


## City that Walks on Water Southend Stories



Title:	<b><u>Thamesmouth</u></b>
Date:	1907
Location:	Southend-on-Sea
Image:	
Headline:	It began in 1907 when Southend jewellery store owner, businessman and philanthropist Robert Arthur Jones wrote an open letter to the people of Southend in a newspaper, suggesting the name change from Southend-on-Sea to Thamesmouth.
Fact 1	It began in 1907 when Southend jewellery store owner, businessman and philanthropist Robert Arthur Jones wrote an open letter to the people of Southend in a newspaper, suggesting the name change from Southend-on-Sea to Thamesmouth.
Fact 2	Mr Jones wrote: "I should like to bring forward again the idea of giving a new name altogether to this growing district – a name embracing Southend, Westcliff Prittlewell, Southchurch, and, very probably, in the near future, Leigh and Shoeburyness," he wrote. "Why not choose a name which would embrace all – a name which would do away with all petty jealousies, and, above all, a name which fixes the place geographically, so that the veriest schoolboy would know where Southend is situated? I claim that the name 'Thamesmouth' would do all this.
Fact 3	Mr Jones – who was backed up in his quest by a number of other business leaders – believed Southend's good fortune at being located at the mouth of one of the most important rivers in the world should not be ignored, just as

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	the people of Bournemouth, Yarmouth, Dartmouth and Plymouth had discovered.
Fact 4	There were growing concerns that if Southend didn't snap up the name, Sheerness in Kent would. Several Southend businesses were already using the name at this time to attract more custom, such as the 'Thamesmouth Palace Hotel', which had originally been called the Metropole.
Fact 5	A large number of residents and businesses opposed to the plan. Letters pages in the Southend Standard were filled with opinions calling for the whole idea to be scrapped. One concerned resident wrote: "What is in a name? Sunshine if the name is Southend- on- Sea. But if you alter the name to Thamesmouth there is nothing bright or refreshing about it."
Fact 6	Despite a hardcore bed of support from local campaigners, the name-change was ultimately turned down in both Southend-on-Sea and Shoeburyness. Southend-on-Sea's tourist industry continued to boom until the 1960s, where the market started to decline with the advent of affordable holidays abroad.
Close:	The town's residential population continued to grow, and by 2020 Southend was Essex's most populous area. It's still of course a popular place to visit on a hot summer's day, with brilliant connections to London and the rest of south Essex.
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