COVID-19

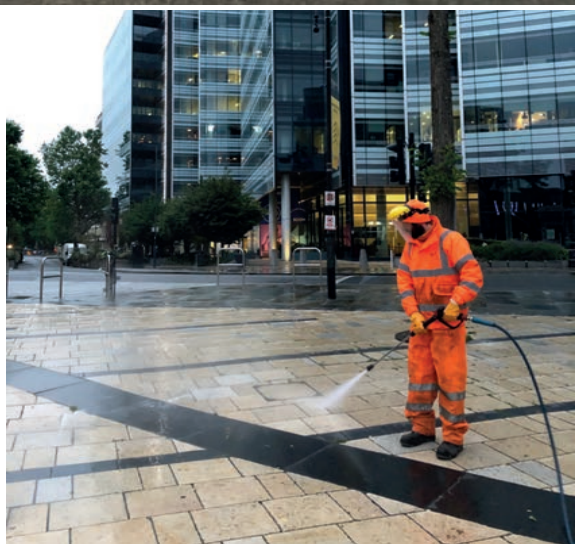
Summary Report and Commentary

HAMMERSMITH BID

SHOP
LOCAL
SHOP
SAFE
LOCAL BUSINESS WORKING TOGETHER TO MAKE HAMMERSMITH SAFE

PARCELS
NOT
POLLUTION

PRIMARK



Introduction

Hammersmith BID represents a membership that has been very heavily hit by the effects of the coronavirus pandemic. Alongside other BIDs, much of our work to support the High Street, to promote trade and to provide key services has been dealt a blow as shops, restaurants, beauty salons, offices, pubs and small traders were forced to close.

Shoppers were forced to stay away from all but essential stores. Workers relocated to their home offices, in some cases combining their duties with childcare or supporting other relatives. The transport network was greatly reduced and the town centre slowed to a crawl. Our cultural centres, including the Lyric Hammersmith, and the Eventim Apollo, had to shut their doors. The BID's usual promotions, competitions, the much-loved Summer Festival and Big Screen events, alongside all of our face-to face interactions with businesses, partners, and visitors had to be abruptly curtailed.

From the end of March, the Hammersmith BID team also had to find a new way of working, whilst maintaining our support and communication with all of our levy payers. In parallel with our businesses, we quickly formed an efficient remote team. Responsibilities were devolved and short- medium- and long-term plans were quickly communicated. Respecting the Government's guidelines to work from home where possible, the BID headquarters were used only sparingly, and site visits to Hammersmith were conducted through safe and sustainable commuting.

The whole team entered a sharp learning curve in new communication tools, including Microsoft Teams, Zoom and conference calling as a standard method of contact.

Through this rapid embrace of agile and flexible working, led by BID Director Patricia Bench, we have been in a strong position to deliver a suite of campaigns, support and initiatives from the beginning of the lockdown, which we will continue to build upon as we welcome our businesses and workers back to Hammersmith.

BID Statement **April**

" COVID-19 has brought unparalleled challenges to businesses. Across the UK, we are all reacting to, and trying to deal with, circumstances that are changing day by day and with no immediate prospect of resolution.

Despite the economic support measures announced by the Government, businesses, retailers, charities, employees and community groups are all under pressure.

Hammersmith BID is standing firmly behind its businesses and the wider Hammersmith community, as together we confront and tackle the challenges that COVID-19 has brought to the area. The BID's business partnerships formed over the years are playing an increasingly vital role supporting businesses, promoting growth and working together to create a vibrant, thriving town. In times of crisis, our work is arguably even more important.

Just as many of our businesses have moved quickly to diversify, or to switch their focus to local community support, so we have also adapted to a changing marketplace. In uncertain times, the input of BIDs is just as valuable as it is through growth and prosperity, and we take our responsibilities seriously.

Working with our various partnerships, Hammersmith BID is well placed to take a lead role in the campaign to support Hammersmith's recovery, working with partners to help stimulate growth, boost confidence with innovative projects and provide vital guidance and advice.

In partnership with the Met Police and the BID-funded CCTV operator, we also continue to look after Hammersmith's streets and public spaces to ensure that we all have a secure and sustainable town centre ready for recovery. "

Patricia Bench, BID Director

Use of our free Community Delivery solution **March**

As the initial effect of the lockdown started to reverberate through the business community in Hammersmith & Fulham, we reached out to offer free local deliveries to any business that needed an alternative route to market.

We reminded our levy payers of the availability of our free local zero-emissions delivery service by electric cargo bike, Parcels not Pollution. This would allow businesses to offer customers free local same or next-day deliveries in an eco-friendly and efficient way.

This solution was especially important at that time as it reduced congestion on the roads, allowing essential journeys for ambulances and NHS staff, and being a zero-emission mode of transport, it helped to keep the air clean for those who were more vulnerable.

The riders follow strict Covid-19 protocols. This includes regularly washing personal equipment and uniform while delivering, implementing contactless deliveries, regularly washing personal equipment and uniform worn while delivering and use of gloves and 70% alcohol wipes, on top of regular hand washing.

The delivery service was available Monday to Friday, 8.00am to 4.00pm.

Parcels not Pollution reached the milestone of 2000 successful deliveries in June, after 9 months of operation and we will continue to promote and utilise this important service.

Instigation and hosting of weekly Business Briefings for LBHF

March - July

The quick assimilation of different technologies meant that the BID was able to take the lead in organising virtual events and webinars - an important lifeline for business owners needing to keep in touch with the latest guidelines and to continue to network with each other.

The BID team set up and hosted a weekly H&F Business Briefing. These events were facilitated by us and provided a platform for the London Borough of Hammersmith and Fulham to provide vital information and guidance to businesses from different sectors. These forums meant that participating businesses were able to share concerns and experiences, and to lobby the council directly about particular issues. The Business Briefings (which continue to date) were very well attended, with between 20 and 30 in attendance at any one event. H&F Business Champion Cllr Guy Vincent, Chair at all Briefings, has been a reassuring presence throughout.

" I have been part of a LBH&F business network group, supported by HammersmithBID, who have been very supportive and helpful in making sure all the updates were made available not only to my business but also that I could update other businesses on King St with developments. "

John Horton, Horton and Garton

" The BID's webinars and forums have been very useful; to know there is a shared feeling of "we are all in the same boat" as well as being able to collaborate and share ideas and solutions during the lockdown period. "

Stephanie Collier, Harrison Parrott

Sector-specific Virtual Forums

April - July

In addition to Business Briefings hosted on behalf of LBHF; Hammersmith BID has created and hosted a suite of virtual forums for its own members.

Taking place over Zoom, and advertised on our Virtual Hub, these have been held on a bi-weekly basis and have focused on specific topics or sectors, including Arts and Culture; the Hospitality sector; Finance and Banking; and Safer Travel.

Actions taken away from these groups have resulted in new ideas being put into practice, connections being made and progress forged as businesses have sought grants and funding or advice on how to reopen safely.

www.hammersmithbid.co.uk/our-projects/digital-town/virtual_hub/

1. **Thursday 23 April**
   Managing Business Finance through COVID-19
2. **Tuesday 5 May**
   Transport Forum: Planning for the Future
3. **Tuesday 12 May**
   'Unlocking Hammersmith' Forum
4. **Thursday 21 May**
   Hammersmith Banks Update
5. **Wednesday 27 May**
   Launch of 'Shop Local Shop Safe' Campaign
6. **Thursday 4 June**
   Hammersmith Banks Update
7. **Thursday 18 June**
   Hammersmith Banks Update
8. **Thursday 18 June**
   Arts & Culture in Hammersmith Forum
9. **Monday 29 June**
   Hospitality Forum
10. **Tuesday 7 July**
    Hospitality Round Table
11. **Tuesday 14 July**
    Safer Travel Webinar

COMMUNITY SUPPORT

The scope of the BID's activity had to change as coronavirus hit Hammersmith. Rather than being primarily focused on businesses and their needs, we saw the requirement for community support and were happy to step in. In parallel with other charities and support groups working for the benefit of shielding or vulnerable residents, we were able to provide valuable services.

Delivering to residents **April**

In the first weeks of April, the BID and LBHF worked together with Sainsbury's Local on Fulham Palace Road, which kindly donated food for 31 vulnerable households in Hammersmith & Fulham.

This contributed to Hammersmith & Fulham's council food distribution over that particular weekend.

> "Many thanks, it was a great parcel with all the essentials and the driver was so lovely! As someone with a long term health condition and on immunosuppressants this is very helpful!"
>
> Hammersmith resident

Free food parcel service **May to July**

That initiative led to our Community Food parcel service, now operating on a daily basis, Monday - Friday. This is run in partnership with King's Mall and Sainsbury's.

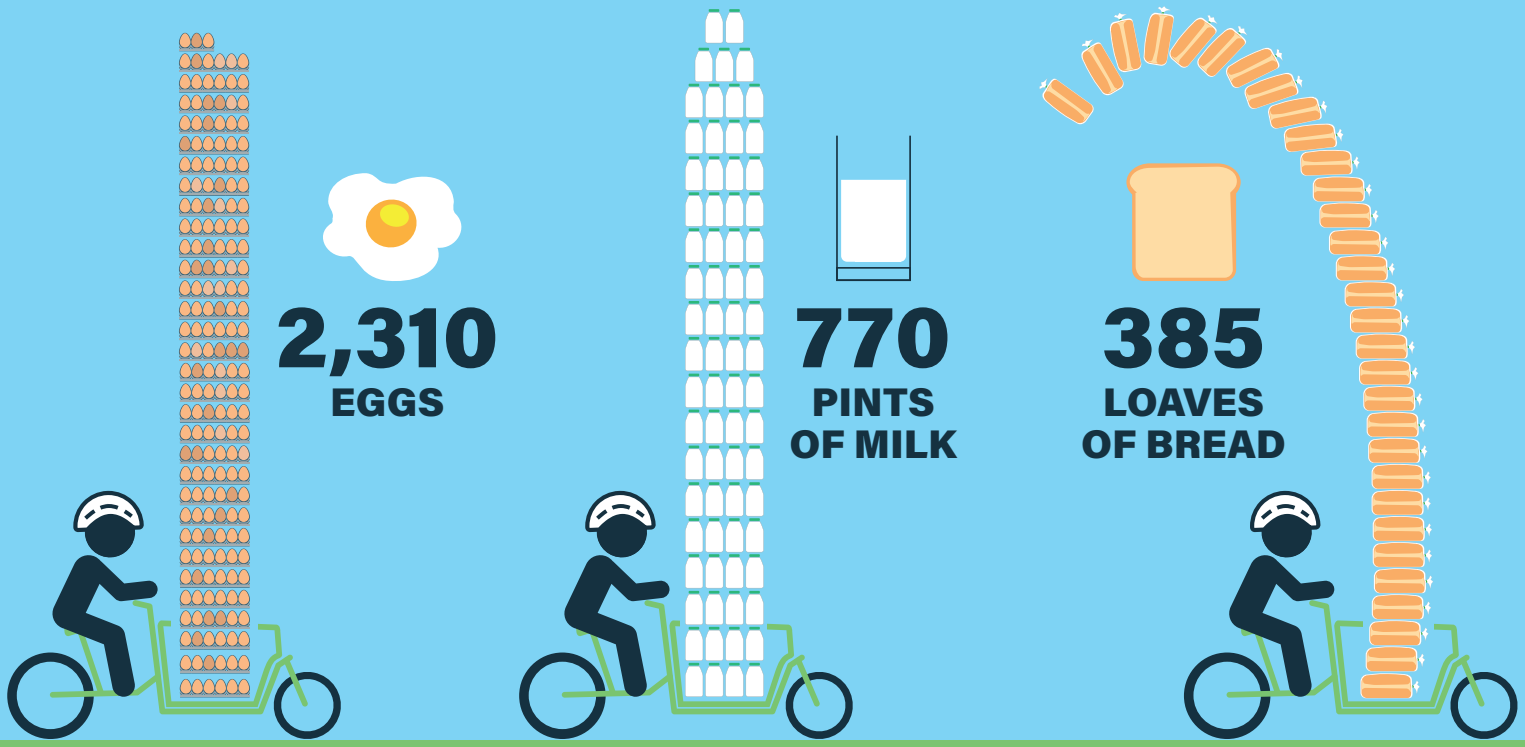
Vulnerable and shielding residents are invited to apply for a free food parcel delivery via the BID website, and we have been able to cater for up to seven deliveries a day. The parcels have been delivered by Parcels not Pollution and include essential basics including bread, milk, eggs and pasta. We will continue with the service until 31 July.

> "Thank you so much for delivering my mum some essential food and the birthday cake was such a surprise!"
>
> Hammersmith resident

KINGS MALL

#LOVEHAMMERSMITH

WE HAVE DELIVERED 385 FREE FOOD PARCELS, INCLUDED...



first food parcel collected for delivery!

Charity support **ongoing**

We have continued to support the Hammersmith & Fulham Foodbank by using the Parcels not Pollution e-cargo bikes to collect donations from Sainsbury's in Kings Mall, North End Crescent and Townmead Road and deliver to the Foodbank's warehouse multiple times a week.

The BID is happy to be working with the Foodbank, part of the Trussell Trust, throughout the crisis to ease pressure where we can.

"Our caseworkers are working hard to support homeless people in the local area during these exceptionally challenging times and as the economic impact of Covid-19 continues to affect vulnerable individuals, our shelters will be needed more than ever next winter."

Alicia Feetham, Glass Door

In addition we have actively promoted Small tap, big change, which received over £6000 in donations in its second quarter.

The funds have been distributed amongst the recipient charities, Baron's Court Project, Glass Door, The Upper Room and St Andrews. Despite the lack of footfall in Hammersmith, we have been able to use our online donation channel and we hope that use of the touchpoint terminals will increase as more people return.

Alicia Feetham, Trusts and Foundations Manager, Glass Door, gives some background on how useful these donations have been.

"We've received over £2,800 so far from the Small tap, big change initiative, which enabled over 100 homeless people to spend a night in one of Glass Door's Hammersmith & Fulham shelters this past winter.

"Thanks to this support, they have had a safe place to sleep and the opportunity to access our casework service so that they could begin their journey out of homelessness."

COVID Kindness

Hammersmith BID has also gathered examples of COVID Kindness on its **website** - either instigated by us, or from our businesses and services who have one above and beyond to support the community. We hope that this new sense of togetherness will continue as we move out of the lockdown.

Hammersmith Privilege Card

June onwards

In line with the lockdown, Hammersmith Privilege Card, with its e-Privilege app, has evolved to better meet the needs of its members.

Now, on top of exclusive discounts and offers, the Card is used to keep its membership fully up to date with developments in Hammersmith town centre, its open services, shops and businesses. We inform our members when shops, pubs and services are reopening, with any changes to their offering, hours, deliveries, security access information and guidelines for visitors.

We communicate this through a weekly email, together with our dedicated section on the BID website, **https://hammersmithbid.co.uk/our-offers/**, helping both businesses and shoppers to reconnect.

" I always read the updates from the Hammersmith BID to catch up with what is going on in the area.

I haven't made use of the Parcel delivery yet; but I used the #ShopLocalShopSafe stickers for social distancing inside the pub and the safety radio is of real benefit and what we make the most use of. "

Elena Villar, General Manager, The Hop Poles

UNLOCKING HAMMERSMITH

May to July and ongoing

To prepare for the lifting of lockdown, and to support businesses and workers as they embraced the 'new normal', Hammersmith BID launched three dynamic campaigns to encourage, support and advise our community as we all started to get back to work.

The three campaigns, Shop Local Shop Safe, Travel Safely, and Welcome Back, were launched to our members in May under the overarching campaign, **Unlocking Hammersmith**.

The campaigns reflect economic advice, and we are guided from regular input from our businesses. They focus on practical tools and resources that businesses can use - and are using - to ensure their workplace is safe.

Shop Local Shop Safe

#ShopLocalShopSafe

Working in partnership with Kings Mall, Hammersmith Broadway and LBHF, we have a raft of measures to encourage customers to visit our local retailers and businesses; and to ensure the shopping experience is safe. These include advice and tools to operate social distancing safely; alongside queue management, security, cleansing and much more.

Travel Safely

#TravelSafely

Liaising with LBHF, TfL, the GLA, Cross River Partnership and the Met Police to highlight the many ways to reach Hammersmith; and to invite workers and locals to explore new, safe ways to travel in and out of Hammersmith.

Welcome Back

#WelcomeBack

This campaign is being used to help returning employees feel safe. It highlights the practical measures that have been made to the 'place'; communicates that Hammersmith is prepared and ready to welcome them back; and provides help and advice on how to do so.

A proposal for
Unlocking Hammersmith Safely
#unlockinghammersmith

HAMMERSMITH
PREPARED & COMPLIANT
SHOP LOCAL SHOP SAFE
SHOP LOCAL SHOP SAFE

We'll be back...

KEEP 2M
APART
Please keep your distance

LIVE LOVE W6

SHOP LOCAL SHOP SAFE
SHOP LOCAL SHOP SAFE

GIN
SHOP LOCAL SHOP SAFE
We're delighted to say
WELCOME BACK
Our priority is to keep our team and our customers safe, please follow the safe distancing measures we've introduced.
Download our My Pub app for contactless food and drink ordering
Contactless payment preferred up to £45
MENU
Single use menus
Please observe safe distancing
Easily accessible hand sanitiser stations available throughout
Touchpoints will be cleaned every 15 minutes
Thank you for your help

BID-funded CCTV - SafetyNet Radio

The Hammersmith BID SafetyNet radio system plays a pivotal role in crime reduction across the town centre and provides our business community and visitors to the area with an enhanced level of safety and security. This fast time link between our numerous shops, pubs and corporate premises directly to the LBHF CCTV network and Metropolitan Police ensures that our businesses are fully supported in the event of any crime and antisocial related issues.

Covid-19 and the residual impact on our rapidly changing High Street has brought some unique challenges to the BID-funded CCTV operator over the past few months. By continuing to monitor the radio and CCTV network on a daily basis, he has been keeping our streets safe by:

- Keeping a watchful eye over all businesses and vacant premises during lockdown.
- Covering our corporate security teams on their daily and nightly patrols.
- Supporting our retail sector as they adjust to the challenges posed by queuing protocols and social distancing requirements.
- Providing our licensed premises and hospitality industry with dedicated CCTV coverage as they resume trade.
- Working in partnership with the Metropolitan Police and LBHF community safety team.
- Instantly alerting local police of issues reported via the SafetyNet radio.
- Supporting police officers with live footage as they act on fast-time incidents and intelligence.
- Assisting in the identification, apprehension, evidence gathering and successful prosecution of offenders involved in criminality.
- Enhancing public safety and delivering community reassurance.

"While working remotely and adapting to the ever-changing landscape of COVID-19 has had its challenges, it has also resulted in stronger communication between teams and allowed for creative solutions to be carried out quickly and efficiently."

Livia Caruso, Business Engagement Manager
Hammersmith BID

" As LBHF councillor and Local Business Champion working with the Business Team, led by Cllr Andrew Jones, our priority has been to support our many local businesses through both the medical and economic crisis caused by Covid-19. The Hammersmith BID has been part of the team of business leaders that have risen to the challenge and collaborated with the council on a series of projects that have actively assisted companies in these challenging times. These include the "Shop Local Shop Safe" and "Your Space is Our Space" initiatives that are strengthening the local economy. I look forward to building on the excellent relationship that Patricia and the team have with LBHF. "

Cllr Guy Vincent
London Borough of Hammersmith and Fulham

hammersmithbid.co.uk