



<https://www.southendtp.co.uk/>

Minutes of STP Board Meeting

Date Thursday 15 July 2021
Venue Microsoft Teams
Time 4:00 – 5:45pm

<p>Present- Jacqui Dallimore (JD) (Chair) Scott Dolling (SD) Alison Dewey (AD) Cllr Carole Mulroney (CCM) Marc Miller (MM) (Co-Chair) Joan Tiney (JT) Denise Rossiter (DR) Helen Symmons (HS) PS Paul Hogben (PH) Alice Pickering (AP)</p> <p>Apologies Ellen McPhillips (EM)</p>	<p>Roslin Beach Hotel, Managing Director SBC Director of Culture and Tourism SBC Head of Culture & Tourism Strategy SBC, Cabinet Member for Business, Culture & Tourism Stockvale Borough Hotel/SSIBA Essex Chambers Leigh-on-Sea Council - Town Clerk Essex Police SBC (minute taking)</p> <p>Southend Theatres</p>
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Discussion Points	Action
<p>1. <u>Welcome and apologies.</u></p> <p>EM unable to attend due to Southend Theatres preparing for first show next week.</p> <p>2. <u>Minutes from previous meeting</u></p> <p>Confirmed minute taking would be provided by SBC.</p> <p>SBC property team to reattempt contact with Richard Ryan (Blackpool Illuminations) SD to chase.</p> <p>STP website needs completing with bios and images of board members. Those who have not completed this to send to AP.</p> <p><u>Destination Southend- Feedback from subgroups</u></p>	<p><u>SD</u></p> <p><u>NOTE TO ALL</u></p>

<p>3.</p> <p>3a</p> <p>3b</p> <p>4.</p>	<p><u>Enhancing and improving</u></p> <p>Last meeting took place on 11 May.</p> <p>No update or change to the confusing signage for the Southend parking pass. Visitors are still thinking they can only park for three hours. MM to chase council officers from meeting for an update. AD & CCM to support.</p> <p>The extra portable toilets have been replaced by a new supplier. The seafront fountains cleaned, and new motors have been installed in time for the summer holidays.</p> <p>Extra bins and Veolia have improved the waste disposable along the seafront. A noticeable difference. CCM to feedback positive comments.</p> <p>Marketing and Visitor Experience</p> <p>Festival of Lights - Research into the event has shown that a budget of 35k would be insufficient. To ensure the event is on par with similar light festivals that already take place across the country a budget of at least 100k is required. This would cover at least four main light structures or installations, plus and 24-hour security over a long weekend. Originally planned to take place across the Borough, it has been decided that due to the size of the installations and to help minimise costs, the entire event, if it should take place, should be located within the town centre. Locations could be extended in the future once the festival has been established on the towns annual event calendar.</p> <p>There are already a number of events planned through the Autumn up to December, therefore it was agreed by the Board that this event should take place in the new year – January/February time to help further extend the season.</p> <p>C2C campaign – The SBC cultural and tourism marketing team have been working with C2C on a joint campaign to highlight activities at each of the town’s seven railway stations in order to encourage wider exploration of the borough. Due to restrictions being extended, C2C have been unable to promote leisure travel which has delayed the rollout of the campaign. The Governments lifting of all restrictions on 19th July will now allow the C2C and SBC to launch the campaign in the coming weeks.</p> <p><u>Policing Update</u></p> <p>Operation Union was created following anti-social behaviour across the Borough. Additional resources are in place at the weekends to show a presence along the waterfront areas. This will be increased to every day from the start of the summer holidays until the 2nd week of September.</p> <p>Road Policing are supporting the op with extra funding to help police car cruises. Weekly meetings are held to learn and improve from the previous week.</p> <p>Board commented it was comforting to see the presence and visitors have also noticed.</p> <p>JT noted policing seems better on Fridays and Sundays. PH to investigate and provide feedback.</p>	<p><u>MM,</u> <u>AD&C</u> <u>CM</u></p> <p><u>CCM</u></p>
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5.	<p>PH – Researching knife search poles for Southend, new mobile knife search technology which can detect larger metal pieces and hidden knives. The full-body scan system is portable and is a more advanced replacement for the knife arches.</p> <p>Essex Police recently worked with Trading Standards and an undercover 17-year-old to do spot checks on local businesses regarding the sale of age restricted items.</p> <p>Leigh Town Council has budget set aside for five specials to work within the council area. They will work with Southend Police. Information around joining the Special Constabulary to be sent out as STP newsletter and socials to encourage uptake. AD to link with PH for appropriate copy.</p> <p>MM has created CCTV signage and placed around Adventure Island. Prepared to arrange for local businesses to use the same signage to keep everything uniform. Roslin hotel happy to display.</p> <p><u>Recovery Roadmap</u></p> <p>Welcome back fund – Total recovery fund approx. 230k. There is no official time limit on spending the fund but should be used to aid recovery. The budget has been allocated to ten projects, but these numbers will change as the projects move forward so there may be some scope to help increase the Festival of Lights fund. The projects will be divided into topics and split between the subgroups accordingly. SD to circulate the papers.</p> <p>Southend Arts Festival – AD provided an overview of SAF which will take place over two weeks during September. The festival will showcase the Borough’s amazing and diverse cultural offer. Many of the events will be free and take place in hospitality venues, supporting Southend’s visitor economy as well as helping to extend the season.</p> <p>The festival will be Borough wide to ensure experiences are easily accessible for residents and visitors across all localities. The press release will be issued in the next week or so with a call to action for businesses and events taking place during that period to sign up to the event under one joined up ‘Southend Arts Festival’ brand. The Board suggested looking at using different venues from the usual to help spread the festivals appeal.</p> <p>The Board also discussed a possible street art festival in future years that incorporates the wider borough. Perspective locations and sites were discussed with the possibility of bringing in external sponsorship to fund the event. AD to find out how environmentally friendly spray cans are as this will be a question from public.</p> <p>AD to invite CCM to next event artistic lead meeting. AD to organise press release and photocall with event participants plus CCM and JD</p> <p>HMS Leigh - The first weekend in October will see Southend Pier transformed into HMS Leigh – this heritage lottery funded weekend has been rescheduled from 2020. The event should draw a lot of national media attention.</p>	<p><u>PH</u></p> <p><u>AD PH</u></p> <p><u>MM</u></p> <p><u>AD</u></p>
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6.	<p>Fireworks- The free Southend BID fireworks are due to start on 2 October for 10 weeks extending the Autumn season. The event programme is usually seven weeks but has been extended to ten weeks through the Welcome Back Fund to help further extend the season.</p> <p>Yearly event diary- Board suggested it would be helpful to circulate a yearly diary of event, as well as a monthly events newsletter to school and STP members AD to Action ASAP</p> <p><u>AOB</u></p> <p>Confidential- The new Southend Pier train delivery has been delayed due to paintwork issues. They are now set for a September date.</p> <p>Filming – Board suggested it would be good to share information relating to any filming that is due to take place in Southend- SD stated some filming applications come with a confidentiality agreement however we will circulate any information that we are able to.</p> <p>Levelling up Fund – Government funding is available to invest in infrastructure that will improve everyday life across the UK, including regenerating town centres and high streets, upgrading local transport, and investing in cultural and heritage assets. Southend making three BIDS for the funding. CCM to circulate documents</p>	<p><u>AD</u></p> <p><u>AD</u></p> <p><u>CCM</u></p>
	<p>Date of next meeting: 21 October 2021</p>	