



Discover Twickenham Covid-19 Business Support Plan

As we are about to welcome our colleagues and customers back to Twickenham Town Centre, Discover Twickenham is working to help create a safe, secure, and sustainable re-opening and recovery period.

Government and Industry guidelines on operating safely:

Government advise and support

<https://www.gov.uk/coronavirus>

Richmond Borough Council

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/shops-and-branches>

MIND support

<https://www.mind.org.uk/information-support/coronavirus/>

British Retail Consortium guidance

<https://brc.org.uk/news/corporate-affairs/social-distancing-in-retailstores-and-warehouses/>

Federation of Small Businesses

<https://www.fsb.org.uk/campaign/covid19.html>

Institute of Hospitality

<https://www.instituteofhospitality.org/guidance-and-support-duringthe-coronavirus-crisis/>



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OPERATIONS AND COMMUNICATION:

Our top priority is to provide a safe and secure town centre for our customers and colleagues. To support a safe re-opening and sustainable recovery, we have focussed on our street operations and communications.

Cleanliness

We have arranged for the town centre's streets and major touch points to be deeply cleaned and disinfected. The cleaning team will continue to operate a 4-week cleaning schedule, starting on 18th June, providing reassurance for our customers, residents, and workers.

Security

We have been working alongside the local authority and The Metropolitan Police to ensure that extra security and safety measures have been considered to ensure the wellbeing of all those who live, work, and visit the town centre.

Public Space & Transport

We are working with Richmond Borough Council to explore the possibility of road closures, traffic reduction and improved pavement space, to enable government social distancing practise. We have helped assist with the pedestrianisation of certain areas, such as Church Street. Cycling improvements are also being planned to increase access to the town centre and reduce traffic.

Communication

We have been contacting levy payers via Social Media, phone calls and emails to convey up-to-date government help and guidelines and offer our support. Regular news and important information will continue to be delivered to businesses, over the coming months.



Maintaining upkeep of the town

Discover Twickenham BID has maintained its commitment to making the high street a safe and attractive place to visit. We have installed hanging baskets on London Road, Heath Road, Church Street and arranged for baskets to go up at Twickenham Green so that the flowers can be enjoyed throughout the summer months.

New Website Launch & Social Media

Our new website <https://discovertwickenham.co.uk/> is due to launch mid-June. Please follow us on Twitter @discovertwick and Instagram: Discover Twickenham for ongoing news and updates.



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OUR RESPONSE TO THE CRISIS:

Throughout lockdown, we continued our business support and guidance.

TwickTraders

Discover Twickenham BID has set up TwickTraders; a free online trading platform for local businesses to sell to neighbouring residents. The TwickTraders project builds on experience drawn from a pilot launched in the run up to Christmas 2019. The pilot included around a dozen businesses in Twickenham and the platform provided a one-stop shop for local retailers, emulating the Amazon multi-retailer marketplace.

TwickTraders is now an immediate response to C-19 and is running a low-key launch with a small number of traders. Many businesses in Twickenham have an online-operation and home delivery service. Some of which may have been affected by C19 as their doors have been closed to the public. This platform is here to help any businesses that is based in and around Twickenham High Street, that can deliver their goods locally. If you would like some more information of how to get involved, please contact the manager for Discover Twickenham BID, Natasha:
n.heaphy@discovertwickenham.co.uk.

Driving the right footfall

Having postponed all BID events for the near future, we have set our sights on driving footfall back to our businesses. Our plans are now focused on driving footfall across the town centre without any large gatherings and in line with government guidelines.

During the lockdown, we have been working with TW Magazine to promote businesses and offer free listings in the magazine. We have also been promoting our businesses through our social media channels. We will continue to encourage residents to shop local while the high street is in the process of re-opening.

We are constantly working with Richmond Borough Council to assist in making sure our consumers, residents and workers journey into the town centre is the safest and most affordable it can be.

Understanding and using data

Through observing our members re-opening plans, we can understand trends that occur across sectors and locations through the town centre. We are using this data to forecast challenges and opportunities that will arise.

We are closely monitoring European towns and city trends to see how their reopening plans were implemented and effectively developed. By doing so, we can adopt a variety of tried and tested practices for the town centre.



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STEPS BUSINESSES CAN TAKE:

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 as other cities have experienced an increase in this during the first few weeks of reopening.

Social Distancing

We recommend that your store has sufficient social distancing measures in place by managing your capacity in your premises.

We recommend that the capacity of your premises mirrors one person per four square metres. (i.e. if your premises customer floor space is 40m², your capacity should be 10 people at one time).

For more information, [click here](#) for the British Retail Consortium's recommendations for retail.

Communicating your measures to the public

We recommend that you complete this [five step document](#), sign, and place in your premises window to demonstrate what you are doing for your customers in stores.

Queueing Strategy

See Page 5 of this document.

Sales and Discounts

To avoid attracting big queues, we advise that businesses do not host large sales and discounts in store but instead keep them online.

Staff Training & Wellbeing

We recommend that the appropriate training measures are put in place around new rules, regulations, and guidance that your business and the government have in place. These may include:

1. Personal Hygiene guidance and assurance on what personal protective equipment (PPE) will be provided for staff
2. New processes around cleaning surfaces and contact points alongside payment methods
3. Recommendations of the safest ways to travel to and from work e.g. guides to safe walking, cycle routes/parking
4. Implementing flexible working hours where possible to avoid transport issues
5. Recommendations for staff wellbeing during working hours and break times, such as promoting open spaces and parks near your business. We recommend that each premises should designate at least one Wellbeing Ambassador, for more information on this, please get in touch with us.



To help businesses operate as efficiently and safely as possible, we have created a brief outline of recommendations for you to adopt when your business is in operation.

It is important to note that these guidelines are there as assistance for Town Centre businesses. Each business will have its unique challenges and decisions should be made to minimise the risk to your staff and consumers where possible.

- Businesses are recommended to run their external queue across the longest part of their premises façade.
- Businesses installing floor vinyls or floor tapes must ensure the products are anti-slip laminate and abide by Richmond Council's guidelines.
- Queues should not cross walkways and should run parallel to the business' premises.
- It is the business' responsibility to ensure the queues are controlled and not preventing members of the public from passing in a safe manner. We recommend operating with a member of staff whose sole responsibility is managing the queue at your busiest times.
- All businesses are recommended to discuss their queue plans with their neighbours (both sides) to ensure no crossovers with other businesses plan or public right of way.
- All queues should have a designated end; no queueing must take place after this end spot.
- Queuing must not take place across a road.
- If you are operating a food takeaway service through delivery services such as Deliveroo or JustEast, it is essential that couriers/drivers are not waiting in the same area of your queue.
- Businesses should consider their waste/recycling disposal and where they are placing this for collection to avoid any conflict with their queue.
- Businesses with more than one entrance should consider operating with a singular entrance and exiting to assist in the control of managing people both outside and inside your premises.
- Queues should not be positioned near live traffic i.e. roads. If they have to be, position away from the kerb edge.

**Please contact Natasha at Discover Twickenham for any further guidance or information:
n.heaphy@discovertwickenham.co.uk**