



Reopening Hammersmith



**SHAPING
HAMMERSMITH'S
FUTURE**

Reopening Hammersmith

KEY DATES: GOVERNMENT GUIDANCE

(subject to review)

8th March

Schools reopen, can meet with one other person outdoors to socialise.

29th March

Rule of 6/two households outdoors.

12th April

All retail reopens, outdoor hospitality, indoor leisure, hair and beauty. Event pilots begin.

17th May

Indoor entertainment and attractions, 30 person limit outdoors, rule of 6 indoors, outdoor events with capacity limits.

21st June

Nightclubs reopen, no legal limits on social contact.



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In preparation for the lifting of the lockdown restrictions, the BID is preparing **Reopening Hammersmith** - an integrated campaign to ensure that Hammersmith town centre and its businesses can open safely and successfully.

Building on our previous recovery campaigns, **Shop Local Shop Safe**, **Safer Travel** and **Welcome Back**, we have reviewed what measures are still needed and introduced new ones to address the current needs.

Reopening Hammersmith will provide immediate measures to reassure staff, visitors, residents and shoppers that Hammersmith is safe for their return under three main headings: **High Street Recovery**, **Hybrid Working** and **Safer Travel**.

We see this as a great opportunity to trial new, innovative methods that will feed into a long-term vision for the town centre; for example, additional greening of public spaces, extra cleansing programme and developing the 15-minute neighbourhood.



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High Street Recovery

To encourage the public of their safety when in the town centre and address the growing online shopping competition.

- Shop Local Shop Safe campaign
- Repurposing outdoor space to include extra seating
- Additional cleansing
- Extra hand sanitisers in town centre
- Business forums with key stakeholders to share plans, government guidance and best practice
- Update on new investment, e.g. Ingka-IKEA
- Covid Kindness - develop a code of conduct to encourage respectful behaviour to our frontline workers



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Shop Local, Shop Safe Campaign

Our Shop Local Shop Safe campaign has been widely admired and rolled out throughout the borough. This will continue to provide a united voice for Hammersmith retailers, attracting shoppers, workers and visitors to utilise and enjoy the town centre.

We will:

- Provide social distancing signage and floor graphics
- Supply extra public hand sanitising stations
- Make available free deliveries via Parcels not Pollution, our zero-emission delivery service, to all BID businesses
- Display #shoplocalshopsafe promotional material
- Reinforce the importance of the BID safety model for the town centre including:
 - SafetyNet Radio
 - PubWatch
 - ShopWatch
 - CCTV coverage of town centre
 - Police partnerships



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Shop Local, Shop Safe Campaign

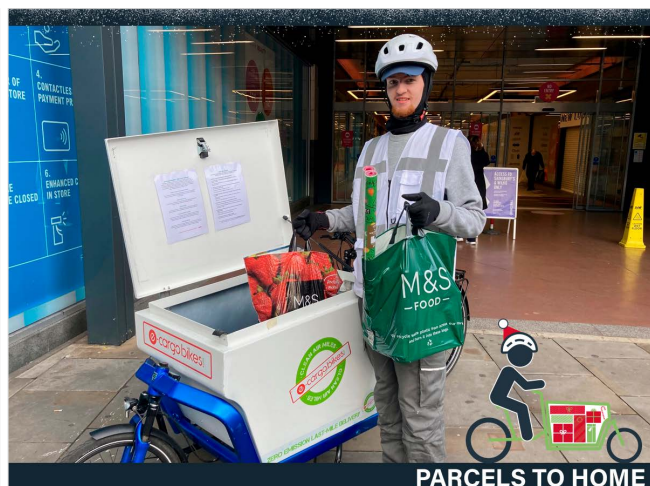


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- Continue to use our Privilege Card to promote business
 - offers and deals in Hammersmith
 - opening hours
 - free delivery via Parcels not Pollution
- Share the measures in place to all workers, visitors and residents through the BID's extensive marketing channels



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Hybrid Working

Home working has benefits and costs, to the individual, the company and the area. The BID will provide measures to bridge office to home needs whilst seeking a way to maintain a wider, diverse economy.

- To address the negative impacts of home working, the BID will deliver a Health & Wellbeing campaign to support employees by focusing on improving physical, mental, social and emotional health. Activities include events, workshops, and fitness activities
- Provide office to home deliveries
- Regular virtual business forums, including Transport Forum and PubWatch
- BID Security model to ensure buildings are safe and people feel comfortable in area even when not fully occupied
- Public Realm Vision to enhance area
- Partnership working
- Extra Cleansing

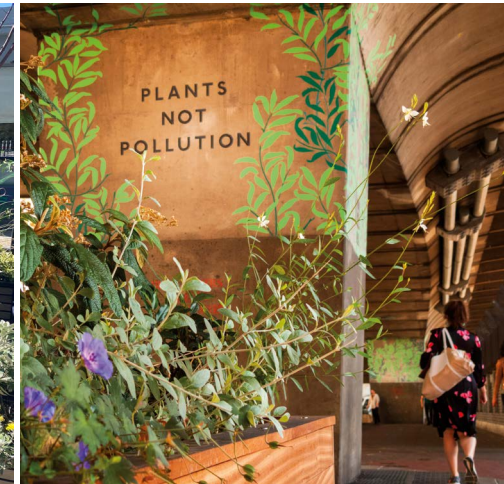


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PHYSICAL, MENTAL, SOCIAL
AND EMOTIONAL HEALTH



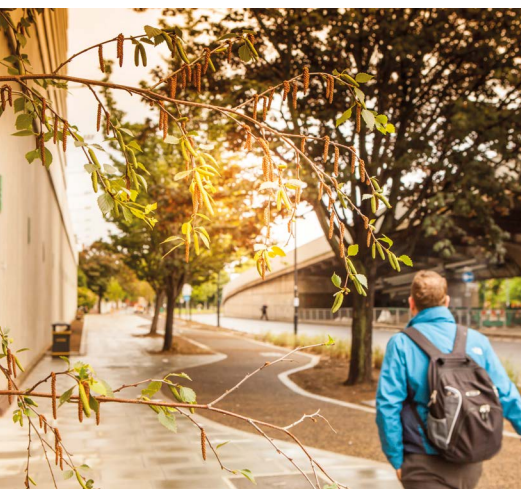
Safer Travel

A safe commute remains key to workers returning to the office. The BID will continue to support commuters who have opted for sustainable alternative methods, such as cycling or walking.

- Promoting new cycle lanes and sustainable travel routes
- Regular bike maintenance and security marking sessions
- Cycle training and support
- Promoting Clean Air Walking Routes
- Hosting the Hammersmith Transport Forum to provide regular updates to our businesses
- Continue to work closely with local stakeholders including LBHF & TfL



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Contact us



We would love to hear from our businesses about what other support measures they would like to see from the BID.

Please contact us here:

info@hammersmithbid.co.uk

www.hammersmithbid.co.uk

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