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### GOVERNMENT ROADMAP

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>8 March</th>
<th>29 March</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>8 MARCH</td>
<td>SCHOOL AND COLLEGES OPEN FOR ALL STUDENTS &lt;br&gt; Practical Higher Education Courses</td>
</tr>
<tr>
<td><strong>SOCIAL CONTACT</strong></td>
<td>8 MARCH</td>
<td>Exercise and recreation outdoors with household or one other person &lt;br&gt; Household only indoors</td>
</tr>
<tr>
<td><strong>BUSINESS &amp; ACTIVITIES</strong></td>
<td>8 MARCH</td>
<td>Wraparound care, including sport, for all children</td>
</tr>
<tr>
<td><strong>TRAVEL</strong></td>
<td>8 MARCH</td>
<td>Stay at home &lt;br&gt; No holidays</td>
</tr>
<tr>
<td><strong>EVENTS</strong></td>
<td>8 MARCH</td>
<td>Funerals (30) &lt;br&gt; Weddings and wakes (6)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP 2</th>
<th>No earlier than 12 April</th>
<th>At least 5 weeks after Step 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>As previous step</td>
<td></td>
</tr>
<tr>
<td><strong>SOCIAL CONTACT</strong></td>
<td>Rule of 6 or two households outdoors &lt;br&gt; Household only indoors</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS &amp; ACTIVITIES</strong></td>
<td>All retail &lt;br&gt; Personal care &lt;br&gt; Libraries &amp; community centres &lt;br&gt; Most outdoor attractions &lt;br&gt; Indoor leisure inc. gyms (individual use only) &lt;br&gt; Self-contained accommodation &lt;br&gt; All children’s activities &lt;br&gt; Outdoor hospitality &lt;br&gt; Indoor parent &amp; child groups (max 15 people, excluding under 5s)</td>
<td></td>
</tr>
<tr>
<td><strong>TRAVEL</strong></td>
<td>Domestic overnight stays &lt;br&gt; International travel (subject to review)</td>
<td></td>
</tr>
<tr>
<td><strong>EVENTS</strong></td>
<td>Funerals (30) &lt;br&gt; Weddings, wakes, receptions (15) &lt;br&gt; Event pilots</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP 3</th>
<th>No earlier than 17 May</th>
<th>At least 5 weeks after Step 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>As previous step</td>
<td></td>
</tr>
<tr>
<td><strong>SOCIAL CONTACT</strong></td>
<td>Maximum 30 people outdoors &lt;br&gt; Rule of 6 or two households indoors (subject to review)</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS &amp; ACTIVITIES</strong></td>
<td>Indoor hospitality &lt;br&gt; Indoor entertainment and attractions &lt;br&gt; Organised indoor sport (adult) &lt;br&gt; Remaining accommodation &lt;br&gt; Remaining outdoor entertainment (including performances)</td>
<td></td>
</tr>
<tr>
<td><strong>TRAVEL</strong></td>
<td>Domestic overnight stays</td>
<td></td>
</tr>
<tr>
<td><strong>EVENTS</strong></td>
<td>Most significant life events (30) &lt;br&gt; Indoor events: 1,000 or 50% &lt;br&gt; Outdoor seated events: 10,000 or 25% &lt;br&gt; Outdoor other events: 4,000 or 50%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STEP 4</th>
<th>No earlier than 21 June</th>
<th>At least 5 weeks after Step 3 &lt;br&gt; All subject to review</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>As previous step</td>
<td></td>
</tr>
<tr>
<td><strong>SOCIAL CONTACT</strong></td>
<td>No legal limit</td>
<td></td>
</tr>
<tr>
<td><strong>BUSINESS &amp; ACTIVITIES</strong></td>
<td>Remaining businesses, including nightclubs</td>
<td></td>
</tr>
<tr>
<td><strong>TRAVEL</strong></td>
<td>Domestic overnight stays &lt;br&gt; International travel</td>
<td></td>
</tr>
<tr>
<td><strong>EVENTS</strong></td>
<td>No legal limit on life events &lt;br&gt; Larger events</td>
<td></td>
</tr>
</tbody>
</table>
Industry Specific Guidance:

- Shops & Branches
- Restaurants, Pubs & Takeaway Services
- Hotels & Guest Accommodation

Testing in the Workplace

The expansion of workplace testing will identify more positive cases of COVID-19 and ensure those infected isolate. This will reduce the spread of the virus and protect those who cannot work from home, and our vital services.

To view options for workplace testing Click here

Business Support Grants

To find out what Government support your business is eligible for, click here

The Government has announced that Additional Restriction Grants (ARG) for local authorities will now be allocated to local authorities on the level of commercial activity in an authority’s area. The ARG will include a £425 million top-up from 1 April 2021. For more information from Westminster City Council or to apply, click here.
We may have a clear roadmap for reopening, but we are continuing to work with partners to advocate on your behalf for further recovery measures:

**Business Tax:** call for full reform of all business taxes to ensure systems are fit for an increasingly digital 21st Century and reflect the everchanging environment our businesses operate in.

**Online Sales Tax:** If the Government decides to introduce an online sales tax, we are calling for it to be on all online sales, not just retail. A 2% tax rise for all online sales would raise £14 billion per year; enough to justify a significant reduction in rates through reducing the multiplier.

**Sunday Trading Reform:** We are calling for the exemption from Sunday trading regulations for businesses in London’s International Centres of the West End and Knightsbridge. This is a cost-free measure and will support growth in these two significant districts, generating £260 million net spend annually. This forms part of our wider calls for targeted support for commercial centres.

**Tax-Free Shopping:** Agree to the call by the Chair of the Treasury Select Committee for a comprehensive, independent review of the decision to end the VAT RES to test its robustness, given the potential net loss of tax revenue and the negative impact on businesses and jobs in the already suffering retail, hospitality and travel sectors.

**Capital Schemes:** Support capital schemes that will re-energise the economy, provide a good ROI and contribute to UK wide de-carbon targets, such as Westminster City Council’s Transformation scheme for the nation’s high street in the Oxford Street District.

**Kickstart the local economy:** Promote initiatives, such as the “Eat Out To Help out Scheme” to kickstart the local economy once COVID-19 is under control.
COMMUNICATIONS

We are working with members & partners to build clear and consistent messaging to support our customer confidence and advocacy campaigns.

Our member communications programme will continue to ensure that all members are updated regularly with our latest insights, Government guidance and industry news. Members will receive:

- Daily Footfall reports and monthly intelligence reports
- Monthly West End Recovery LIVE invitations
- West End Member Update monthly
- Monthly Management Group Calls
- Regular Operational & Security Updates

WEST END RECOVERY LIVE

We are continuing to run West End Recovery LIVE, our webinar series where our speakers bring together businesses and employees with a selection of inspiring speakers to offer engaging information, while keeping you informed about trends and policies that are shaping the West End. Click here to view past sessions.

TELLING THE WEST END STORY

The reopening of the West End continues to attract both national and international media attention. We are working with our partners to deliver a narrative that positions the West End as a safe, confident and sustainable district through our media management programme.
CLEANSING & SECURITY
A CLEAN, HEALTHY DISTRICT

- Undertaking a **deep cleansing** of the district prior to reopening on 12 April

- Increasing capacity to **16 operatives working seven days a week**. The team are directly available on 07920086324 or on the email clean.team@newwestend.com operating on a 30 minute reactive response.

- **28 hand sanitisation points** are available across the district & **face coverings** will be handed out in shop queues

- **Click here** to view our **West End Waste Code of Conduct** for guidance on keeping our streets clean and tidy

To support the business recovery we have managed to secure an **exclusive offer** to BID member rates with **Westminster City Council (WCC) commercial waste collections**. WCC is our recommended supplier and they are committed to strong sustainability credentials.

If you would like to find out more and order bags, please contact adem.kubilay@veolia.com. (Quote NWEC when ordering to get 10% discount)
A SAFE & SECURE DISTRICT

- 24/7 security capability of 19 security personnel, which include night and day-time dog patrols. The team can be contacted anytime on 07900738810 or on your town-link radio Channel 1.

- A Global Security Operations Centre with a dedicated Data Analyst, enabling intelligence and threat assessments to be made in real-time to optimise business resilience in the district.

- A newly introduced security co-ordinator, who can work with business members to understanding their concerns, in store activities throughout re-opening and how this can be supported by New West End Company security. Please contact Ruth.Ripley@fgsecurity.co.uk for more information.

- To view our guidance on queuing protocol & escalation processes, please click here.

- The Metropolitan Police Service have launched the “Look Up, Look Out” Campaign, to help increase understanding on how the public can best protect themselves and reduce their vulnerability. Click here to read more about this campaign and email publicity@met.police.uk to get involved.
WAYFINDING & TRAVEL
GETTING AROUND SAFELY

To ensure that colleagues and customers can access the West End safely, we have been working with Westminster City Council and Transport for London to ensure that the roads and streets are as safe and accessible for pedestrians as possible.

TRANSPORT FOR LONDON

Imperial College London has run monthly tests for all virus variants on the full TfL network with swabs taken from heavily touched surfaces and tested for any airborne traces. **None of the tests found any sign of the virus.**

These results provide reassurance for visitors to the district. You can read the full report [here](#).

The [TfL Go App](#) is also on hand for planning journeys around quieter times, and provides alternative walking or cycling routes.

- Our QR codes around the district can be scanned to access a map of locations of cycling parking including BikeDrop and Spoke Safe, hand sanitisers & public toilets. [Click here](#) to download QR codes for your store
- Click the maps to view accessible ways into the district
DISTRICT MARKETING ACTIVATIONS
Our marketing initiatives will excite customers with new campaigns and activities on the street to enjoy as part of their experience of returning to the West End & Mayfair. We will drive footfall throughout the reopening period, promoting extensive and unrivalled offering across product, shopper services, events and offers.

**CUSTOMER MARKETING ACTIVITY**

Our marketing initiatives will excite customers with new campaigns and activities on the street to enjoy as part of their experience of returning to the West End & Mayfair. We will drive footfall throughout the reopening period, promoting extensive and unrivalled offering across product, shopper services, events and offers.

**DISTRICT MARKETING ACTIVITY & CHANNELS**

- Oxford Street, Bond Street & Regent Street websites
  - Displaying brands, news, articles and cultural content for each district
- Customer newsletter to our databases, showcasing the latest news from our three core streets
- Social media channels for Oxford Street, Bond Street & Regent Street
- Paid-for media targeting London and UK consumer publications and channels
- Promotion of initiatives across Visit London’s campaign hub and newsletters

To promote your brand content, imagery, products & much more across our channels, please contact marketing@newwestend.com
BLOSSOMS ON BOND STREET

Spring is coming to Bond Street as we reopen with a beautiful springtime installation on the street which will support the planting of trees across the UK in partnership with the National Trust and its #BlossomWatch campaign.

As well as highlighting the importance of nature and wellbeing, this joyful, uplifting and visually impactful campaign will lead to increased dwell time and social media activity with visitors coming to enjoy, take pictures and share across social channels as they shop.

For more information, on how your business can get involved, please contact marketing@newwestend.com
PRESS PLAY ON OXFORD STREET

To celebrate the reopening and enhance the shopping experience, Oxford Street has teamed up with Spotify to curate an exclusive playlist set to stimulate and invigorate the senses like never before. Visitors are encouraged to Press Play on Oxford Street. Press play on the new normal, press play on the future of Oxford Street. This campaign will:

- Create a positive news story around Oxford Street’s reopening in April
- Promote the vibrancy of the Oxford Street district, its extensive shopping offering and services, plus hospitality
- Position Oxford Street as the go-to destination for great experiences
- Drive awareness of Oxford Street’s partnership with Spotify and attract listeners who are the key audience demographic for the street
- Boost consumer confidence in returning to Oxford Street as central London recovers from the pandemic

For more information, on how your business can get involved, please contact marketing@newwestend.com
The Crown Estate will be running campaigns to remind consumers why they should return to the West End when they can, highlighting the amazing things they can't do on local high streets and the unique experiences, including flagship stores, galleries, award winning restaurants. Campaigns include:

- Partnership with young poet Theresa Lola
  - Bespoke poem – love letter to Regent Street & St James’s
  - Evoke positive and nostalgic emotions
  - Multiple assets created to be released throughout spring

- Working with the artists such as Delphine Diallo, Leo Caillard and Jennifer Abessira to provide pieces that not only compliment the street but also give people the opportunity to stop and look.

From May onwards, there will be a video-led campaign to create a sense of excitement and highlight the unique experiences you can find in Regent Street & St James’s, with paid-for media focusing on London centric titles and channels.

For more information, on how your business can get involved, please contact rsr@scienemagic.inc
The West End Club

Our West End perk platform is back, available on Apple and Android devices, and packed full of special offers across fashion, dining and leisure.

Available exclusively to local businesses and West End employees, the app has been designed to encourage footfall back into the district among our local colleagues and drive incremental spend to participating brands.

To promote your brand on this direct-to-market channel please contact:
westendmarketing@newwestend.com

To register your company and offer this fantastic perk to your West End colleagues please visit thewestendclub.com
THANK YOU

FOR ANY QUERIES OR MORE INFORMATION,
PLEASE CONTACT ALL TEAMS AT
INFO@NEWWESTEND.COM