

Reopening Plan

Reopening
Leicester's economy
in 2021

Our Covid-19 Response

In 2020 our immediate crisis response to the outbreak of Covid-19 centred on providing **clear information** in uncertain times, **supporting and lobbying for businesses** whether they remained open or closed and planning and implementing projects to assist the **short and long-term recovery** of the local economy.

Response Overview 2020

27 

Updates sent to businesses explaining changing regulations and grant funding



8,043

Business interactions by Street Ambassadors

4 

Letters sent to the Chancellor and a joint lobbying campaign for extra financial support, resulting in **£2.6 million** being allocated to the city

65 

Litres of hand sanitiser given to businesses

 63

Businesses featured in Cool As Leicester BID Spotlight, promoting them to a highly engaged local audience

 5

Businesses created stores on LoyalFree Marketplace to continue selling products whilst closed



10

Vacant Units transformed with AR artwork creating the outdoor Street Stories trail for visitors to enjoy the city centre safely



£38,925

Value of Leicester Gift Cards sold Oct-Dec 2020. The cards lock in spend to the local economy

63,000 

Views of 5 promotional videos made in partnership with Cool As Leicester and Created by Ten to support businesses with high quality marketing during the pandemic

1,029 

Floor stickers and social distancing signage distributed



962

Hours of street washing funded to keep the city centre clean and safe

13

Businesses registered with Yoello - a mobile ordering and payment system to help implement table service in the hospitality sector



£228,286

Value of transactions taken by businesses through the Yoello platform



FREE

Webinar with HR expert on furlough scheme

From Response to Recovery...

2021 will see the BID Leicester team working hard to support businesses across all sectors as restrictions are eased to enable a strong recovery from the Covid-19 pandemic. We will deliver initiatives that will enhance the BID area, working closely with partners and Leicester City Council's Reopening High Streets Safely campaign. Our projects will responsibly drive footfall and rebuild confidence in the city centre as a great, and safe, place to live, work, visit and do business.

Timescales in our Reopening Plan have been estimated in accordance with the government roadmap to easing restrictions; dates are subject to change accordingly.

Delivery in

2021

Our reopening plan will support businesses across multiple sectors to rebuild and recover in line with the BID's strategic priorities to:

- create a clean and safe environment,
- be a strong business voice, and
- raise the profile of the city.

2021 Delivery by Sector

Food & Drink

- ✓ Street Ambassador Service
- ✓ Covid-secure materials
- ✓ Free Yoello subscription
- ✓ Dine in the Square
- ✓ Footfall tracking data
- ✓ The Leicester Gift Card
- ✓ LoyalFree subscription
- ✓ Business Consultancy & Savings
- ✓ Business start-up support
- ✓ Independent Leicester campaign
- ✓ 'Wet pubs' artwork trail
- ✓ This is Leicester digital guide
- ✓ City Bus medical provision
- ✓ ENTE promotional trailer
- ✓ Craft Beer Festival
- ✓ Restaurant Week
- ✓ LBF: Refuel Hubs
- ✓ Christmas Guide
- ✓ New Christmas TV advert
- ✓ BID Socials
- ✓ Cleaner Leicester

Retail

- ✓ Street Ambassador Service
- ✓ Covid-secure materials
- ✓ Footfall tracking data
- ✓ The Leicester Gift Card
- ✓ LoyalFree subscription
- ✓ Business Consultancy & Savings
- ✓ Business start-up support
- ✓ Independent Leicester campaign
- ✓ This is Leicester digital guide
- ✓ New Christmas TV advert
- ✓ Christmas Guide
- ✓ BID Socials
- ✓ Cleaner Leicester

Culture & Leisure

- ✓ Street Ambassador Service
- ✓ Covid-secure materials
- ✓ Free Yoello subscription
- ✓ Footfall tracking data
- ✓ The Leicester Gift Card
- ✓ LoyalFree subscription
- ✓ Business Consultancy & Savings
- ✓ Business start-up support
- ✓ Promotional campaign for theatres & cinemas
- ✓ Independent Leicester campaign
- ✓ This is Leicester digital guide
- ✓ City Bus medical provision
- ✓ ENTE promotional trailer
- ✓ New Christmas TV advert
- ✓ Christmas Guide
- ✓ BID Socials
- ✓ Cleaner Leicester

Office

- ✓ Street Ambassador Service
- ✓ Covid-secure materials
- ✓ Footfall tracking data
- ✓ The Leicester Gift Card
- ✓ Business Consultancy & Savings
- ✓ Business start-up support
- ✓ BID Socials
- ✓ LoyalFree app
- ✓ Cleaner Leicester
- ✓ Independent Leicester campaign

Other Sectors

- ✓ Street Ambassador Service
- ✓ Covid-secure materials
- ✓ Footfall tracking data
- ✓ The Leicester Gift Card
- ✓ LoyalFree subscription
- ✓ Business Consultancy & Savings
- ✓ Business start-up support
- ✓ This is Leicester digital guide
- ✓ BID Socials
- ✓ Cleaner Leicester



All sectors will benefit from our events programme through increased footfall and the opportunity to participate in arts and cultural events in the city.

See pages 23-26 for more details.

Delivery

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Key initiatives

in focus

More detail on some of our 2021 projects, along with information on how BID Leicester businesses can get involved.

Dine in the Square

MAY - SEPTEMBER 2021

What is it?

Dine in the Square will bring outdoor seating to three public areas in the city centre. The public will be able to order from a choice of city centre food and drink providers through the Yoello mobile ordering system. The public spaces will make tables available for those without a street cafe when hospitality can operate as an outdoor-only service, and will provide extra capacity and an additional opportunity for sales throughout the summer months.

How do I get involved?

You will need:

- A device to receive orders. Any device with a web browser connected to the internet can receive orders electronically, or a printer to receive paper chits can be purchased (£250).
- Adequate staffing to deliver orders to a city centre location.
- Prepare a menu you would like to serve outdoor customers and send to Yoello, our mobile ordering system provider.



Subscription to Yoello

What is it?

Yoello is a simple yet highly versatile secure mobile ordering solution that allows customers to order food and drink from the comfort of their table. Customers simply scan a QR code or type in a URL, using any smartphone, and without downloading an app. With Covid-safety in mind, Yoello minimises unnecessary contact, removes queues, and replaces physical menus. BID Businesses can get a free twelve month subscription.

How do I get involved?

You will need:

- To fill in a simple sign up form.
- Upload your menu to the Yoello system – you have full menu control with preferences, extras, and modifiers as well as dietary and allergen information, time-limited menus, offers, and bulk discounts.
- A device to receive orders. Any device with a web browser connected to the internet can receive orders electronically, or a printer to receive paper chits can be purchased (£250).



Restaurant Week

OCTOBER 2021

What is it?

We will launch Leicester's first Restaurant Week this October, bringing some amazing food and drink deals to the city centre. Restaurant Week will encourage members of the public to dine out, downloading an online voucher to access and enjoy bespoke menus at the city's finest eateries. We will run a multi-channel promotional campaign to raise awareness and create excitement about the event in the city.

How do I get involved?

You will need:

- To craft a bespoke, fixed price menu for your venue that is either £10, £15 or £25pp in value. You can offer more than one fixed price menu at different price points during the promotion (e.g. lunch and dinner, or 2 course and 3 course).
- To record and report back the number of customers who show a Restaurant Week voucher at your venue.



The Leicester Gift Card

What is it?

Over 130 businesses are registered to accept The Leicester Gift Card and are already benefitting from this additional revenue channel. The city-wide gift card offers customers a great choice of spending across food, drink, leisure and entertainment. We will continue to promote the card to the public as a way to give the gift of Leicester – we have already achieved over £40,000 of sales. The gift card locks in spend to the city, guaranteeing money will be spent in a registered business and help local recovery.

How do I get involved?

You will need:

- A card machine that allows magnetic swipe transactions – there is no extra cost to accept the Leicester Gift Card.
- To fill in 2 short online forms.
- A visit from the BID Leicester team to complete set up.
- To display your window sticker and let your customers know they can spend their gift card with you!



Independent Leicester

What is it?

Independent Leicester is a creative collaboration between BID Leicester and a host of local independent businesses, designed to encourage customers to shop local and discover what the city's thriving independent scene has to offer. Through an online campaign including a directory listing website, Independent Leicester is the place to discover the best of Leicester's independent culture.

How do I get involved?

- Any independent business in the BID Leicester area can have a website directory listing - [click here to register a profile](#).
- Follow on Facebook and Instagram @IndependentLeics and tag us in any messages you would like shared.
- Display a yellow "We're in" sticker in your window, so the public can quickly recognise independent businesses. Email the BID Leicester team and we'll bring a sticker to you.
- Look out for future promotional opportunities - from videos to competitions and events, we'll email everyone listed on the Independent Leicester website whenever new campaign opportunities arise.



Promoting BID Businesses

Cool As Leicester Partnership

We partner with Cool As Leicester - a local lifestyle e-magazine - to offer BID Businesses the chance to promote their products and services to a highly engaged local audience. We are also producing a social media video series.

How do I get involved?

- Any BID Business can claim a free BID Spotlight feature in Cool As Leicester (worth £250+), email Sarinda to book in: sarinda@bidleicester.co.uk
- Let us know if you're interested in featuring in our video series and we can get in touch when filming begins

Theatres & Cinemas campaign

We are working in partnership with Leicester City Council on their Reopening High Streets Safely campaign, allocating funding to encourage ticket sales for theatres and cinemas in the city.



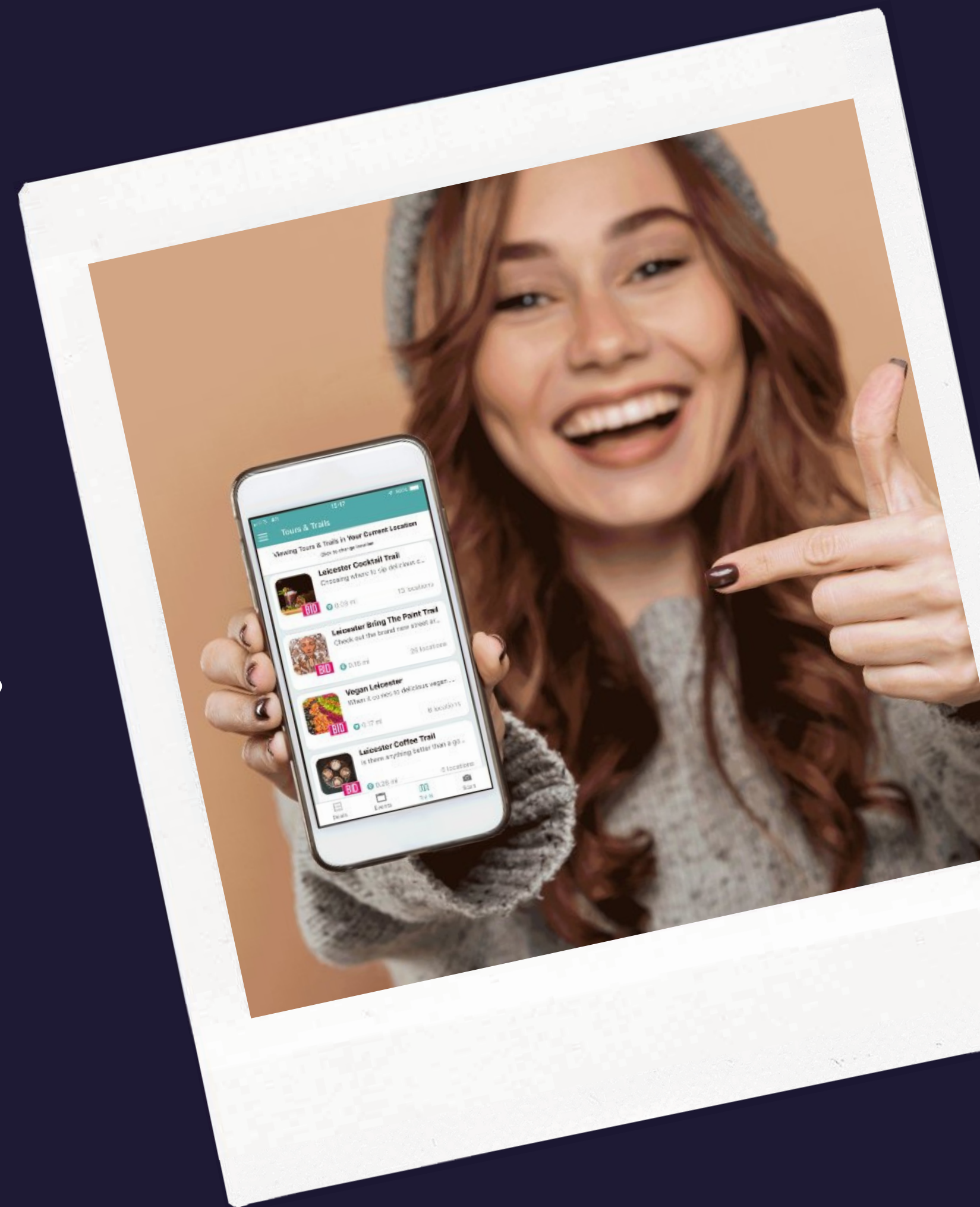
LoyalFree

What is it?

LoyalFree is an innovative digital loyalty scheme which helps businesses attract new customers and encourage repeat custom via a profile showcasing their offers and creating a digitalised loyalty programme. Businesses can upload loyalty stamp schemes, special offers, flash sales, event details and more. The app also includes a trails feature to encourage moving footfall around the city and a competitions feature to help incentivise app users. We started 2021 with over 9,000 app users in Leicester – that's 9,000 potential customers who have engaged with the app in the city centre.

How do I get involved?

BID levy payers can access the app, create a profile for their offers and start attracting customers for free – drop us a line to get started:
info@bidleicester.co.uk



'Wet pubs' artwork trail

What is it?

We will deliver an art project involving levy paying 'wet pubs' in the BID area, creating large scale artworks to form a mini trail around selected licensed premises. The artworks will attract customers directly into businesses and create photo opportunities for user-generated online and social media content.

How do I get involved?

We are currently approaching 'wet pubs' in the city centre who may have suitable outdoor courtyard or street-facing space to host artworks. If you would like to be involved please get in touch with James: james@bidleicester.co.uk



Supporting the Evening & Night-time Economy

What is it?

BID Leicester has worked alongside city centre partners to secure Leicester the prestigious Purple Flag accreditation for its evening and night-time economy (ENTE), recognising the city as a vibrant destination for dining, entertainment and culture between the hours of 17:00 and 05:00, while promoting the safety and wellbeing of visitors and local residents. We will work hard to ensure this continues to be the case in 2021 by:

- Funding a trained medical professional to work at the City Bus, safeguarding members of the public.
- Commissioning a series of promotional videos to showcase the very best of Leicester at night.
- Establishing Best Bar None - a supportive framework for raising standards, and recognising quality operators in the ENTE.

Other initiatives outlined in this plan that support ENTE businesses include: Yoello, Restaurant Week, 'Wet pubs' artwork trail, LoyalFree, The Leicester Gift Card, Independent Leicester, Business Consultancy & Savings, promotional opportunities, Dine in the Square, BID Socials and our events programme - please see the relevant pages for more detail on these projects.



Give Leicester

What is it?

Give Leicester was launched to provide a secure and convenient way for the public to help people who are homeless in Leicester. The project, designed by BID Leicester with match funding from Leicester City Council and in partnership with the Leicester Homelessness Charter, saw the installation of 15 contactless giving points where members of the public can tap their contactless cards to donate £3 to One Roof Leicester. Over £25,000 has been raised to date. Donations since March 2020 have been used to provide Covid-secure accommodation and support during the pandemic.

How do I get involved?

Due to the success of the project we will look to expand the number of contactless giving points in the city centre. If you are interested in hosting a contactless giving point please get in touch with the team for more details.



Business Consultancy & Savings Service

What is it?

We will work with a provider to operate a business consultancy and savings service that will generate economic benefits for BID Businesses. This service will include cost effectively purchasing a range of products such as energy, telecoms, water, waste management, HR, legal, digital, print, stationery and more. The service will also include identifying additional income generation opportunities and operating efficiencies where appropriate.

How do I get involved?

This project will launch in Spring/Summer 2021. We will contact all BID Businesses with the opportunity to get involved, however if you would like to register your interest early please get in touch with the team.



Cleaner Leicester

What is it?

We are committed to making Leicester a cleaner and greener place by:

- Funding enhanced hours for the street washing machines, keeping our streets clean.
- Funding graffiti removal on private premises.
- Funding chewing gum removal.
- Sponsoring the e-bike scheme to encourage more sustainable journeys and cleaner air for our city centre. BID Businesses will benefit from the opportunity to claim free membership to the scheme for their staff, and BID Leicester will be able to offer members of the public free use of the scheme to coincide with our events programme.

How do I get involved?

Please get in touch with our Street Ambassador team if there is a street issue that affects your business or premises.



Reopening **Safely**

What is it?

We will support businesses during the reopening period to ensure the city centre is a safe environment for those who live, visit and work here. This includes:

- Continuing to distribute covid-secure materials and guidance, including floor stickers, posters, hand sanitiser and checklists
- Our Street Ambassador Service acting as a point of contact for businesses who may need support or advice from BID Leicester
- Sharing footfall data to help businesses effectively plan staffing and promotions

How do I get involved?

If you've not met our Street Ambassador team, get in touch and they will arrange to introduce themselves at a convenient time.



Events

We will safely resume our events programme to drive footfall into the city centre. All activity will be arranged to comply with prevailing public health guidelines. Dates given are indicative and are subject to change as dictated by national policy.



Bring The Paint Street Art Exhibition & Festival

May - August

BID Leicester is sponsoring an exhibition of Street Art from around the world which runs from May at Highcross Leicester, before Leicester's home grown Street Art Festival returns with new artworks appearing around the city.



Architects of Air: Luminarium July

Lose yourself in a labyrinth of colour, shapes, and winding tunnels! The Katena Luminarium is a mesmerising experience for children and adults alike. With a stunning kaleidoscope of colours, shapes and subtle sounds, be prepared for an awe-inspiring experience like no other.



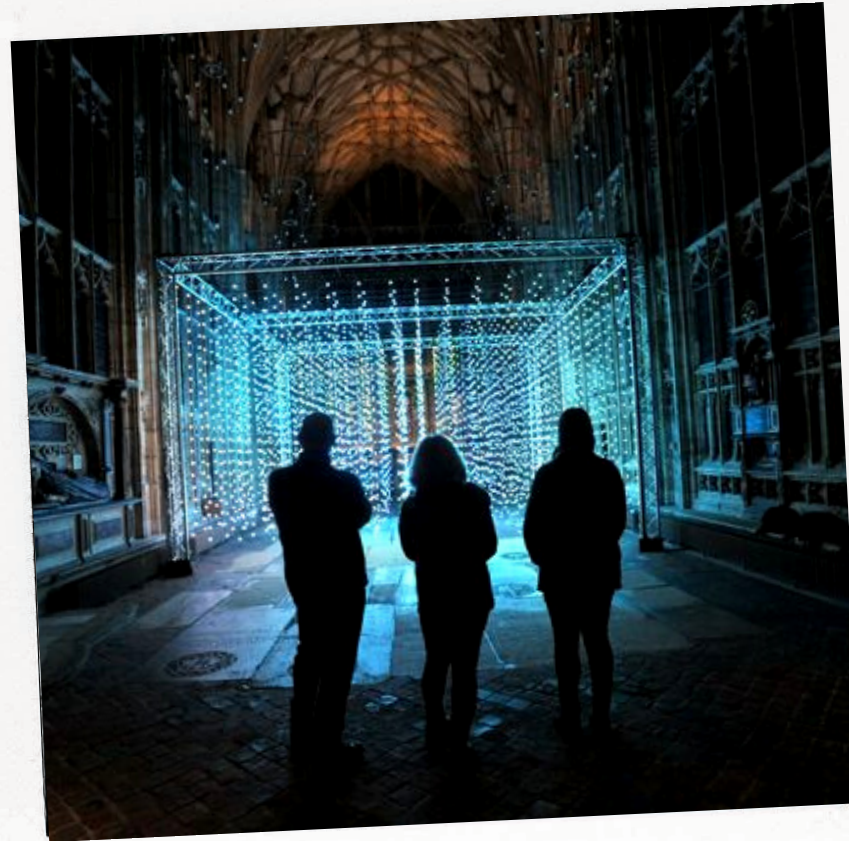
Rocket Round Leicester July - September

40 Giant Rocket sculptures form a free, fun, family-friendly trail of discovery for people to explore and enjoy. BID Leicester is a sponsor of the event, which has been created by Wild in Art together with LOROS Hospice.



Leicester Craft Beer Festival 27 - 30 August

A brand new event for the city celebrating Craft Beer! Relax in the main festival area and enjoy the music programme or explore a range of satellite venues to discover great offers in some of the city's best loved pubs and bars.



Where There Is Light October

Immerse yourself in this ground-breaking, illuminated installation created by internationally-acclaimed digital arts group, Squidsoup. The installation provides a truly poignant, sensory experience for visitors, raising awareness of crucial work to support asylum seekers and refugees.



Rhizome December

The winter skies around the Cultural Quarter will be lit up thanks to Rhizome: a glowing series of tall structures connected by gentle colour changing neon ropes, probing for unexpected connections, in search of the boundaries between nature and technology.

BID Socials

What is it?

BID Social is a series of exclusive events aimed at encouraging employees to stay in the city after work. Available to all employees of BID levy-paying businesses, this is your opportunity to experience the fantastic range of venues in the city at just a fraction of the cost. From arts and culture to sport, activities, food and drink, you'll get an exclusive night out for only £5 or £10 ticket.

How do I get involved?

With limited places available at each event be sure to register your interest to be the first to hear about upcoming BID Social events and the opportunity to purchase tickets. Email the team and request to be added to the BID Social mailing list.



Get in touch

Please direct any questions
about this document to the
BID Leicester team:

info@bidleicester.co.uk