

BID Leicester Economic Recovery Partnership

Action Plan

May 2020





Our Approach

The BID Leicester Economic Recovery Partnership will deliver a plan to drive the economic recovery of the city centre. The plan will be implemented using BID Leicester funding.

The group will work towards a smooth and sustainable reopening and long-term recovery of Leicester city centre.

Working collaboratively, the group will identify innovative methods to strengthen the local economy, create opportunities for businesses and offer the best possible experiences for people living in, working in and visiting Leicester.

Membership

The BID Leicester Economic Recovery Partnership is chaired and funded by BID Leicester.

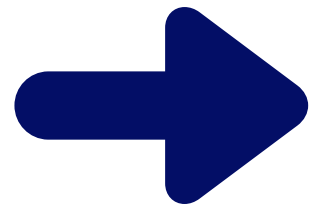
A wide range of businesses and sectors are represented in the group.



John Lewis



Objectives



Action-focused

To establish an effective action focused partnership to enable the city centre to recover and thrive.



Communications

To strengthen communication with businesses in a range of sectors including retail, food and beverage, evening and night time economy, leisure, hospitality, arts and culture.



Innovation

To generate new and innovative ideas for the future success of the city centre.



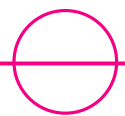
Perceptions

To shape positive perceptions of Leicester city centre as a place to work, visit, live, study and do business.

Action Plan: **Response**

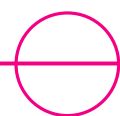
Our immediate crisis response to the outbreak of Covid-19 centred on providing clear information in uncertain times, supporting businesses whether they remained open or closed and planning for short and long-term recovery.

News Service



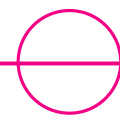
Developed new website section as a trusted source of information on business support, public health and government guidelines.

Business Comms



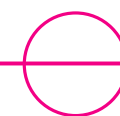
Practical support to enable businesses to access coronavirus grants from government. Advice on securely closing businesses during lockdown.

Supporting Businesses



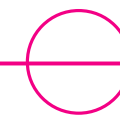
Webinar on Job Retention Scheme. LoyalFree Marketplace to enable new online trading and promotion to support businesses remaining open.

National Lobbying



Ensuring local issues facing businesses are communicated into the national picture including British BIDs lobbying government and the #RaiseTheBar campaign.

Recovery Partnership



Establishment of BID Leicester Economic Recovery Partnership to ensure co-ordinated response to reopening and recovery.

Action Plan: Reopening

We will help businesses in Leicester city centre reopen in a way that protects staff and customers.

We will build public confidence that the city centre is a safe place to be, and attract customers back into businesses.

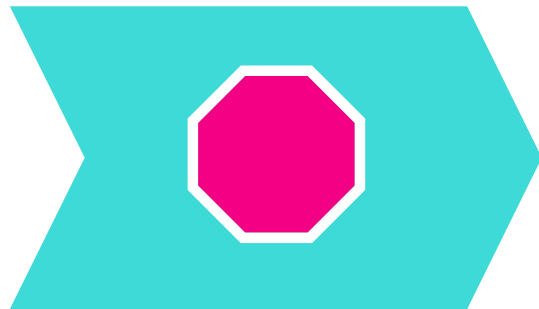
Actions include:

Safety



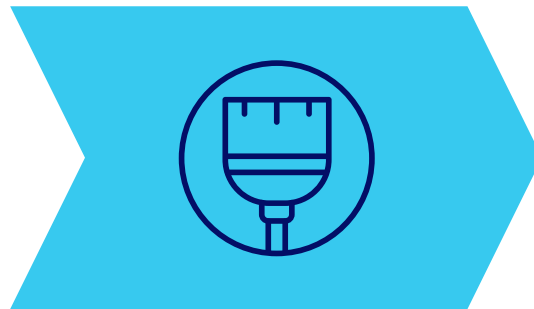
Covid-19 reopening checklist, risk assessment template and government guidance notes for all sectors made available to businesses.

Signage



Create a signage suite for public areas and university campuses. A list of quality assured and competitively priced products will be made available to city centre businesses.

Cleansing



Continued BID Leicester and Leicester City Council enhanced street washing programme keeping public areas clean, hygienic and safe.

City Intelligence



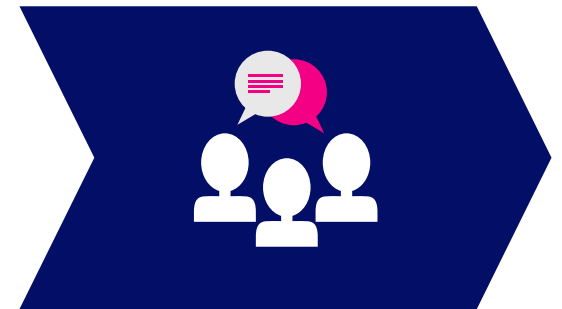
Gather intelligence on city centre staff returning to work. Use footfall data to track numbers of visitors. Share data with LCC to manage crowded areas & movement of people in the city centre.

Flexibility



To provide advice and support to businesses to help deliver flexibility and innovation in response to changing consumer needs. Advocate for street café extensions where viable.

Public Confidence



Public comms campaign to promote how city centre has adapted. The BID Leicester Economic Recovery Partnership demonstrates co-ordinated approach to city centre safety.

Action Plan: **Recovery**

After the initial reopening of businesses, we will work to promote the long-term recovery of Leicester city centre through initiatives encouraging public confidence, promoting businesses and making our environment more attractive.



THE LEICESTER GIFT CARD

BID Leicester will launch a city centre gift card scheme to lock in spend to the local economy, offering the public a choice of Leicester city centre retail, leisure, food, drink and entertainment venues in which to redeem.

AUGMENTED REALITY VACANT UNITS PROJECT

Empty units in the city centre will be covered with a trail of artworks, moving the public around the city centre as a leisure activity. Each unit will have an AR element to encourage interaction.

NIGHT-TIME ECONOMY VIDEO PROMOTION

Launch a series of videos to promote the city's night-time economy and celebrate our Purple Flag status.



INDEPENDENT LEICESTER

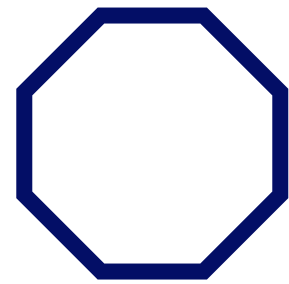
Continue to highlight and support independent businesses in the city through BID Leicester's Independent Leicester campaign, including the introduction of the Independent Leicester festival and 'welcome back' public messaging.

LOYALFREE

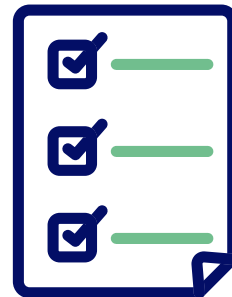
Continue to increase number of app users, businesses signed up and deals available. Promote the LoyalFree Marketplace – a commission-free platform supporting businesses to make online sales.

Action Plan: Communications

We are working to build a clear and consistent message to reassure the public, visitors and workers that we have sufficiently prepared for a safe and sustainable reopening.



Consistent
signage in
public areas



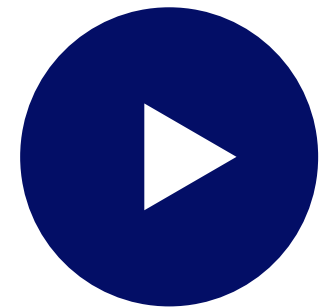
Business pack
including
checklist, risk
assessment &
PPE suppliers



BID member
updates with
government
and industry
news



Media
campaign to
position city
centre as safe
place to visit



B2C
campaign
including
video content

Guidance for Businesses

Help to create a consistent public experience throughout the city centre by following these measures.

CHECKLIST AND RISK ASSESSMENT

BID Leicester will provide a checklist of issues and template risk assessment. Complete these before reopening. Read government guidance for your sector.

SOCIAL DISTANCING

Ensure your business has sufficient staff measures and signage in place.

TRADING HOURS

Review opening hours to reduce staff and customers travelling at peak times. Consider dedicated refund and exchange hours.

SALES AND DISCOUNTS

Avoid any promotions that will encourage crowds or queues. Consider moving these online.

QUEUING

Encourage queuing to the left of your business entrance. Use floor stickers to keep 2m distance.

STAFF TRAINING

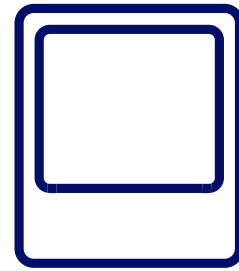
Ensure your staff are trained on new procedures before reopening.

Download our Business Reopening Checklist at bidleicester.co.uk

Resources for Businesses

BID Leicester will provide some supplies to businesses free of charge, along with a list of quality assured and competitively priced products which can be purchased through our recommended supplier at a discounted rate.

See bidleicester.co.uk for more information.



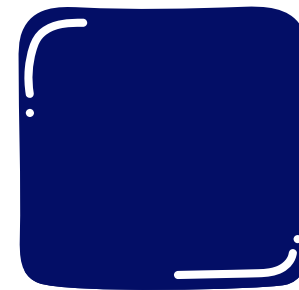
POSTERS



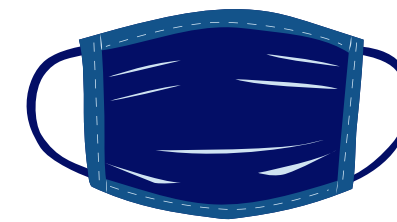
FLOOR STICKERS



SANITISER POINTS



DIVIDING SCREENS



PPE

Contact us

Please direct any questions about this document to the BID Leicester team: info@bidleicester.co.uk

