

Reopening Town Centres Safely

Action Plan

Last Update: 26 June 2020

Introduction

This Action Plan sets out the District Council's proposed approach to implementing measures to establish a safe trading environment for businesses and customers in our town centres in response to the COVID-19 pandemic. It provides a context for the spend of the £73,686, recently announced ERDF (European Regional Development Fund) that Government has allocated to the District. It does not go into the wider issues of recovery planning such as those we are currently working on with Devon County Council and partners; however it is mindful of the Re-start, Re-grow and Re-set concepts that underpin that emerging work.

It is important to note that this action plan is a live document and will be updated over the coming months as risk assessments in our town centres are reviewed.

This ERDF (European Regional Development Fund) grant will be available until the end of March 2021, although given the nature of the funding and size of the award it is intended that it is spent by the end of this year to address immediate needs in 2020.

The scope of this Action Plan covers the following towns: Tiverton, Crediton, Cullompton and Bampton. Bradninch, which does not have any significant non-essential retail provision, is not included; however officers have been and continue to be in discussion with Bradninch Town Council to share risk assessment work and provide assistance.

This Action Plan is broken down into a three stage implementation process. These phases are as follows:

Phase	Description	Timescale
One	Immediate safety actions arising from Risk Assessments, initial media messaging and business notifications and advice provided.	Implemented 15 June 2020
Two	Medium term actions arising from early review of the situation informed by ongoing dialogue with the Town Councils, business organisations/trader groups and DCC. Ongoing Media campaign.	2-3 months
Three	This phase will respond to any changes needed over the autumn which could arise from a number of issues including customer/trader perceptions and behaviour, changing government guidance and crucially the extent of the virus at that time.	6 months

A phased approach is essential to consider the ever changing environment. Whilst the lockdown has started to ease, at this stage no one is aware of what will happen with the impact of the virus or when things will change. This plan therefore has a phased approach and will be continually reviewed and refreshed in order to address these changing circumstances and guidance.

Phase 1 - Temporary Public Realm Measures, Business Assistance and Media Campaign

Temporary Public Realm Measures

The purpose of the introduction of temporary public realm measures was to ensure that town centres are surveyed and interventions implemented, where appropriate, in order to deliver a safe retail environment, which adheres to the Government guidelines of social distancing and other safety measures. The risk assessments are live documents which are regularly being updated. The initial risk assessment is included as Annex 1.

The Initial Risk Assessment Work

The initial and immediate public realm assessments were extensive and focussed on, but were not limited to, the following areas:

- ▶ Narrow pavements;
- ▶ Pinchpoints;
- ▶ Alley ways;
- ▶ Passing queues;
- ▶ Blind corners;
- ▶ Car parks (payment machines);
- ▶ Gathering places (e.g. benches);
- ▶ Shop queues/overlapping; and
- ▶ General movement around the town.

The following table sets out some of the immediate temporary public realm measures which were considered as part of the first phase:

The Initial Temporary Public Realm Toolkit of Measures

The initial and immediate public realm measures were extensive and included consideration of a combination of the following actions:

- ▶ Signage: social distancing (repeater signage), road safety posters, stickers, variable message signs and use of pavement stencils;
- ▶ Traffic management pedestrian / vehicle / cycle: routes and way marking (including narrow alley ways – one way systems);
- ▶ Temporary barriers and cones, physical works;
- ▶ Pavement markings (impact on narrow pavements) and shop queues;
- ▶ Possible parking restrictions to address spillage into roads;
- ▶ Possible parking restrictions to address spillage into roads; and
- ▶ Benches – sanitising, bus stops – signage and passenger notifications.

The Phase One initial temporary measures also included the following pedestrian management measures in our three largest towns:

- ➡ In **Tiverton** the Pannier Market area will have separate entry and exit points on all sides, next to Boots pedestrians are asked to keep left and at Westexe North there is a one-way system to and from the shops.
- ➡ In **Cullompton** from Station Road (Forge Way) car park it will be one-way to the shop beside Clarks Court returning via Higher Mill Lane.
- ➡ In **Crediton** from High Street (St Saviours Way) car park pedestrians are asked to keep left in Silbury Place to the shops and on their return.

Public conveniences were also brought back into operation in Phase 1. Annex 2 sets out the Public Conveniences within the District and which show where Disabled Public Conveniences have been converted to Unisex toilets to ensure social distancing can be maintained.

Engagement

The initial risk assessments were shared with local ward members and town councils. Owing to the need for expedience in delivering immediate safety measures liaison was focussed on local ward members, the Town Councils and the Local Resilience Forum. As explained in the following section the business community were alerted as to some of their requirements and signposted to more information on our webpages through use of established business organisations and trader groups.

It should be noted that as further measures develop over the coming months the subsequent phases will involve still closer working with the Town Councils, Local Ward Members, business organisations, traders and the County Council.

Business Assistance

In order for shops to open their doors, there are specific COVID-19 Secure guidelines that businesses need to meet to protect their staff and customers. We have brought all the workplace guidance together onto one webpage: <https://www.middevon.gov.uk/BusinessReopeningHelp> . This covers information such as:

- Changes businesses can expect to see around the larger towns
- Information to help business reopen safely
 - COVID-19 secure guidelines
 - The Government's five main steps to become COVID-19 secure
 - HSE Guidance
 - Links to the Department of Business, Energy and Industrial Strategy (BEIS) webinars² on how to make a workplace Coronavirus secure
 - BBfA Toolkit of measures Better Business for All
 - Useful Posters and proformas are also included
- Signposting to business grant support and assistance

We have also designed a template poster for shops to display in their windows (downloadable from the webpage) which informs the customer of the procedures in place for that business. Town councils have also been asked to assist with the distribution of hard copies for distribution. We thought it would be useful if all the shops had the same poster for customers to spot easily. This

information has been publicised through business fora, traders' groups, town councils and press releases.

Media Campaign

In the first phase of the Action Plan a number of different press releases, advertisements, signage and social media messaging has been produced. Some examples are shown below:



The media campaign will be ongoing. We have a promotional strategy in place which covers the Phase 1 and also the first part of Phase 2. This will need to be reviewed as the work continues. The current version is included as Annex 3.

Phase 2 - Medium term actions arising from early review of the situation

Phase 2 will be informed by **ongoing dialogue with the Town Councils, business organisations/trader groups and DCC**. It will also involve ongoing media campaigns which will react to the latest situation and government guidance and messaging.

As with the other recovery planning work this is likely to be increasingly sectoral based and aimed over time at bringing other town centre operations back into public access. This wider reopening will necessitate a review of phase 1 and the success of the interventions undertaken. The Council will need to identify and respond to the changing situation.

A forum for discussion with the Town Mayors has also been established which has proven to be very useful. This has led to greater collaborative working and has been instrumental in better understanding any immediate changes sought to the emergency public realm measures and changes have been made where possible. In addition **Tiverton Town Council**, with the support of Mid Devon, set up a **webinar** to assist Cafes, pubs and restaurants with their reopening requirements for 4 July 2020.

Ward Members will continue to be updated, along with regular updates being provided to the Economy Policy Development Group Members.

The **media campaign** will be ongoing. As explained above we have a promotional strategy in place which covers the first part of Phase 2. This will need to be reviewed as the work continues. The current version is included as Annex 3.

Phase 3: Longer term measures

This phase will respond to any changes needed over the autumn which could arise from a number of issues including customer/trader perceptions and behaviour, changing government guidance and crucially the extent of the virus at that time. This is likely to be a review of the emerging trends and how they are working in practice. There will be likely changes to Government policy and a need to continue to re-enforce the key messages of safety. There is a great deal of uncertainty at this time and this will develop over the coming months.

This stage would need to take particular note of the wider recovery planning work, such as the work currently being undertaken with Devon County Council and partners. The principles of the Re-start, Re-grow and Re-set concepts will be important in order to ensure we focus on both vulnerable sectors and those identified for priority action within the Economic Strategy. This phase will also coincide with a high level refresh of existing strategies.

ANNEX 1: INITIAL RISK ASSESSMENT

Service:	Property Services	Assessment Date:	09/06/2020
Team:	Property Services	Next Review Date:	01/09/2020
Task/Activity:	Town Centre, Car Parks, Parks and Open Space - COVID-19 Safety		
RA No:	Number of pages including this page:		
Risk Rating: Likelihood 1 – 5 Severity 1 – 5	Before Control Measures: Likelihood: 4 Severity: 5 Risk Rating: 20 After Control Measures: Likelihood: 2 Severity: 5 Risk Rating: 10	1 – 4: Low – Maintain Control Measures 5 – 12: Med – Review Control Measures 13 – 25: High – Improve Control Measures	

HAZARD (describe specific hazards in your area)	WHO MIGHT BE HARMED AND HOW	CONTROL MEASURES	COMMENTS/FURTHER ACTION REQUIRED	OFFICER TO ACTION	TARGET DATE	SIGN-OFF AS DONE
Transmission of Covid 19 on-street in town centre, car parks and open space	All people	Any person who has symptoms of covid-19 infection or who has been in close contact with another person with symptoms (or a confirmed covid-19 infection) is required to self-isolate as directed by the latest national guidance. https://www.gov.uk/government/publications/covid-19-stay-at-home-guidance/stay-at-home-guidance-for-households-with-possible-coronavirus-covid-19-infection	All persons (employees contractors and public) are expected to exercise personal responsibility for themselves and others for whom they are responsible and to follow national guidance https://www.gov.uk/coronavirus			
Transmission of Covid 19 on-street in town centre (including Bampton, Bradninch and villages as appropriate), car	All	Signage to be in place to advise on measures to mitigate spread of Covid 19 at to include: <ul style="list-style-type: none"> Maintain social distancing – throughout town centres, entrances/ exits to car park/ parks with repeaters Pedestrian traffic management – one-way/ no entry/ circulatory/ segregation 	Regular checking of signage (and any barriers) remaining in place and legible with replacement if necessary. Notes	Property	15 June 2020	

ANNEX 1: INITIAL RISK ASSESSMENT

parks and open space		<ul style="list-style-type: none"> Additional advice at gathering points – bus stops/ bus station/ seating areas/ p&d ticket vend machines 	<p>Signage to be temporary in first instance to be made permanent after initial monitoring and identification of suitable fixing points.</p> <p>Signage to be adaptable to change (ie distancing) but will be subject to change as guidance changes.</p>	Property	1 July 2020	
Access to Pannier Market Tiverton	All	<ul style="list-style-type: none"> One-way in and out to be created where possible Fore Street – via main entrance opposite cinema and Barclays (by Town Leat) Bampton Street – via Market Walk and pedestrian route at vehicle exit Newport Street – two footways in one side out the other 				
Access to Fore Street from Beck Square Tiverton (Natwest/ Boots)	All	<ul style="list-style-type: none"> Segregation – one side up one side down (potentially with central segregation barrier – but will be subject to vandalism) 				
Access to Westex North from car park	All	<ul style="list-style-type: none"> One-way in and out to be created Via footpath and pedestrian route at vehicle entrance 				
Town centre footpaths Tiverton	All	<ul style="list-style-type: none"> Southview – no entry (residents only) Barrington Street to Bampton Street – no entry (subject to new hall/ club use and emergency escape) 				









ANNEX 1: INITIAL RISK ASSESSMENT

Queues to shops on footways Overlapping queues on footways Spillage of queues onto highway	All	<ul style="list-style-type: none"> • Footway queue markings managed by shops • Ensure all are complimentary where possible and don't obstruct neighbours or footway or create pinch points • Maximise queue numbers to avoid overlapping and spillage onto highway • Create highway space (poss) 	Liaison with shops Queuing and need for highway space to be monitored.	Economic Development Property/Highways		
Access to High Street from High Street (St Saviours Way) car park	All	<ul style="list-style-type: none"> • One-side up one-side down at Silbury Place 				
Access to High Street from Station Road (Forge Way) car park	All	<ul style="list-style-type: none"> • One- way in and out to be created • Via Clarkes Court foot and Station Road/ Higher Mill Lane 				
Narrow footways/ pinch points Gold Street Tiverton St Peter Street Tiverton to/ through Pannier Market footpaths Angel Terrace Tiverton Market Walk Tiverton Fore Street into Bampton Street Tiverton	All	<ul style="list-style-type: none"> • Seek to avoid by pedestrian traffic management as above • Encourage give and take – signage • Repeater signage • Create highway space (poss.) 	To be monitored	Property/Highways		

ANNEX 1: INITIAL RISK ASSESSMENT

<p>Gold Street into Bampton Street Tiverton Bus Station Tiverton Multi-storey car park Tiverton Market Street footways Crediton High Street footways Cullompton</p> <p>Brook Street, Fore Street, Castle Street footways Bampton</p>						
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ANNEX 1: INITIAL RISK ASSESSMENT

Mid Devon DISTRICT COUNCIL		Risk Assessment Generic Control Measures						
Heading	Details							
PPE	HI-VIZ	SAFETY FOOTWEAR	HAND PROTECTION	EYE PROTECTION	HEARING PROTECTION	HEAD PROTECTION	RPE	HARNES
								
	✓	✓	✓	As required		As required	As required	
<p>Note: If it has been determined that there is a requirement for PPE to be used, it is the responsibility of all operatives, once PPE has been issued, to use and maintain such equipment so that it remains serviceable, and to report all lost and/or damaged equipment. Latest guidance on PPE for Covid-19 to be referred to.</p>								
Fire	As required, prior to starting any work activity, operatives to establish if any specific fire risks exist. Operatives are to familiarise themselves with fire evacuation procedures, fire escape routes, final exit doors and fire assembly point.							
Housekeeping	All spillages to be cleaned up immediately. Follow manufacturer's instructions and recommendations for the cleaning up of substances. The storage of items on floors to be kept to specific areas and adequate walkways maintained. Fire doors, fire escape routes, walkways and stairs to be kept free from obstacles. Appropriate storage & disposal methods of waste materials must be strictly observed and waste materials should be removed as work progresses and at the end of each working day; supervisors to ensure that areas have been cleared. All cables to be kept away from pedestrian traffic routes – Where this is not possible Cable Management Systems must be used e.g. Cable Protectors placed over temporary trailing cables.							
Signage	Where required, ensure that signage is displayed. Signage must be clearly visible and offer appropriate instruction, warning or information.							
Segregation	Where required, ensure that segregation is in place. Segregation must adequately protect all persons working within its boundaries, control traffic routes (pedestrian and/or vehicular), be clearly visible and ensure that access to unauthorised persons and/or vehicles is denied.							
Security	Where required, security of unattended, unfinished and ongoing works areas is to be assured. Security measures to include prevention of unauthorised access to areas of high risk (scaffolding, plant, electricity, water and excavations etc).							
Assessor Signature:					Date:			
					Date: 27.05.20			
Line Manager Signature: 								

ANNEX 2 – PUBLIC CONVENIENCES & PC RISK ASSESSMENT

Public convenience:	Location:	Owned by:	Managed by:	Convenience type:	Status, RE: COVID-19:	RADAR Key required?	Planned reopening date:
Station Road	Bampton	Bampton Town Council	Bampton Town Council	Disabled-Gents - Ladies with coin charge entry	OPEN: For details, contact Bampton Town Council	N/a	N/A
Newcombes Meadow	Crediton	Crediton Town Council	Crediton Town Council	Gents - Ladies - Disabled - Disabled is opn	OPEN : Disabled PC only	Yes	N/A
Crediton Cemetery	Crediton	Mid Devon District Council	Mid Devon District Council	Single enclosed male/female W.C.'s	OPEN: for funerals only	N/A	N/A
Market Street Car Park	Crediton	Mid Devon District Council	Mid Devon District Council	Single enclosed male/female/disabled W.C.'s	OPEN - Singles cubicals for single entry	Yes	w/c 1 June
Station Road	Cullompton	Mid Devon District Council	Cullompton Town Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	OPEN - Disabled PC converted to unisex	No longer required	w/c 1 June
Picnic Area off Union Hill	Down St Mary	Mid Devon District Council	Mid Devon District Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	OPEN: Disabled W.C.'s converted to unisex (male/female toilet rooms to remain closed)	No longer required	N/A
Hemyock	Hemyock	Hemyock Parish Council	Hemyock Parish Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	OPEN: For details, contact Hemyock Parish Council	Yes	N/A
Recreation Ground	Sampford Peverell	Mid Devon District Council	Mid Devon District Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	CLOSED: Located within a play area	Yes	TBC
Tiverton Cemetery	Tiverton	Mid Devon District Council	Mid Devon District Council	Single enclosed male/female W.C.'s	OPEN: for funerals only	N/A	N/A
Westexe South Car Park	Tiverton	Mid Devon District Council	Tiverton Town Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	OPEN conversion of disabled W.C.'s to unisex and chlorination work (male/female toilet rooms to remain closed)	No longer required	8 June
Market Car Park	Tiverton	Mid Devon District Council	Tiverton Town Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	OPEN conversion of disabled W.C.'s to unisex and chlorination work (male/female toilet rooms to remain closed)	No longer required	8 June
Peoples Park	Tiverton	Mid Devon District Council	Tiverton Town Council	Multi-cubicle/urinal male/female toilet rooms + enclosed disabled W.C.'s	OPEN conversion of disabled W.C.'s to unisex and chlorination work (male/female toilet rooms to remain closed)	No longer required	8 June
Westexe Recreation Ground	Tiverton	Mid Devon District Council	Tiverton Town Council	Gents -Ladies	CLOSED: For details, contact Tiverton Town Council	N/A	TBC

NEW





RISK ASSESSMENT FORM


Service:	Property Services & Commercial Assets	Date of Risk Assessment:	01.06.20-reviewed 290620
Team:	Property Services	Next review due date:	01.09.20
Task/Activity	COVID19 Toilet facilities fully owned and managed by MDDC Reference: PS109 - Covid19		
	Reviewed following guidance on access –letter 28.06.20 from central government		
Overall Risk Score	Before: Severity 5	Likelihood 4	Total Risk Status 20
	After: Severity 5	Likelihood 2	Total Risk Status 10

+


HAZARD <i>Describe specific hazards in your area</i>	WHO MIGHT BE HARMED AND HOW	EXISTING CONTROL MEASURES	COMMENTS / FURTHER ACTION REQUIRED <i>if none, state why</i>	OFFICER TO ACTION	TARGET DATE	SIGN OFF AS DONE
COVID-19 is mainly passed on by person-to-person spread between people who are in close contact with one another and by droplets produced when an infected person coughs or sneezes. It can also spread through contact with a surface or object that has the virus on it.	Who: Operatives and the General Public How: Risk of harm from inhaling coronavirus in aerosols/droplets from the air. Through hand to mouth contact from being in contact with virus contaminated surfaces.	Person to person transmission: Any person who has symptoms of covid-19 infection or who has been in close contact with another person with symptoms (or a confirmed covid-19 infection) is required to self-isolate as directed by the latest national guidance. https://www.gov.uk/government/publications/covid-19-stay-at-home-guidance/stay-at-home-guidance-for-households-with-possible-coronavirus-covid-19-infection	All persons (employees contractors and public) are expected to exercise personal responsibility for themselves and others for whom they are responsible and to follow national guidance https://www.gov.uk/coronavirus	AB and comms team	On -Going	
		Toilet Blocks as a potential transmission route: Sign to be in place to advise on measures to mitigate spread of Covid 19 at toilets to include:	Toilets, if kept closed, would create an additional health hazard. Disabled toilets opened only - as unisex thus allowing for social distancing.	AB –Property Services Team		
COVID-19 is mainly						

HAZARD <i>Describe specific hazards in your area</i>	WHO MIGHT BE HARMED AND HOW	EXISTING CONTROL MEASURES	COMMENTS / FURTHER ACTION REQUIRED <i>If none, state why</i>	OFFICER TO ACTION	TARGET DATE	SIGN OFF AS DONE
passed on by person-to-person spread between people who are in close contact with one another and by droplets produced when an infected person coughs or sneezes. It can also spread through contact with a surface or object that has the virus on it.	Who: Operatives and the General Public How: Risk of harm from inhaling coronavirus in aerosols/droplets from the air. Through hand to mouth contact from being in contact with virus contaminated surfaces	<ul style="list-style-type: none"> • Maintain 1m + social distancing • Catch sneezes and coughs in tissue or clothing • Wash hands for 20 seconds • Minimise hand contact with face and surfaces <p>Any windows secured open where possible to increase ventilation.</p>	Secure toilet windows open where applicable.	AB –Property Services Team	01.07.20	
		<p>Cleaning contractors updated Risk Assessments to include:</p> <ul style="list-style-type: none"> • Social distancing measures and safe practises • Relevant PPE where assessed as necessary • Putting up a visible cleaning schedule can keep it up to date and visible • Prioritising cleaning of touch points such as doors, toilet seats, sinks, taps, sanitary bins and loo roll holders • Erect warning signs whilst cleaning is taking place, so no one else present • Increased cleaning visits • Erect a visible cleaning schedule where possible 	<p>PPE: Disposable medical facemasks; vinyl gloves and Purrell hand sanitiser. Advised to remove PPE on completion of cleaning and wash hands for 20 seconds or use sanitiser – allow to dry completely (60 seconds). Place PPE in waste for disposal.</p> <p>Hand sanitiser available where safe and practical and ensure suitable handwashing facilities including running water and liquid soap and suitable options for drying (either paper towels or hand driers).</p>	AB –Property Services Team	01.07.20	


NEW

HAZARD <i>Describe specific hazards in your area</i>	WHO MIGHT BE HARMED AND HOW	EXISTING CONTROL MEASURES	COMMENTS / FURTHER ACTION REQUIRED <i>If none, state why</i>	OFFICER TO ACTION	TARGET DATE	SIGN OFF AS DONE
		Maintenance & contractor visits: <ul style="list-style-type: none"> • Timing of visits to be arranged to limit or avoid contact with other people • Timing of contractor visits for maintenance work must be by prior arrangement 	Refer maintenance contractors to opening times as shown on our web page.	Property Services Team	Ongoing	
Rise in Local COVID19 infections	Who: Operatives and the General Public. How: Localised viral transmission triggers 'Lock down'	Close MDDC managed Toilet facilities – in line with UK or Local Authority Guidance	Alert Members and the communications team.	AB- Property Services Team		

*Please refer to the Risk Assessment Procedure

Assessors Signature: 	Date: 01.06.20
Line Manager's Signature:	Date:
Reviews	
Re-assessors Signature:	Date: 29.06.20

NEW

	
Line Manager's Signature:	Date:
Re-assessors Signature:	Date:
Line Manager's Signature:	Date:
Re-assessors Signature:	Date:
Line Manager's Signature:	Date:

NEW

			Likelihood				
			Very Low	Low	Medium	High	Very High
			1	2	3	4	5
Severity	Very High	5	5	10	15	20	25
	High	4	4	8	12	16	20
	Medium	3	3	6	9	12	15
	Low	2	2	4	6	8	10
	Very Low	1	1	2	3	4	5

Scores showing in the red section must be included on the SPAR system

Scores showing in the amber section must be kept under regular review and included on the SPAR system if 10 or over

Re-opening the High Street – Phase 1 Immediate Safety & Initial Phase 2 Response BUSINESSES Promotional Strategy

WHO? – Target audience

- Market Traders
- Town centre shops / trader associations

WHAT? – Message

- *Government guidelines for reopening*

WHY? – Objectives

- Encourage the carefully managed return to 'normal' high street activity
- Businesses to understand what the Council are doing to support their re-opening

HOW? – Type of Content

- Comply with Government guidance
- Video tutorials – detailing what exists / is available for each town
- Social media posts (and other comms) issuing guidance, advice and updates
- Council Newsletter e-alert?
- Web-based signposting to information and guides for businesses
- Posters – shop windows etc – designed to reiterate key messages (support local but stay alert, follow guidelines) provide poster template for shops/businesses to use on Council website

WHERE? – Media Channels

Direct Contact:

- Town centre business associations (Tiverton Partnership, Crediton Chamber for Commerce, CVIB, Mid Devon Business Forum, Bampton Business Association (if still running))
- Town Councils to pass on information (Tiverton, Crediton, Cullompton, Bampton)

Digital:

- MDDC Website – information and guidance (Covid 19 Support for businesses)
- Encourage town businesses to share content
- Facebook: use @MidDevonBiz, @MidDevonDC, tag local business groups (eg Crediton Chamber of Commerce) and share in business FB groups; VMD Facebook and website
- Twitter (for small businesses and business networking groups)
- E-Newsletter to email contacts using publicly available information to target communication to individual businesses

Other:

- Press Release
- Items in The Link, WIS and Parish Matters: ask Members and parish councils to be aware of changes made to our high street,

WHEN? – Publishing Schedule

Following changes proposed and implemented by Property services

CONTENT SCHEDULE

W/B 8 June	Direct email to high street business for informing them about the changes (Emergency action) (timescale does not permit a letter to each high street shop)	SD will be engaging with DCC Neighbourhood officers to undertake Risk Assessments for all five towns (Crediton, Cullompton, Tiverton, Bampton & Bradninch) engaging stakeholders – e.g town councils about risk assessment / proposals	Press release ‘opening for business – what to expect from Monday 15 th June’	Set up webpage – MDDC Website – information / using your high street / business support / advice – template posters
Monday: 15/06/2020 Propert services make changes to highstreet	High Street Now Open Social media – open for business ‘How to use your high street - What to expect’.			
Tuesday 16/06	Advert in the Gazette and Courier this week			
Wednesday: 17/06/2020	Business groups – messages from press release	Facebook: messages from press release	Twitter: messages from press release	Item to WIS and Parish Matters / The link

Monday: 22/06/2020	Social media – key message 1 open and Safe		
Tuesday 23/06	Advert in the Gazette – businesses open – support local and stay safe		
Wed: 24/06/2020	Social media – Key message 2 Emergency measures in place etc / Government announcements for additional businesses to open from 4 th July - Tourism and Hospitality Update webpage with new guidance for cafes, hotels, attractions – share on social media		
Fri: 26/06/2020	Press release – success of the high street (reiterate key messages)	Advert in the Courier - support local and stay safe	Success of the high street with key messages – all stakeholders for distribution
Monday: 29/06/2020	PR for the opening of the additional businesses from the 4 th July Second Advert for Shop Local Shop Safe – sent to the Courier and the Gazette Prepare spotlight on Tiverton		
Weds: 01/07/2020	Prepare spotlight on Crediton Webinar for cafes, restaurants and pubs for Mid Devon – led by Tiverton Town Council (invites to be sent to the sector businesses)		

Friday 02/07/2020	Prepare spotlight on Cullompton
Monday 05/07/2020	Prepare spotlight on Bampton
Friday 09/07/2020	Review Strategy / messages / need / business feedback – for the remainder of phase 2. Commission Video to create a tutorial – how to use your high street – walk through permanent changes?

Examples of key messages for Shop Locally and Shop Safe – use images / posters / advert

- Keep an eye out for new signage and follow the guidance in our towns #Tiverton #Crediton #Cullompton #Bampton #ShopLocal #ShopSafe
- Keep your social distancing and regularly wash your hands #ShopLocal #ShopSafe
- Be kind and be patient – everyone is working hard to keep you safe #ShopLocal #ShopSafe
- Support your high street independent shops – check opening times, some shops are offering a collection service or different opening hours to avoid queues #cardpayment #ShopLocal #ShopSafe #SupportIndependents
- Face masks to be worn on public transport #ShopLocal #ShopSafe