

# Our Recovery Plan

**We want to keep you safe**



#WestminsterTogether

THE  
NORTHBANK

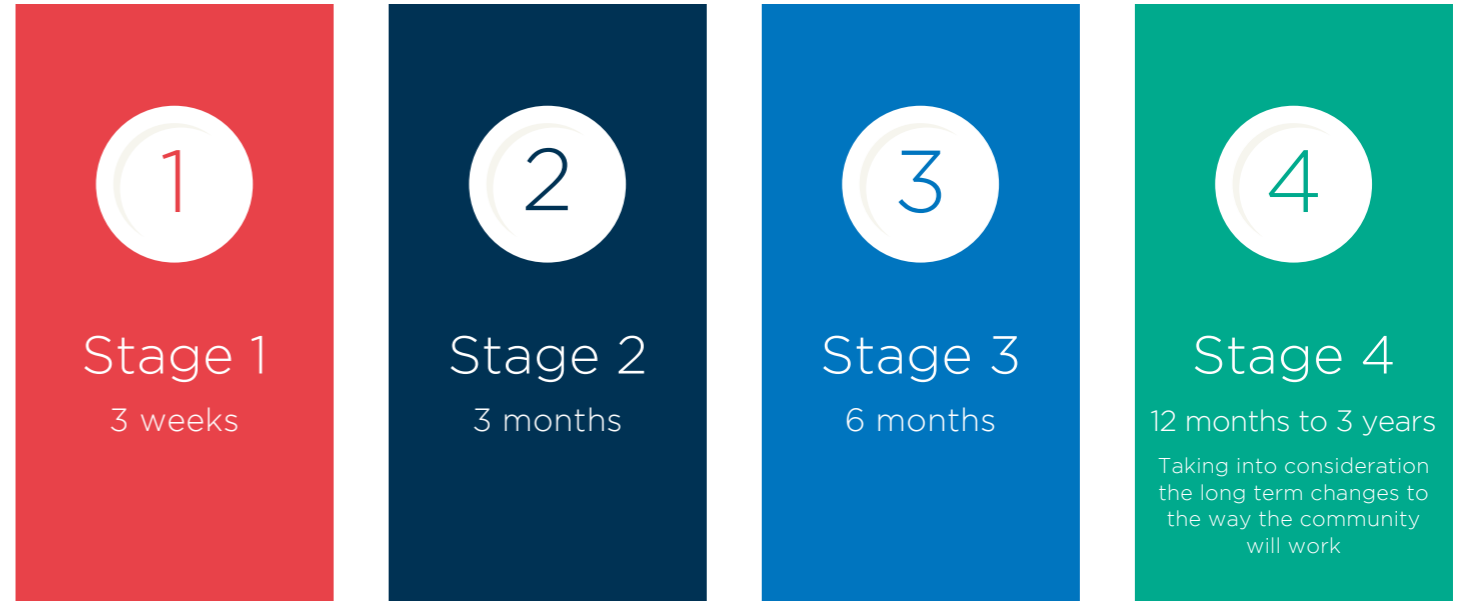


TRAFALGAR SQ. · STRAND · ALDWYCH

June 2020



Our recovery plan is phased into four key stages.



There are four core elements to our recovery strategy.

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1.

Coordination,  
planning and data



2.

Public realm/  
on-street interventions



3.

Communications and  
Marketing/Business Support



4.

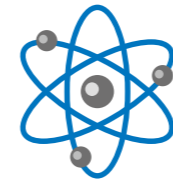
Lobbying  
policymakers



# 1. Coordination, planning and data

It is important that we work collaboratively with partners as we develop our recovery plan. We cannot simply look at our own footprint but must think more broadly looking beyond BID boundaries.

## Coordination



Working with key partners across London such as TfL, Network Rail, Westminster City Council, The GLA

## Planning



Commissioning new research over the phased recovery (economic analysis and business resilience)

## Data



Gathering important data from business members and latest public opinion polling to inform appetite to use public transport and work

## 2. Public realm/on-street interventions

It is crucial the South Westminster BIDs work with partners to ensure our footprint is as safe, clean, welcoming and accommodating to social distancing as possible. Here are a number of ways we are helping to keep you safe:

### Local interventions

We are working with our key local partners to recommend longer term interventions such as additional cycle parking, suitable locations for widening pavements, cycle routes and pop up parks



### Cleaning

The BID's enhancement teams will deliver regular deep cleaning of the footways across the South Westminster area



### Security

Our Security Team continue to work closely with our partners from the Police and the local authority. They are also assisting businesses with vacant units through the phased lifting of lockdown



### Hand sanitiser stations

We have installed hand sanitiser stations across Northbank where the public can have access to hand sanitiser for free, where hand washing may not be possible



### Keep your distance

We have installed increased signage across Northbank to help you adhere to social distancing measures and ensure safe queueing



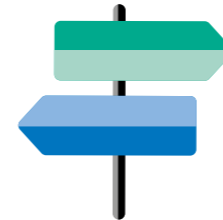


### 3. Communications and Marketing / Business Support

Communicating well with members and those passing through our footprint can achieve multiple positive outcomes; including safety, wayfinding, reassurance and assisting businesses with their new ways of working.

#### Signage

Improving wayfinding through healthy walking routes



#### Reopening communications

Utilising our digital channels to support businesses in this phase of their recovery



#### Virtual Events Programme

Continuing with our virtual events to promote local businesses in the interim and to offer wellbeing support for those working from home



# 4. Lobbying policymakers

As the recovery continues our engagement with policy makers and decision makers is more important than ever. We are the voice of business and we want to be actively championing the needs and priorities of our business communities.

## Business Issues

We will continue to lobby on the issues that are important to our business community such as financial support, attention for rough sleepers, and a more agile approach to licensing for restaurants and cafés to help with social distancing

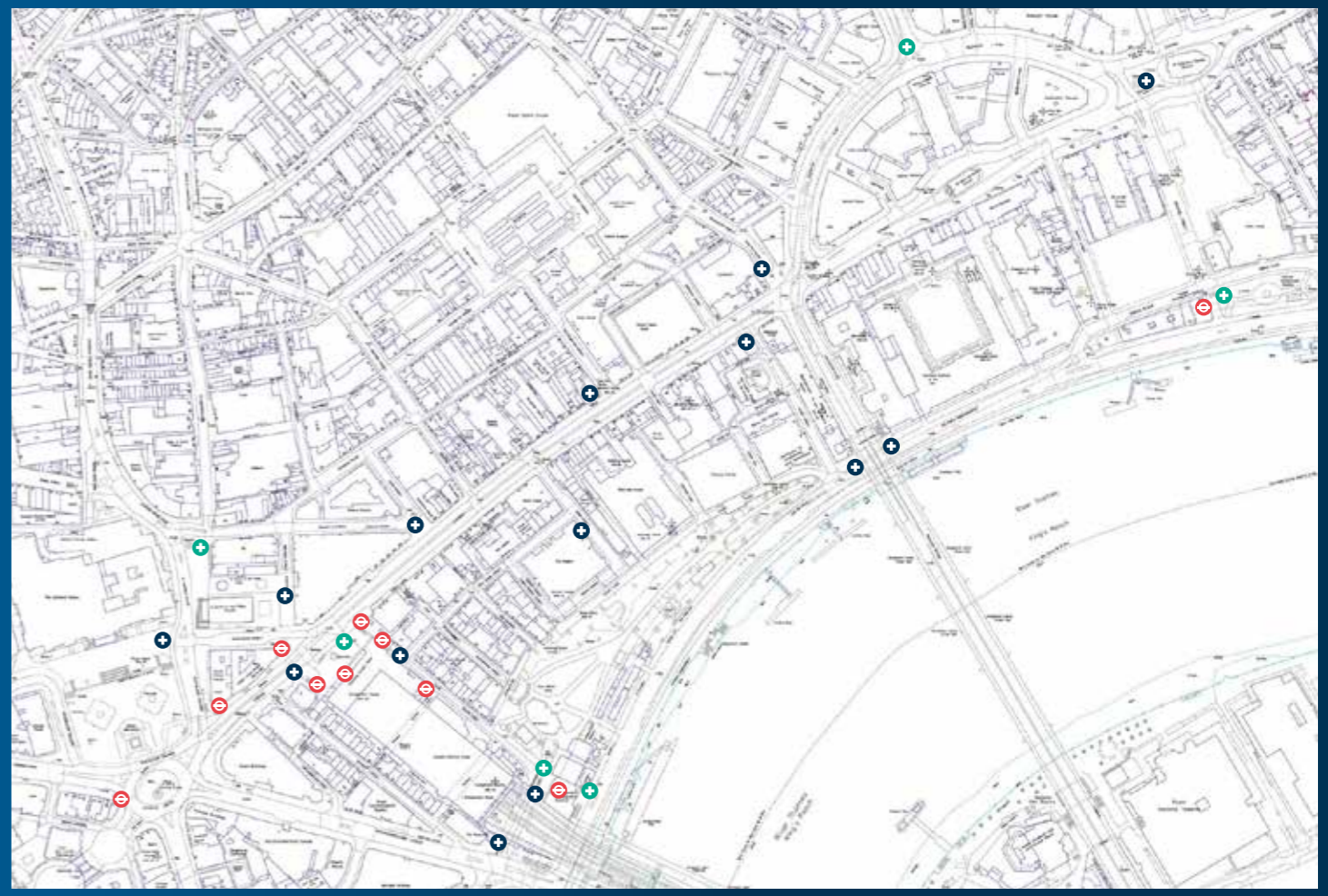




# Hand Sanitiser Locations

## KEY

- + Wayfinding toblereone inc. hand sanitiser
- + Hand sanitiser locations
- ⊖ Tube and rail station exits / entrances







Working in partnership

