



NEW  
**WEST END**  
COMPANY

Bond Street | Oxford Street | Regent Street

# West End Reopening

## Ensuring a Safe & Sustainable Return for our Colleagues and Customers

May 2020

# West End Reopening

## Summary of Pack



As we start planning to welcome our colleagues and customers back to the West End once COVID-19 has been controlled, New West End Company is working to help create a safe, secure and sustainable reopening and recovery period.

### 1. **Government & Industry Guidance on Safely Reopening Businesses**

- Guidance from World Health Organisation, UK Government & Westminster City Council
- Guidance from industry bodies

### 2. **New West End Company Operations, Communications & Advocacy**

- Operations: Proposed activity and initiatives that will be put in place across Bond St, Oxford St & Regent St with our partners
- Advocacy: Campaigning and working with Government groups to ensure policy measures for a safe re-opening and sustainable recovery
- Communications: Promoting the reopening of our district with an enhanced and considered communications programme

### 3. **Recommendations for our West End Businesses**

- Trading Hours
- Health & Safety Measures
- Staff Training Recommendations
- Wellbeing for West End Employees





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# Government & Industry Guidance

# West End Reopening

## Government & Industry Guidance



**As we start to prepare for the reopening of stores and businesses, hygiene measures and social distancing restrictions will continue to be necessary to limit transmission. The below links offer guidance on how to reopen your business safely. New West End Company has provided direct input to the Government's guidelines for the retail and hospitality sectors:**

- World Health Organisation:  
[Getting your workplace ready for Covid-19](#)
- Public Health England:  
[Guidance for employers and businesses on coronavirus \(COVID-19\)](#)
- Health and Safety Executive:  
[Help and information to keep people safe and healthy at work](#)
- Department for Business, Energy & Industrial Strategy:  
[Social distancing in the workplace during Covid-19: sector guidance](#)
- London Growth Hub:  
[Support for Businesses and Employers](#)
- Westminster City Council:  
[Advice for Businesses & working with the Council during the Pandemic](#)
- British Retail Consortium:  
[Guidance on Social Distancing in Stores and Warehouses](#)
- MIND:  
[Mental Health & Wellbeing support](#)





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# New West End Company Operations, Advocacy & Communications

# West End Reopening

## New West End Company Operations



Our top priority is to provide a safe and secure district for our customers and colleagues, and to restore confidence in the destination. To support a safe re-opening and sustainable recovery, we have focussed on our street operations and effective communications and advocacy.

Operation	Activity
Cleansing	We are undertaking a <b>deep clean</b> of our district prior to the reopening of West End businesses. Once stores are reopen, we will increase our <b>Clean Team capacity</b> to work throughout the day in highly visible ways to enhance cleanliness and provide reassurance for our colleagues and customers
Signage	We will provide <b>increased signage</b> across our district to <b>promote social distancing</b> , identifying the nearest open spaces are for colleagues and customers, as well as highlighting <b>walking distances</b> between key points to reduce reliance on public transport
Queuing Guides	We will provide social distancing <b>floor stickers</b> for the pavements outside stores to enable a district wide, uniformed system for safe queueing
Hygiene	We will <b>install hand sanitiser dispenser points and hand washing facilities</b> throughout our district
PPE	We will be supplying <b>face masks</b> for the public and colleagues in the district. We will also provide <b>PPE disposal bins</b> for protective wear
Security	Our <b>Security Team</b> will continue to work at full capacity and our overnight Dog Patrol services will remain fully functional. We will review personnel capacity on a daily basis
Public Space & Transport	<p>We are working with Westminster City Council, Transport for London and major property owners to explore the possibility of <b>road closures and traffic reduction</b> to enable Government social distancing practise.</p> <p>We will be increasing the <b>bike parking capacity</b> for West End colleagues and visitors</p>

# West End Reopening

## New West End Company Advocacy



While the initial reopening of some businesses marks a milestone in the battle against Covid-19, our work is far from over. To ensure a smooth and sustainable reopening and recovery of our district, we are working with all levels of government to support West End businesses during the current closure, the re-opening and the recovery stages. This is our three 'R' approach:

RESCUE:	REOPENING:	RECOVERY:
We continue to campaign with industry bodies for continued Government business support measures for both property owners and occupiers.	We continue to campaign with industry bodies for continued Government business support measures for both property owners and occupiers.	We are working to secure continued public investment in the West End and to promote longer term policy changes.
Continued business support, including tapering and flexible furlough for businesses dependant wholly or partly on income from international visitors	Reassurance that TfL have the resources to operate safely and to the highest capacity possible within Government guidelines for colleagues & customers	Certainty and pace of delivery for the Elizabeth Line opening and £150 million Oxford Street District Transformation
Continued cash-flow support for both property owners and occupiers and tapering of key Government fiscal measures	Clear UK Government guidance on social distancing and cleansing best practise in businesses and public spaces	Additional funding to tourism marketing and promotional agencies such as London & Partners and VisitBritain
	Guidance on PPE supplies for non-clinical use ie PPU (Public Protective Uniforms for retail and hospitality colleagues)	Extending Sunday Trading hours within the International Centre
	Greater flexibility on use of spaces, including increased pedestrian use and outdoor trading for hospitality businesses	Review and reform of business rates
	Continued suspension of congestion charge	Digitalisation of tax-free shopping and inclusion of EU shoppers
	Discounted parking rates and more parking provisions for the initial months of reopening	Extend existing planning permissions from three to five years
	Open up airports and ensure that guidance is consistent across the globe to avoid UK only measures	Greater flexibility in planning use classes between retail, hospitality & leisure

# West End Reopening

## New West End Company Communications



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

- We continue our **member communications** programme to ensure that all members are updated regularly with any Government and industry news throughout the pandemic
- We are continuing to run **West End Resilience LIVE**, our weekly webinar series where we welcome keynote speakers to bring together businesses and employees during these unprecedented times with a selection of inspiring speakers to offer stimulating and engaging information, while keeping you informed about trends and policies that are shaping the future of the West End. [Click here](#) to view past sessions
- As an international destination, we are aware that the reopening of the West End will attract both **national and international media attention**. We are working with our partners to ensure that our proactive narrative will position the West End as a **safe, confident and sustainable district** through a thorough media management programme. We are planning to dress our streets with **Union Flags and Thank you #Heroes banners** to acknowledge the re-opening of the district, position ourselves as open, welcoming and united on the global stage , and give thanks to the frontline workers who have worked tirelessly for all of us, in all industries, throughout the pandemic
- We are working with **Government destination marketing** agencies on new domestic and international marketing campaigns designed for a post-COVID-19 world. We will be updating further on these as we enter the reopening and recovery phases





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# Recommendations for our Member Businesses

# West End Reopening

## Recommendations for our Member Businesses



Providing a safe district for our customers and colleagues is our top priority. We have gathered input from over 150 members both UK and overseas operations to recommend 'Best Practice' guidelines for West End businesses which complement Government guidelines and ensure a consistent approach.

Operation	Activity
Trading Hours	We recommended opening at <b>11am and closing between 5pm &amp; 7pm</b> to allow for stores to phase travel for employees and customers. We also recommend specific hours for returns and refunds as other cities have experienced an increase in this during the first few weeks of reopening
Queueing Protocol	We recommend that <b>queueing</b> should be to be to the <b>left of the business entrance</b> . We will be provide markings on the footpath and clear guidance for all businesses so it is consistent across the district creating minimal visual clutter
Social Distancing	Ensure that your store has sufficient <b>social distancing measures</b> in place. <a href="#">Click here</a> to read the British Retail Consortium's guidance for stores and warehouses
Sales and Discounts	We advise that businesses <b>do not host sales and discounts in store</b> , but keep them online to reduce long queues and overcrowding on the streets
Staff Training & Wellbeing	<p>We recommend that your staff are trained and aware of any new rules, regulations and guidance that your business puts in place. These may include:</p> <ul style="list-style-type: none"><li>▪ <b>Personal Hygiene guidance</b> and assurance on what personal protection equipment (PPE) will be provided for staff</li><li>▪ New rules around the <b>cleaning</b> of surfaces, product, and payment methods.</li><li>▪ Recommendations of the <b>safest ways to travel</b> to and from work e.g. Taxi allowances, guides to safe walking/cycling routes or flexible hours to avoid limited capacity on public transport</li><li>▪ Recommendations for <b>staff wellbeing</b> during working hours and break times, such as promoting open spaces and parks near your business. We are working with a number of members to source other available quiet, less crowded spaces for West End colleagues if your premise does not have capacity for this. We are also working with wellbeing charities to bring in additional support services for colleagues this year.</li></ul>





# THANK YOU

IF YOU HAVE ANY COVID-19 RELATED QUESTIONS PLEASE CONTACT US at [COVID@NEWWESTEND.COM](mailto:COVID@NEWWESTEND.COM)



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