

BID ZONE NEWS

I AM PLEASED TO PRESENT TO YOU, SOUTHEND BID'S

JULY NEWSLETTER

This is the first newsletter of 2018 and will be a regular update on our events, projects and initiatives.

For months, the team have been working hard on The Southend Festival. Running from the beginning of July until Wednesday 15th August, the six-week long programme features over 100 cultural events covering art, comedy, music, literature and performance. You will find out more about this exciting addition to our events calendar as you read on.

The Italian Festival will be returning on Saturday 1st September which will see the High Street come to life with all things Italian. There's an opportunity for BID businesses to be involved so if you have any ideas, share them with us via hello@southendbid.com.

We will be continually communicating to you, the events and initiatives that are of great importance to your business. These include the business crime database DISC, bi-monthly Retail Against Crime Meeting and Wellbeing Matters - a brand new mental health peer support group, all of which are covered in this newsletter.

I hope you enjoy reading about we are getting up to.

Best Wishes,



Alison Dewey
BID Manager

A quarterly report was carried out in March 2018 which stated the current occupancy rate of Southend High Street is 87.1%. The national average according to the British Retail Consortium (BRC) in January was 90.6%.



WWW.SOUTHENDBID.COM

STREET RANGERS

As of 2nd April 2018, the beginning of the second Southend BID term, the Street Ranger rotas were altered to include Sundays.

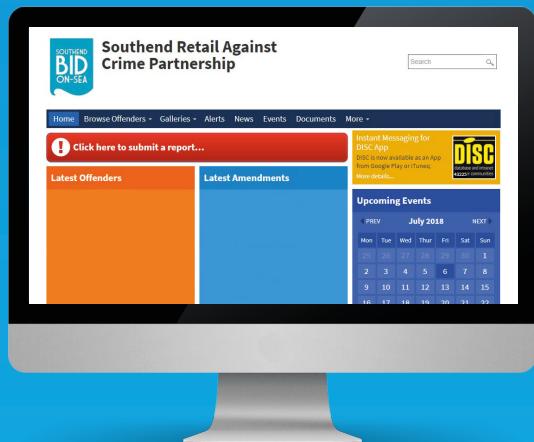
The team now operates seven days a week in order to maximise uniformed presence in town and provide more of what you have asked for – 88% of Annual Survey respondents stated that the Street Rangers are the most important BID deliverable.

They will continue to assist the police and businesses to reduce retail crime and anti-social behaviour, as well as responding to visitor enquiries.



"In April 2018, our Street Rangers assisted BID retailers in recovering over 75% of stolen goods."

DISC CRIME REPORTING



DISC is Southend's secure members-only business crime reduction database where incidents related to both the day and night time economy are stored and can be uploaded and viewed in accordance with data protection.

Used by businesses, the police, Street Rangers and the criminal behavioural team, information is gathered for identification purposes and to support prosecution processes. In addition, valuable analytical data can now be produced via DISC with regards to recovered goods.

An Instant Messages (IM) function, offering a more rapid transfer of data with other members and the Southend BID team, is available via the app which can be downloaded from iTunes or Google Play depending on the device.

Simply log in using the existing details before being prompted to create a 4-digit pin. If you require membership, please email hello@southendbid.com

FLORAL ARRANGEMENTS

In May, the floral hanging baskets were installed across the BID area – in the High Street and some side streets.

This is just one of Southend BID's many streetscape improvements.

CURRENT CAMPAIGNS

HOMELESSNESS CAMPAIGN

Southend BID is working alongside Southend-on-Sea Borough Council and other support services to launch a diverted giving website.

This website aims to challenge misconceptions around begging and highlight the best ways in which people can give money to make real change in people's lives.

This will support the ongoing positive work taking place in the town and encourage engagement with the appropriate services.



ANTI-LITTER CAMPAIGN

In May, Southend BID launched an anti-litter drive which included a film and poster campaign in conjunction with environmental campaign charity Hubbub.

This supported the #mystreetisyourstreet campaign with posters displayed at both local bus stops and digital shelters. The campaign aimed at creating a sense of local pride by introducing it to those who live and work in our area and promoting personal responsibility for the issue of litter by creating a sense of inclusion and shared ownership of space.

Heavily focused on our fun and interactive anti-litter initiatives installed across the BID area, its intention was also to remind visitors to not simply discard of litter on the floor but use our Ballot, Gumdrop and 'talking' bins instead.

"Our Ballot Bins have contributed to a 46% reduction in cigarette butt litter across 17 locations – some by 89%. There has also been a knock on 24% reduction in other litter"



DATES FOR THE DIARY

THE SOUTHEND FESTIVAL RUNNING NOW UNTIL 15TH AUGUST

Southend BID have teamed up with Estuary Fringe, local artists, comedians, writers, musicians and more to bring together a six-week long programme of cultural events within the businesses and public realm, including the town centre, seafront and Southend Pier.

The festival itinerary features art, comedy, music, literature, performance, including Southend Art Trail, Paint Jam, Kids Chalk Fest, Edinburgh Fringe Previews and a Cabaret Finale event. Marketed across social media and local radio and press, the event will become a hub within which to celebrate the cultural offering in Southend and increase visitor attraction.

Events are taking place every day – to find out what's happening and when, simply visit www.visitsouthend.co.uk.



SOUTHEND RETAIL AGAINST CRIME MEETING TUESDAY 31ST JULY, 6PM AT THE ROYAL HOTEL

It is very important that you or a representative from your business attends these meetings. It provides an opportunity to discuss issues with the police and services directly and find out how crime, rough sleeping and anti-social behaviour are being dealt with. **The minutes from the last meeting are published in the news and events section of www.southendbid.com.**

ITALIAN FESTIVAL & SUPERCAR PARADE SATURDAY 1ST SEPTEMBER

Southend BID will be hosting its popular Italian Festival and Supercar Parade and recreating the atmosphere, sights and smells of Italy across the town centre and seafront with food, culture, entertainment, cars and more. As a BID business, we would love for you to contribute or be involved. If you are interested, please email hello@southendbid.com.

WELLBEING MATTERS FIRST TUESDAY OF EVERY MONTH

WellbeingMatters Southend is a new mental health support group for you and your employees. Meetings take place at Twenty One on the first Tuesday of the month from 6-8pm. For more information, email Co-founder Michelle Passfield at michelle.passfield@hotmail.co.uk

COFFEE WITH A COPPER

The Coffee with a Copper sessions with the Southend policing team have been running well and are to continue until November. The new rotas have been distributed to businesses who have already hosted – if you have any feedback or wish to host a future session, please email hello@southendbid.com.

DON'T
FORGET

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