

# SOUTHEND TOURISM PARTNERSHIP

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

## Minutes of STP Board Meeting

<b>Date</b>	Thursday 21 April 2022
<b>Venue</b>	Roslin Beach Hotel
<b>Time</b>	4:00 – 5:30pm

<p><b>Present-</b> Jacqui Dallimore (JD) (Chair) Scott Dolling (SD) Alison Dewey (AD) Cllr Carole Mulrone (CCM) Marc Miller (MM) (Vice Chair) Ross McGrane (RM) Helen Symmons (HS) John Harland (JH) Alice Pickering (AP)</p> <p><b>Apologies</b> Ellen McPhillips (EM) Joan Tiney (JT) Denise Rossiter (DR)</p>	<p>Roslin Beach Hotel, Managing Director SCC Director of Culture and Tourism SCC Head of Culture &amp; Tourism Strategy SBC, Cabinet Member for Business, Culture &amp; Tourism Stockvale Little Smash Comedy Leigh-on-Sea Council - Town Clerk Genting Casino SCC (minute taking)</p> <p>Southend Theatres Borough Hotel/SSIBA Essex Chambers</p>
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<b>Discussion Points</b>	<b>Action</b>
<p>1. <b><u>Welcome and apologies.</u></b></p> <p>EM, JT and DR sent apologies.</p>	
<p>2. <b><u>Minutes from previous meeting</u></b></p> <p>All agreed</p>	
<p>3. <b><u>Updates from each sector</u></b></p> <p><b><u>Leigh</u></b></p> <p>Paddling pools to be repaired with grant. Leigh Library Garden's CCTV working well, plans are coming together for Christmas celebrations and Leigh Folk Festival have moved from Old Leigh to the gardens.</p> <p>Old Leigh was very busy during the bank holiday weekend. Large groups of people, drinking on seawall, leaving bottles, etc. This type of behaviour noted all along the seafront. Crooked Billet involved police on Good Friday due to anti-social behaviour. Police/enforcement agencies need to be proactive rather than reactive. Operation</p>	

Union and weekly heatwave groups made up of council and external partners will help address these issues.  
Could signage be put in place to discourage drinking in public places? Suggested signage was for the seafront and Leigh.  
HS to explore stronger messaging and placement for Leigh – also to work with businesses to display signage.

### **ACTION**

To compile a list of what Southend does not want/need

### **Central Seafront/Attraction**

First week of school holidays not as busy as second due to weather.  
Good to see a presence of police on the seafront throughout the bank holiday weekend.  
London based travellers over Easter weekend. Adventure Island closed retail due to this but worked closely with police. No violence occurred just anti-social behaviour.  
Asked to leave the Falcon public house on Sunday but were then again served on Monday, banning needs to be consistent.

### **Culture/Theatres/Night-time economy**

Genting Casino hosted the Southend Business Partnership breakfast meeting that morning. Developing Southend as City and the culture offer was discussed. Need to change the public's perspective of culture from just art galleries and museums.

Southend needs to embrace experience economy – interactive trails such as Hares about Town, Southend Arts Festival and Southend LuminoCity.  
Council is working with Havens on new art trail coming 2023. Will collaborate on locations so residents/visitors can discover heritage places/Southend's hidden gems.

Culture and Tourism team working with the City Year team to welcome first flight from Malaga at Southend Airport. Welcome bags will be given to 180 passengers. Any promotional material from board members/businesses can be put in the bag. Please contact [Culture&Tourism@southend.gov.uk](mailto:Culture&Tourism@southend.gov.uk) if you have anything you would like included.

Little Smash Comedy placed 2<sup>nd</sup> place in the Chortle Comedy Awards UK 2022 Best Open Spot Comedy Night category. AP to circulate the press release via newsletter to STP subscribers.

### **Hospitality**

It was noted that customers are booking last minute and compared to last 'staycation' year the Roslin is not as busy. Energy and food costs have risen which is affecting customer spend.

### **ACTION**

Board members to draft a letter to local MPs Anna Firth and James Duddridge to discuss reinstating 12.5% tax for hospitality.

**ALL**

**ALL**

**ALL**

4. **Shakedown overview**

Shakedown impacted profits for seafront businesses affected by the road closure. Customers were stuck in traffic/avoided the area due to the noise, pollution. The event started early morning and continued into the evening with a car meet.

Adventure Island were not informed of the road closure which caused 15 members of staff to struggle to get into work that day. SD rectified the issue as soon as informed. Pier staff also had issues.

There was no management of the bikes leaving which caused an unsafe environment for all involved. Having the road closed created an unsafe area for pedestrians, mixing with moving bikes/also potential issue of bikes falling over on top of children walking between the bikes.

It was also discussed about the environmental impact from the pollution from the bikes; CCM to investigate this.

East beach or Garon Park were mentioned as possible sites for next year's event if to return. Also, could another date be introduced instead of the busy Easter bank holiday Monday.

STP should be consulted when major events take place along the seafront and city much like SAG.

5. **Halloween Parade**

The popular event will return this October. Members would like a set criteria for floats/participants to ensure only good quality floats are involved. Plans to engage with local schools. A mask competition could help to create a central theme.

6. **AOB**

Members agreed to meet monthly.

**Date of next of meeting: 26 May 2022 – 3pm – Roslin**