

SOUTHEND TOURISM PARTNERSHIP

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

Minutes of STP Board Meeting

Date	Thursday 19 January 2023
Venue	Leigh Community Centre
Time	11am – 1pm

<p>Present- Jacqui Dallimore (JD) (Chair) Marc Miller (MM) (Vice Chair) Cllr Carole Mulrone (CCM) Alison Dewey (AD) Scott Dolling (SD) Denise Rossiter (DR) Joan Tiney (JT) Helen Symmons (HS) Alice Pickering (AP)</p> <p>Apologies John Harland (JH) Ross McGrane (RM)</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 Essex Chambers Borough Hotel/SSIBA Leigh-on-Sea Council - Town Clerk SCC (minute taking)</p> <p>Genting Casino Little Smash Comedy</p>
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Discussion Points	Action
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<p><u>Welcome and apologies.</u> Apologies from JH, RM</p> <p>1. <u>Minutes from previous meeting</u> All agreed</p> <p>2. <u>Updates from each sector</u></p> <p><u>Hospitality</u></p> <p>Bookings have taken a dip, Roslin still busy but it is notable there is half the number of visitors. Planning permission has been granted for the hotel, works due to take place in 2024. Bills have quadrupled which is concerning for smaller businesses.</p> <p>The Royals Shopping Centre has a new manager in place, Will Moss. Will is very passionate about the city and lives near the centre. He is keen to join the BID board with JD looking to join the BID committee on behalf of Regis. The Royals will stay a shopping centre but looking to include more entertainment outlets.</p> <p><u>Leigh</u></p> <p>Leigh Community Centre has been busy with lots of different community groups using the venue. Leigh art trail, Folk Festival, several art markets, and a Shanty</p>	
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festival are being planned for 2023. Herd About the City will exhibit in Leigh. Public have made complaints there is no bus route from Belfairs to Leigh. Leigh times has published its last edition but from 7 February 'Leigh on Sea News' will launch. Old town will not be closing to traffic. Leigh Library Gardens festive lights and events were well received by the residents. Leigh has surge of new residents from London. Leigh road and Broadway West up and coming.

Central Seafront

Business was good over Christmas and New Year. Beer purchase prices have increased to 40p a pint. Plans are in place for another scoops along pier hill.

Discussion took place on adding policing back on to the STP agenda and to invite an Essex police representative to the next meeting before May to discuss the summer operational plan.

Policing to be added to the STP agenda.

AP

Attractions

Adventure Island will reduce opening times across the year and eighteen days in June 2023. Rising energy bills, the living wage increase and proposed parking charge. The inside of Three Shells café has not been open since August last year. With the increased business costs, Adventure Island may not be open in the evenings for the Southend LuminoCity but as requested at the previous meeting is happy to light the City Wheel.

Solar panels for Sealife to help rising costs.

Business

DR met new chief exec of London Southend Airport. Essex Chambers of Commerce working with Local skills Improvement Plan to link businesses and colleges. A community project is coming to Southend, details to be confirmed. Energy crisis affecting all businesses with several Essex restaurants going out of business.

Culture

JD and AD to speak to RM and DM if still happy to be a part of the STP board.

AD/JD

3.

Network event

It was decided the networking event would be put on hold until after the SCC budget has been set.

Potential date 16 May, at the Roslin at 6pm. JD to check availability and plan an invite list. To include newly elected Councillors.

Event will showcase the work STP do. Make connections with local businesses to work together on events, i.e. sponsorship, corporate volunteering, etc.

JD

4.

5	<p><u>STP Budget letter</u></p> <p>The budget letter was sent with a few replies from conservative councillors supporting. JD was invited to a SCC budget consultation – Adult social care, education and climate change take priority over culture. There will be no funding from SCC for external events. Budget will be set at the end of February. AP to circulate draft budget around board members.</p>	<u>AP</u>
6	<p><u>Proposed parking charges</u></p> <p>Parking charges and availability is an essential factor for tourism. Parking needs to be cheaper not more expensive to encourage visitors and to stay longer; spending more money across the city and creating jobs.</p> <p>MM will be presenting a report to leaders of the parties, SCC chief exec and JD as STP chair. The report will demonstrate easily achieved opportunities to create hundreds of additional parking spaces along with other opportunities, negating any reason to increase parking charges and charging after 6pm. MM further explained if the key areas of the report were agreed and completed, the parking charges could actually be reduced and still the council would have increased revenue.</p> <p>Part of this report will suggest Introducing:</p> <ul style="list-style-type: none"> • Over 120 additional spaces in Seaway, by realigning • Over 100 new spaces on marine parade • Pay and display where currently unneeded double yellow lines • Realigning parking on Western Esplanade by introducing herringbone parking • Improvement to environment, air quality and congestion by increasing parking spaces, reducing vehicles circling to find parking • A transparent, fair and equal reduced citywide parking tariff; as an example, currently the Seafront has the highest charge per hour and Leigh Broadway, Southchurch road, Thorpe Bay, areas of Eastern Esplanade, are free or free for two hours. • In key high footfall areas introduce pay and display in conjunction with resident parking. <p>CCM - Steve Wakefield is working on a similar exercise; MM has had a walk around with Steve in the past regarding this issue.</p> <p>A petition is being shared through social media and local residents to stop SCC proposed charging after 6pm and increase parking charges.</p> <p><u>Southend Luminocity</u></p>	<u>MM</u>
7.		

<p>Southend LuminoCity cost 220k in 2022, this year the budget is coming in under 170k. There are more installations and associated events. There is sponsorship from Southend BID, ESL, C2C, Forward Motion and Atlantis.</p> <p>AD mentioned the need for a forklift. JD to speak to EGL to see if they can help supply. AD to ask Martin Terry.</p> <p>Comms around the event should encourage making a day of it. Highlight the Southend City offer to make it appealing for visitors to arrive early. BID is speaking to high street businesses about staying open later for the event. LuminoCity website highlights food and drink.</p> <p>HS to send AD contact details for Leigh on Sea news regarding advertising the event.</p> <p>Event team is working with London Southend airport to create a park and train offer. Explore arts council and SAVS funding to help boost the event budget.</p> <p><u>AOB</u></p> <p>JD suggested a day at Fenchurch Street to highlight what Southend has to offer. Possible date between Southend LuminoCity and Southend City Jam.</p> <p>JD and AD to discuss boarding up the windows at the Royals Shopping centre with Southend City Jam artworks.</p> <p>JD proposed the Visitor Information Centre be relocated to the high street, potential site at The Royals. This could then become a hub for each major event, with branding possibilities.</p>	<p><u>JD/AD</u></p> <p><u>HS</u></p>
<p>Date of next of meeting: TBC</p>	