more visitors to frequent night time economy venues.

## MEET THE BID

These open sessions are held every second Friday of every month (upcoming dates: 11 October, 8 November and 13 December). Check the BID website under 'Events' to confirm the location [www.southendbid.com/bid-events](http://www.southendbid.com/bid-events).

## SOUTHEND RETAIL AGAINST CRIME

These meetings are designed for BID levy payers to raise issues directly with Southend Police and partner agencies, as well as hearing updates about new schemes to reduce crime, rough sleeping, and anti-social behaviour.

The minutes from each meeting are published in the 'Latest News' section of [www.southendbid.com](http://www.southendbid.com) and dates of upcoming meetings will be published across social media, emails and you can always check at [www.southendbid.com/bid-events](http://www.southendbid.com/bid-events)

**DON'T  
FORGET**

Promote your offers/events on our consumer site [visitsouthend.co.uk](http://visitsouthend.co.uk) for free.  
For more details email [hello@southendbid.com](mailto:hello@southendbid.com)