

SOUTHEND TOURISM PARTNERSHIP

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

Minutes of STP Board Meeting

Date	Thursday 24 November 2022
Venue	Sands By the Sea
Time	3:00pm – 5:50pm

<p>Present- Jacqui Dallimore (JD) (Chair) Marc Miller (MM) (Vice Chair) Cllr Carole Mulrone (CCM) Alison Dewey (AD) Scott Dolling (SD) John Harland (JH) Joan Tiney (JT) Alice Pickering (AP)</p>	<p>Roslin Beach Hotel, Managing Director Stockvale SCC, Cabinet Member for Business, Culture & Tourism SCC Head of Culture & Tourism Strategy SCC Director of Culture and Tourism Genting Casino Borough Hotel/SSIBA SCC (minute taking)</p>
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Apologies

<p>Denise Rossiter (DR) Helen Symmons (HS) Ross McGrane (RM)</p>	<p>Essex Chambers Leigh-on-Sea Council - Town Clerk Little Smash Comedy</p>
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Discussion Points

Action

1.	<p><u>Welcome and apologies.</u> Apologies from DR, HS, RM</p> <p><u>Minutes from previous meeting</u></p> <p><u>All in agreement</u></p> <p>JD shared letter intended for councillors regarding Southend Tourism Partnership events budget. Board agreed the letter was well written but needed a breakdown of what the suggested 400k budget would be spent on.</p> <p>Southend LuminoCity £180k Fireworks £50k Southend City Jam £70k Southend Halloween Parade £35k</p> <p>Also, needed to include example of the increased parking revenue from LuminoCity Due to council budgets being discussed, the letter needs to be sent within the next week.</p>	<p><u>JD</u> <u>&AD</u></p>
2.	<p><u>Updates from each sector</u></p> <p><u>Hospitality</u></p>	

Lunchtime at the Roslin is busy. Christmas parties very busy, had to start a week earlier than usual due to demand. Christmas day sold out, New Year's Eve tickets selling well.

Customers are very positive about Southend, very good reviews on TripAdvisor. JD noted that spend is down per head. Come January hospitality will struggle.

Central Seafront

Borough is still open all hours advertised for consistency. A lot of pubs along seafront close as and when due to customer demand.

Police presence over the summer helped with the trade, now this has been scaled back the smell of weed is returning. Seafront traders concerned about BID not supporting the fireworks for 2023.

Attractions

Stockvale had a good summer, increased police presence helped.

Due to rising costs Winter Wonderland at Adventure Island has been cut from every weekend in December to just the week leading up to Christmas, 17 - 24 Dec.

Echo story published this week proposed plans to close the seafront on busy days. CCM to speak to Councillor Steven Wakefield regarding this matter.

CCM

Culture/Theatres

Christmas parties at Genting Casino are booked for Fridays and Saturdays. Shows at the casino becoming increasingly popular.

Cliffs and Palace both busy, there's an appetite for theatre and music. London shows get booked up quickly.

SCC

No further news on Tylers Avenue becoming a second story carpark.

There was a news story regarding housing plans for the area and possible opportunities for the space, but no plans are in place.

Marine Plaza site – waiting for more funding to build the proposed 232 flat plans.

Seafront Illuminations still waiting on Levelling up funding. The project will not progress if funding isn't secured.

Business development team within the Council are constantly researching funding opportunities but must have a plan in place for the money before applying.

Discussion took place regarding Pier Hill and surrounding area. Fountain in the shrubbery leaking – CCM to pick up with parks department

CCM

JD to make a connection with head of parks at council Paul Rabbitts regarding possible partnership with The Royals Shopping Centre.

JD

AD met new Chief Exce Rob Polkinghorne at Remembrance Day parade. He wants to visit LuminoCity along with the rest of CTM. Asked AD to book a day with him to tour the city and discuss the importance of tourism to the city.

3.

Southend Halloween Parade/events

Halloween Parade incredibly busy and had a feel-good factor. AD explained issues surrounding barriers, crowd control and security. All things that can be improved

	<p>upon next year. Culture and Tourism team planning to speak to Diversity about collaboration for 2023 parade. Discussion was had regarding the open top bus, possible VIP viewing place for Mayor and councillors instead. Some felt the parade was flat at points, a sound system could be implemented to help bring the event together. Seafront traders raised the issue of the Eastern Esplanade (Gasworks) carpark being closed all day. AD and JD spoke with C2C regarding event dates for next year. Network Rail arrange engineering works.</p> <p>Possible partnership with the Southend airport for LuminoCity. Offering free car park at airport to help with traffic flow in and out of the city.</p> <p>AD shared an update of installations and sites for the event. Board members want seafront included. The seafront lights and fountains can be programmed for the event. MM happy to light the City Wheel. Suggested that the arcade lights are placed on the map - a wow factor for visitors who've not been to the city before.</p> <p>Members agreed STP events would be Southend LuminoCity Southend City Jam Southend Halloween Parade Fireworks</p> <p>Suggestion was made Southend City Jam could include busking to help keep visitors in the city longer and therefore spending more.</p>	
4.	<p><u>Seafront Fireworks</u></p> <p>It was announced this week Southend BID would not continue with the City Fireworks. Board agreed that fireworks must continue for 2023 and look to SCC to pay for the fireworks in conjunction with potential business sponsorship. Rebrand the event as 'City Fireworks', speak to BID about shops staying open later Firework nights JT had an email regarding the costings from Mikes Boatyard. Board agreed too high. SD to pick up with Colin Sedgwick.</p>	<u>SD</u>
5.	<p><u>Network event</u></p> <p>SD suggested a networking event with the wider business group, an opportunity to discuss the work of STP, upcoming events and possible sponsorship. JD happy to host an early evening event at Roslin in January. SD to speak with the business development team to set wheel in motion.</p>	<u>SD</u>
6.	<p><u>City Wheel</u></p> <p>Adventure Island are still waiting on the result of Levelling Up Fund, if the city bid is not successful the observation tower will be put on hold.</p>	

	City Wheel will officially open at Adventure Island's Winter Wonderland on 17 December and they are working closely with the Local Authority to secure all necessary consents.	
	Date of next of meeting: TBC – Early January 2023	