



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

## In This Document



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**

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

3.

### **Advocacy & Communications**

- 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

2.

### **Street Safety & Operations**

- Proposed activity and initiatives that will be put in place across Oxford St, Regent St, Bond St & Mayfair with our partners, including road closures and safe travelling routes

4.

### **Recommendations for our Members**

- 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:

### Latest Guidance for Safe Working Environments

- [WHO Guidance on Getting your workplace ready for Covid-19](#)
- [Government Guidance for Shops and Branches](#)
- [Government Guidance for Restaurants offering Takeaway or Delivery](#)
- [Government Guidance for Safer Public Places: Urban Centres & Green Spaces](#)
- [Public Health England Guidance for employers and businesses on coronavirus \(COVID-19\)](#)
- [Health & Safety Executive's Help and information to keep people safe and healthy at work](#)
- [MIND's Mental Health & Wellbeing support](#)

### London & Industry Guidance and Advice

- [Westminster City Council's Advice for Businesses & working with the Council during the Pandemic](#)
- [Transport For London's latest updates during COVID-19](#)
- [British Retail Consortium's Guidance on Social Distancing in Stores and Warehouses](#)
- [London Growth Hub's Support for Businesses and Employers](#)





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# Street Safety and Operations



# 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**

### CLEANSING

Our streets will be deep cleaned and we are increasing our Clean Team capacity to work in highly visible ways to enhance cleanliness and provide reassurance for colleagues and customers



### SECURITY

Our Security Team will continue to work at full capacity and our overnight Dog Patrol services will remain fully functional as higher levels of stock return to the district. We will review personnel capacity on a daily basis in partnership with the Metropolitan Police Service

### SIGNAGE & SOCIAL DISTANCING

We will provide increased signage across our district to promote social distancing, identify the nearest open spaces and highlight walking distances between key points to reduce reliance on public transport. We will also provide pavement stickers outside stores to enable a district wide, uniformed system for safe queueing

### HYGIENE & PPE

We will install hand cleansing stations throughout our district and will supply face masks for the public and colleagues in the West End. There will be PPE disposal bins for protective wear throughout the district

  
City of Westminster

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# SOCIAL DISTANCING





# West End Reopening

## Accessing the West End Safely



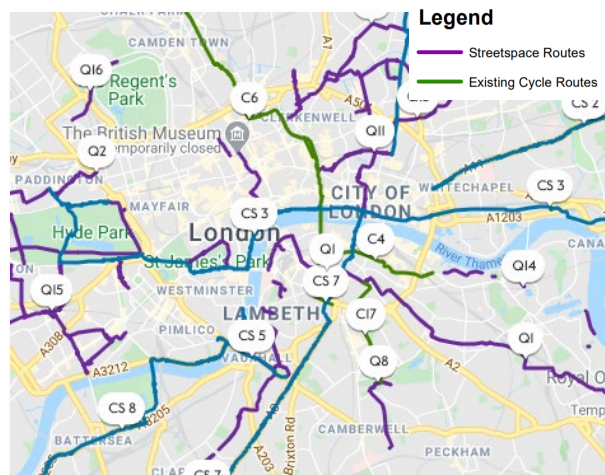
To ensure that colleagues and customers can access the West End safely, we have been working with Westminster City Council and Transport for London to ensure that the roads and streets are as safe and accessible for pedestrians as possible.

We are continuing to work with Westminster City Council, Transport for London and major property owners to explore road closures and traffic reduction to enable social distancing practises. Current changes to West End roads and highways are:

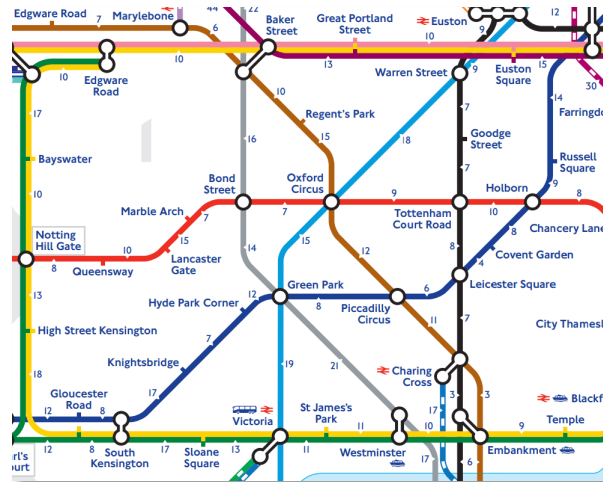
- **Oxford Street (East & West):** bus pull ins and laybys will be barriered to create additional pedestrian space while maintaining access to bus services
- **Oxford Circus:** Road barriers will be installed on north and south side of Regent Street to increase pedestrian space
- **Regent Street:** One lane of traffic in each direction will be closed to vehicles to create wider pedestrian space while maintaining access to bus services

We have also secured additional bike parking capacity for West End colleagues and visitors with Westminster City Council. Click the maps below to explore the safest ways to travel to and around the West End

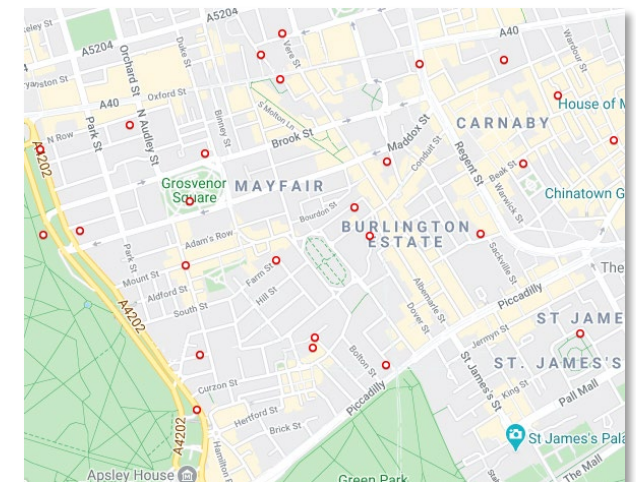
New cycle routes



Walking times between stations



West End Santander Cycle Stations





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# Advocacy & Communications





# West End Reopening

## New West End Company Advocacy



While the initial reopening of businesses marks a milestone, 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:

REOPENING		
RESCUE		RECOVERY
We continue to campaign with industry bodies for continued Government business support measures for both property owners and occupiers, including continued business and cash-flow support, such as tapering and flexible furlough for businesses dependant wholly or partly on income from international visitors	<p>Following the latest Government guidance on reopening businesses safely, we continue to campaign with industry bodies for continued Government business support measures for our members, including:</p> <ul style="list-style-type: none"><li>▪ Reassurance that TfL have the resources to operate safely</li><li>▪ Guidance on PPE supplies for non-clinical use</li><li>▪ Greater flexibility on use of spaces, including increased pedestrian use and outdoor trading for hospitality businesses</li><li>▪ Opening up airports and ensure that guidance is consistent globally to avoid UK only measures</li><li>▪ Supporting the Association of International Retail's campaigns for businesses with significant international sales</li></ul>	<p>We are working to secure continued public investment in the West End and to promote longer term policy changes including:</p> <ul style="list-style-type: none"><li>▪ The scheduled delivery of the Elizabeth Line and the Oxford Street District Transformation project</li><li>▪ Additional funding to tourism marketing and promotional agencies such as London &amp; Partners and VisitBritain</li><li>▪ Economic campaigning including Sunday trading hours, a review of business rates and tax-free shopping reform</li><li>▪ Extending planning permissions from 3 to 5 years and asking for greater flexibility in planning use classes</li></ul>

# 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.**

### COMMUNICATING WITH OUR MEMBERS

We continue our member communications programme to ensure that all members are updated regularly with any Government and industry news throughout the pandemic. From 15 June, members will receive:

Daily Footfall reports and monthly intelligence reports

Covid-19 Updates twice a week

West End Resilience LIVE invitations weekly  
(Monthly from July onwards)

Wider member communications once a month

Our Management Group calls will take place weekly  
to discuss opening and trading

### WEST END RESILIENCE LIVE

We are continuing to run West End Resilience LIVE, our webinar series where our speakers bring together businesses and employees with a selection of inspiring speakers to offer engaging information, while keeping you informed about trends and policies that are shaping the West End. [Click here](#) to view past sessions

### RECOVERY MARKETING

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

### TELLING THE WEST END STORY

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 deliver a narrative that positions the West End as a safe, confident and sustainable district through our media management programme

We will be running an #OurHeroes social campaign to acknowledge and thank the frontline workers who have worked tirelessly for all of us, in all industries, throughout the pandemic, which will include our Thank You and Union Flag banners which will dress the streets







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# Further recommendations for our Member Businesses

# West End Reopening



## Recommendations for our Member Businesses

We have gathered input from over 150 members UK and overseas operations to recommend 'Best Practise' guidelines for West End businesses which complement Government guidelines and ensure a consistent approach.

### TRADING HOURS

We recommended opening at **11am** and closing between **5pm & 7pm** to allow for stores to phase travel for employees and customers. We also recommend specific hours for returns and refunds during the first few weeks of reopening

### SOCIAL DISTANCING AND QUEUEING

Ensure that your store has sufficient social distancing measures in place. We will be provide markings on the footpath and clear guidance for all businesses. [Click here](#) to read our full retail readiness advice

### BY APPOINTMENT INITIATIVE

Many businesses are operating by appointment schemes to reduce queues and crowding. If your store is doing this, please contact [Katie.Thomas@newwestend.com](mailto:Katie.Thomas@newwestend.com) to get involved in our West End Diary initiative where we help plan a customer's day in the West End through diarising appointment schemes throughout the district

### SALES AND DISCOUNTS

We advise that businesses do not host sales and discounts in store, but keep them online to reduce long queues and overcrowding on the streets

### STAFF WELLBEING AND TRAINING

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:

- Personal Hygiene guidance and assurance on what personal protection equipment (PPE) will be provided for staff
- New rules around the cleaning of surfaces, product, and payment methods.
- Recommendations of the [safest ways to travel](#) to and from work including flexible hours to avoid limited capacity on public transport if necessary
- Recommendations for staff wellbeing 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.







# THANK YOU

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