

Southend-On-Sea
Town Centre
Business Improvement District (BID)
Business Plan
2013 to 2018

Appendices for
Southend-On-Sea Borough Council

Appendix 1 – List of Streets

A list of those streets within the BID area, in whole or in part, is given as:

Alexandra Street

Chancellor Road

Chichester Road

Church Road

Clarence Road

Clarence Street

Clifftown Road

College Way

Elmer Approach

Farringdon Service Road

Grove Street (now known as Chichester Road)

Hartington Road

Hartington Place

Herbert Grove

Heygate Avenue

High Street

Leather Lane

London Road

Lucy Road

Luker Road

Marine Parade

Market Place

Milton Street

Pier Hill

Pier Piazza

Pitmans Close

Pleasant Mews

Pleasant Road

Queens Road

Queensway

Royal Mews

Royal Square (formerly known as Grove Terrace)

Royals Shopping Centre

Seaway

Short Street

Southchurch Avenue

Southchurch Road

Tylers Avenue

The Pier

Victoria Avenue

Victoria Shopping Centre

Warrior Square

Western Esplanade

Weston Road

Whitegate Road

York Road

Appendix 2 – List of Premises and Hereditaments

An illustrative list (correct at the time of production and as provided by Southend-On-Sea Council) of those premises and hereditaments to be included in the BID and so party to the ballot (within the proposed BID area and with a rateable value of £12,000 or more) is given as:

Element, 13/17 Alexandra Street
The Alex Public House, Alexandra Street
49 Alexandra Street
23 & 29 Alexandra Street
29 Alexandra Street
33 Alexandra Street
7 Alexandra Street
1st 2nd & 3rd Flrs, 33-35 Alexandra Street
45-47 Alexandra Street
20 Alexandra Street
New Empire Theatre, Alexandra Street
44 Alexandra Street
3-5 Alexandra Street
19 Alexandra Street
11 Alexandra Street
52-54 Alexandra Street
46 Alexandra Street
Chartwell House, 2 Chartwell Square
344-347 Chartwell Square
358-361 Chartwell Square
Vodafone Site @ Chartwell House, Chartwell Square
Varsity Bar, Chichester Road
Travelodge, Chichester Road
Suite 1 Chichester House, 45 Chichester Road
27 Chichester Road
Suite 8 Chichester House, 45 Chichester Road
Park Inn Palace Hotel, Church Road
239-242 Churchill South
Unit G50 And F1 At, 201-205 Churchill Square
222-225 Churchill Square
215-217 Churchill Square
220 Churchill Square
Open Cafe Gnd Flr Victoria Shopping Centre, Churchill Square
226 Churchill Square
228 Churchill Square
245 Churchill Square
253-255 Churchill West
206-207 Churchill West
251-252 Churchill West
207-208 Churchill West
26-32 Clarence Road

2 Clarence Road
18 Clarence Road
Clarence House, 20-24 Clarence Road
19 Clarence Road
Clarence Yard, 23-29 Clarence Street
16 Clarence Street
41253 Clarence Street
40 Clarence Street
15 Clarence Street
43 Clarence Street
34 Clarence Street
30 Clarence Street
33 Clarence Street
6-7 Clifftown Road
5th Floor, Central House, Clifftown Road
3rd Fl Central House, Clifftown Road
23-25 Clifftown Road
4th Flr Central House, Clifftown Road
Suite A 6th Fl, Central House, Clifftown Road
Suites B & C 6th Fl Central House, Clifftown Road
16 Clifftown Road
14 Clifftown Road
18 Clifftown Road
17 Clifftown Road
The Locker Room, Clifftown Road
1st Flr Front, 19-20 Clifftown Road
12 Clifftown Road
13 Clifftown Road
2nd Flr Front, 19-20 Clifftown Road
3rd Flr, 19-20 Clifftown Road
Shop @ Central Station, Clifftown Road
26 Clifftown Road
not in BID area
University Of Essex, Elmer Approach
9 Elmer Approach
15 Elmer Approach
15 Elmer Approach
31 Herbert Grove
54 High Street
36 High Street
29-35 High Street
107/109 High Street
132 High Street
Unit 1, 127 High Street
147 High Street
113 High Street

146 High Street
159/163 High Street
130 High Street
207 High Street
195/197 High Street
90 High Street
134 High Street
162 High Street
77 High Street
170 High Street
126 High Street
174 High Street
199-201 High Street
104/106 High Street
1st Flr, 134/146 High Street
, 37-41 High Street
108/110 High Street
122 High Street
145 High Street
134-136 High Street
49-53 High Street
72 High Street
59-61 High Street
Gnd Fl & Bst Left Hand Side, 66-68 High Street
114 High Street
84 High Street
27 High Street
76 High Street
143 High Street
46 High Street
Units 1 2 & 3, 7-9 High Street
165-167 High Street
52 High Street
O'Neill's, 119 High Street
169 High Street
185-187 High Street
153 High Street
118 High Street
181 High Street
50 High Street
91 High Street
173 High Street
177 High Street
120 High Street
129 High Street
119 High Street

Unit 1, 82 High Street

188 High Street
117a High Street
131 High Street
135 High Street
152 High Street
191 High Street
193 High Street
133 High Street
156 High Street
189 High Street
85 High Street
155 High Street
205 High Street
86 High Street
154 High Street
150 High Street
158 High Street
88 High Street
3-5 High Street

Unit 2, 82 High Street

63 High Street
160 High Street
92 High Street
17 High Street
94 High Street
112 High Street
67 High Street
100 High Street
99 High Street
172 High Street
121 High Street
96 High Street
Gnd Fl, 102 High Street
123 High Street
80 High Street
98a High Street
98 High Street
69 High Street
111 High Street
65 High Street
71 High Street
148 High Street
57 High Street
115 High Street
97 High Street

21 High Street
11 High Street
Royal Hotel, High Street
13 High Street
186 High Street
23 High Street
15 High Street
19 High Street
Basement & Gnd Flrs Right Hand Side, 66-68 High Street
Pipe Of Port Basement, 84 High Street
4th Fl Princess Caroline House, 1 High Street
117 High Street
1st Fl 199-201 High Street
71a-D High Street
1st Fl 148 High Street
87-89 High Street
1st Fl Princess Caroline House, 1 High Street
8th 9th Fls Mariner House, 157 High Street
45 London Road
The Broadway, 1-3 London Road
The Broadway, 9-11 London Road
42 London Road
The Broadway, 7-8 London Road
5-6 London Road
34 London Road
24 London Road
Bst & Gnd Fls, 18-22 London Road
38-40 London Road
14 London Road
The Royal Bank Of Scotland, 13-15 London Road
1st Fl, 42 London Road
11 London Road
32 London Road
12 London Road
9 London Road
Unit 4 The Broadway, London Road
1st & 2nd Flrs, 18-22 London Road
1st Fl, 38-40 London Road
Talk Nightclub, Lucy Road
Chameleon, Lucy Road
Zinc, Lucy Road
Pockets Snooker Club, Lucy Road
South Essex College, Luker Road
Southend Academic Dental Clinic, 1st Flr Essex University, Luker Road
Drs Surgery 1st Flr Essex University, Luker Road
1a Luker Road

7th Floor, Maitland House
10th Fl Rear, Maitland House Warrior Square
Floors 2 And 3, Maitland House, Warrior Square
1st Floor, Maitland House, Warrior Square
Basement, Maitland House, Warrior Square
8th & 9th Floors, Maitland House, Warrior Square
G2, Maitland House, Warrior Square
6th Floor, Maitland House, Warrior Square
11th Floor, Maitland House, Warrior Square
Suites 1 & 2 4th Floor, Maitland House, Warrior Square
10th Floor Front, Maitland House, Warrior Square
23-28 Marine Parade
16-20 Marine Parade
5 Marine Parade
29-32 Marine Parade
48/49 Marine Parade
2-4 Marine Parade
Chinnery'S, 21-22 Marine Parade
Hope Hotel, 34 Marine Parade
43-44 Marine Parade
Liberty Belle, 10 Marine Parade
Pebbles One, Marine Parade
40b-42 Marine Parade
Foresters Arms, 65 Marine Parade
9 Marine Parade
52 Marine Parade
36 Marine Parade
77/79 Marine Parade
Pebbles Two, Marine Parade
46 Marine Parade
50 Marine Parade
40 Marine Parade
Papillon 14, Marine Parade
56 Marine Parade
47 Marine Parade
Falcon, 45 Marine Parade
13 Marine Parade
37 Marine Parade
Sun Rooms, 20-21 Market Place
Londis At Victoria Station, N Queensway
Victoria Shopping Centre Car Park Chichester Road
4-7 Pier Hill
North Station, The Pier
8 Queens Road
Townhouse, 21-23 Queens Road
Toys 'N' Tuck Ltd, 1 Queens Road

25-27 Queens Road
1 Queens Road
7 Queens Road
9 Queens Road
4 Queens Road
2 Queens Road
28 Queens Road
15 Queens Road
5 Queens Road
1st & 2nd Fl, 25-27 Queens Road
11 Queens Road
6 Queens Road
13 Queens Road
3 Queens Road
33 Queens Road
Former B & Q Warehouse, Queensway
The Queensway Surgery, 75 Queensway
Euro Car Parks, Queensway
Victoria Station, Queensway
20 Royal Terrace
2 Royal Terrace
Car Park, Seaway
1-7 Southchurch Road
The Hogshead, 6-8 Southchurch Road
4a Southchurch Road
Unit 2, 4a Southchurch Road
16 Southchurch Road
4 Southchurch Road
2b Southchurch Road
15 Southchurch Road
9 Southchurch Road
11 Southchurch Road
39 Southchurch Road
31 Southchurch Road
33 Southchurch Road
37 Southchurch Road
35 Southchurch Road
10 Southchurch Road
2 Southchurch Road
17 Southchurch Road
12 Southchurch Road
19 Southchurch Road
21 Southchurch Road
Suite 5, 4a Southchurch Road
14 Southchurch Road
Suite 1 At 4a, Southchurch Road

27-29 Southchurch Road (And 233 Churchill South)
River Island Clothing Co, Station Approach
17/20 Talza Way
10-11 Talza Way (this business no longer exists)
Debenhams, The Royals
Primark, The Royals
Boots, The Royals
T K Maxx, The Royals
19a-22 The Royals
9 The Royals
Car Park, The Royals
24-25 The Royals
7 The Royals
1 The Royals
14a The Royals
4-5 The Royals
11 The Royals
10 The Royals
13 The Royals
23 The Royals
19 The Royals
18 The Royals
14 The Royals
14b The Royals
15a The Royals
12 The Royals
15c The Royals
15b The Royals
17a The Royals
2 The Royals
3 The Royals
22a The Royals
2nd Floor Management Offices, Royals Shopping Centre
T G F Churchills, Tylers Avenue
Odeon Cinema, Victoria Circus
Next Plc Units, G46/ F21-26 Victoria Shopping Centre
Seymours 2, Warrior Square
5th Floor Maitland House, Warrior Square
, Adventure Island Western Esplanade
Sands Restaurant Ground Floor The Icon Building, Western Esplanade
Kiosk 2 (W), Western Esplanade
10-12 Western Esplanade
Fishermans Wharf, Western Esplanade
North Station The Pier, Western Esplanade
Southend Radio 1st Floor The Icon Building, Western Esplanade
Pleasure Pier, Western Esplanade

Last Post Public House, Weston Road

County Chambers, Weston Road

9 Weston Road

13 Weston Road

7 Whitegate Road

Gnd & Bst Floors 4/18, York Road

1-4 York Road

Management Suite 1st Flr, Victoria Shopping Centre, 362Chartwell Square

70 High Street

Appendix 3 – Council Commitments

1. Southend Council is being requested by the Southend Town Centre Partnership to hold a ballot in respect of this BID proposal.
2. The Council will be entering into an Operating Agreement which will include baseline service commitments covering waste management, highways, tourism and enterprise, and regulatory services.
3. The Council will be responsible for monitoring the services of the BID Company in accordance with the Operating Agreement.
4. Based upon current holdings, the Council's liability for levy payment will be on the following hereditaments:

Car Park Seaway

4-18 Warrior Square

Sbc Tylers Avenue

Car Park, York Road

University Square Car Park, College Way

26-32 Clarence Road

23 & 29 Alexandra Street

Pleasure Pier Western Esplanade

Total rateable value = £338,000

Initial levy cost = £5,070

5. The funding arrangements between the Council and the BID Company, are set out in the proposed Operating Agreement are, in summary:
 - a) Annual payments in addition to levy costs of £49,000 (2013/14), reducing to £35,750 each year for the four remaining years of the BID term. Total £192,000
 - b) Continued funding for a Town Centre Manager (including associated costs) to be employed by the Council and whose time with the BID will be set out in a Service Level Agreement. Continued funding of the Business Support post (referred to in the BID Business Plan as 'BID Coordinator', and to include associated costs), whose time will be exclusively spent on work relating to delivering the BID. These costs are shown in the BID budget as 'In-Kind Contribution'.
 - c) Subject to the Service Level Agreement, the BID will pay £23,000 per annum to the Council as a contribution to the cost of the BID Coordinator post, as described in the Business Plan.
6. The Council will be required to establish systems in order that it may collect the levy in accordance with the levy rules, for which it will be paid £35 per premises or hereditament included in the billing arrangements. This will be separately invoiced to the BID Company each year.

7. The BID has budgeted a total of £25,000 (£5,000 per annum) as payment towards the establishment costs of the Council's billing system.
8. The Council will be responsible for payment of the levy collected each year to the BID Company, as follows:
 - i. **1st April** - 25% of invoiced debt less any Enforcement Expenses incurred by the Council and any repayments due to BID Levy Payers under clause 5.2 of this agreement.
 - ii. **1st July** – 25% of invoiced debt less any Enforcement Expenses incurred by the Council and any repayments due to BID Levy Payers
 - iii. **1st October** – 25% of invoiced debt less any Enforcement Expenses incurred by the Council and any repayments due to BID Levy Payers
 - iv. **1st January** – Any further balance collected less any Enforcement Expenses incurred by the Council and any repayments due to BID Levy Payers
 - v. **31st March** – Any further balance collected less any recovery cost incurred and any repayments due to BID Levy Payers