

RETAIL REOPENS IN LONDON'S WEST END

- **London's West End stores begin to open their doors today, in line with Government guidance.**
- **Selfridges, Fenwick, Hamleys and British jewellers Boodles, are among the 90% of the world-famous Oxford Street, Regent Street & Bond Street retailers opening this week.**
- **New West End Company has been working closely with Westminster City Council and Transport for London to ensure a safe and sustainable reopening.**

From today, London's West End stores once again open their doors to visitors, in line with Government guidelines. World-famous stores such as Selfridges, Fenwick, Hamleys and British jeweller Boodles, are among the 90% of West End retailers opening their doors and welcoming back colleagues and customers this week across Oxford Street, Regent Street & Bond Street.

New West End Company, which represents 600 members across the district's retail and leisure businesses, has been working closely with Westminster City Council, Transport for London and its member businesses, to ensure a safe and sustainable reopening of London's West End.

To prepare for the phased return of workers and shoppers, the West End has put a number of measures in place to ensure the public's safety. These include:

- Expanded Clean Teams on hand to ensure that the West End maintains excellent hygiene standards.
- Hand sanitisation and washing points in place to provide visitors with convenient facilities.
- Widespread signage and queuing aids have been installed to ensure social distancing.
- Smart payments are being encouraged to minimise contact and health risks.
- Safe spaces and Social Distancing Ambassadors are in place to ease any safety concerns or enquiries that visitors may have.
- Extra bike stations have been installed, and maps are available to show where the public can find the nearest bike parking, and to show walking distances between underground stations. These have been installed to encourage travel by foot across the West End, avoiding public transport in line with Government advice and to alleviate pressures on Transport for London resources

Jace Tyrrell, Chief Executive at New West End Company said:



Bond Street | Oxford Street | Regent Street

"Today we start to welcome Londoners back to the West End, and through our work with both Westminster City Council and Transport for London we have ensured that the West End is in the best possible position to safely and sustainably reopen to colleagues and customers. Reaching the West End this summer on foot or by bike will never be easier, and with fewer international visitors, and enhanced safety measures in place, Londoners can rediscover the district in new and safe ways, in line with social distancing guidelines.

"The nation's retailers have been hit hard by this unprecedented crisis, but have shown enormous resilience in overcoming the challenges of the past four months. While the challenge is far from over, I would like to thank all frontline workers who are continuing to protect us, as it is their work that is making our reopening possible."

In order to allow customers and colleagues alike to avoid peak travel periods, the opening hours of stores in the West End are set to temporarily change. Guidance to retailers recommends that stores open at 11am and close between 5pm and 7pm.

There will doubtless be changes to come in the retail sector as we begin to come to terms with a new-normal in a 'post-Covid' world, but New West End Company is confident that the West End will continue to thrive, responding to challenges and harnessing opportunities ahead.

-ENDS-

Please find a list of stores with confirmed times [here](#). Many more are planning to open from 15th June which will be published on our list regularly. Photography downloads can be found [here](#).

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Notes to Editors

About New West End Company

New West End Company is a partnership of 600 retail, restaurant, hotel and property owners across the world's top shopping and leisure destination anchored by Bond Street, Oxford Street and Regent Street.

It works in partnership delivering transformational projects, sustainable place management, destination marketing, advocacy, inward investment and commercial insights. It is an influential business voice, active in the wider community and a key partner in delivering a new West End.



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