

**Project Name:**

**Blue Bermondsey Open for Business:  
Business Advisor delivered by Rice Marketing**

**Supporting High Street Businesses Through Covid-19**

**End of Project Report**

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## Project aims

Rice Marketing was commissioned on 13<sup>th</sup> March 2020 by The Bermondsey Blue BID to provide business support to 15 existing local businesses, supporting them with business advice, training and in-depth business reviews. We would select 8 of the 15 businesses for in-depth business review and a wider pool of 45 local businesses would then be beneficiaries from the learnings gained.

## Rice Marketing – Who we are

Rice Marketing has 13 years' experience in working with independent business owners. We have worked with Councils across London and The GLA to deliver High Street support, most recently working with Southwark Council and Sustain to deliver The Good Food Retail project, funded by The Mayor of London. To find out more, visit

[www.ricemarketing.co.uk](http://www.ricemarketing.co.uk)

## Target Project outcomes

The project intended to deliver the following outcomes:

- Market to 15 business owners through walkabouts, 1:1 conversations and in-depth business reviews using referrals from Blue Bermondsey: 3 days of support
- 15 existing entrepreneurs have initial 1:1 conversations for up to 2 hours about their business support needs at the Blue and how this fits with support the Blue Business Advisor can offer: 3 days of support
- Peer support groups set up for 15 existing entrepreneurs to learn about key aspects of business relevant to their needs, for example retail strategy: 4 days of support
- 8 existing entrepreneurs go ahead with a 2-day in-depth business review tailored to their needs: 10 days of support
- 30 people trained in visual merchandising: 3 x visual merchandising 1-day courses attended by at least 7 existing entrepreneurs or their staff: 3 days of support

## Impact of COVID-19 on the project

On the 23<sup>rd</sup> March 2020, the Government announced a nation-wide lockdown in response to the COVID-19 pandemic which created an unprecedented crisis for business owners of the Blue BID and overnight changed their business priorities. This meant that we had to review our target outcomes. The project allowed The BID to be there when it mattered for business owners as The Blue BID Business Manager and Rice Marketing quickly agreed a new approach to ensure that we were able to offer practical advice and support to as many business owners as possible. The lockdown removed all passing trade, required social distancing measures and precipitated immediate closure for some businesses and put business owners into an economic tailspin. The new approach required us to:

1. Replace Walkabouts and 1:1 face-to-face conversations with phone, Whatsapp and email communication
2. Increase the number of businesses in need of support from 15 to 22 to take into account businesses that are suddenly forced to close or lose customers.
3. Create Peer support groups via Whatsapp rather than face-to-face
4. Support 15 businesses with an in-depth business review, rather than the anticipated 8, to provide more help during the crisis
5. Replace physical visual merchandising with virtual shop merchandising as online shopping grew by over 30% during the crisis and will become a much more important way of shopping in the future. Replace face-to-face courses with social media surveys and action plans.
6. Most importantly, meet the business owners needs quickly with practical solutions to support their businesses.

## Tactics

### **Working with The BID management team**

Initially It was important to engage with the BID team to agree the support the Blue Business Advisor could offer and also to ensure that any learnings from the business support could feed into their wider vision and priorities. This became especially important during lockdown in order for The Blue BID to understand the impact of COVID-19 on the High Street. Within two days of lockdown, we set up a virtual team “Coronavirus Business Support” and held weekly zoom meetings with The Bid Manager and Media Manager.

### **Business selection**

The initial selection prior to COVID-19 aimed to support those businesses who would most benefit from the support offered and where the relationship with The BID would be strengthened after the project had finished. The Bid Manager and RM drew up criteria for selection.

- Business owner is committed to growing their business and engaged with the BID
- Business owner is committed to growing his/ her business and has not yet fully engaged with the BID
- The business performs a vital service for local residents
- The business has been established in the last 12 months
- The business reflects the changing customer demand of High Streets and should be supported

After the announcement of COVID-19 lockdown, our criteria were expanded to include any business who needed help. We didn't exclude anyone who approached us for help and saw this as building long-term relationships

## Business engagement and findings

### Pre- COVID-19

We agreed the level of support that the Blue Business Advisor was able to offer.

- Understand their current business
- Identify their immediate business priorities
- Help them understand their USP
- Assess their current offer to the customer
- Review their shop layout
- Identify areas for improvement

### Post COVID-19

- Support them with a peer-to-peer support network
- Provide daily support on the impact to them of government announcements
- Agree a tailored immediate plan for survival
- Review, advice and support all businesses in the availability and accessing of government funding
- Support them with advice and materials to implement social distancing
- Help businesses who have lost their revenue to re-open or find new channels
- Conduct an impact survey to understand how badly the High Street has been affected
- Set up a home delivery service
- Conduct a social media survey to help business owners understand the gaps
- Support owners to improve their shop window online


### The Blue Bermondsey BID directory

We provided the content and images where available for 17 businesses to have a much-improved entry on the BID online directory. This involved understanding their business, highlighting the USP for customers and detailing how to get in touch with them including opening hours.



## Butchers / Shopping / Supermarkets / Off-licences

**St James Supermarket**



An independent family run local supermarket with a wide range of Turkish specialities right in the heart of South Bermondsey. We pride ourselves on our extensive ranges of dried and ambient foods, supporting independent brands and the quality of our fresh foods. All our produce is fresh from the market every day, we bake our own bread in-store every day and have an extensive serve-over fresh meat and deli counter. We are proud to support our local customers

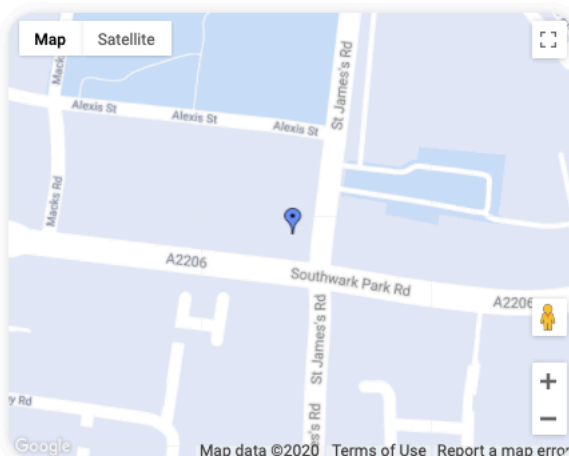
**STORE SERVICES**

Bakery | Delicatessen | Groceries | Fresh fruit and veg | Dairy | Butcher's counter | Cold drinks | Alcohol | Cash and card and contactless payments

📍 191 Southwark Park Road, Bermondsey, London SE16 3TX

🕒 Monday / 24 hours  
Tuesday / 24 hours  
Wednesday / 24 hours  
Thursday / 24 hours  
Friday / 24 hours  
Saturday / 24 hours  
Sunday / 24 hours

☎ 020 7232 2489



Updated : May 25, 2020

The Bakehouse

Iceland Foods

## Business engagement

Market to 15 business owners through walkabouts, 1:1 conversations and in-depth business reviews using referrals from Blue Bermondsey: 3 days of support

Prior to lockdown, BID Manager Russell Dryden and Rice Marketing selected 19 businesses from the list of High Street businesses who best met the agreed criteria, with the aim of engaging 15. We conducted an initial walkabout to all businesses on 13<sup>th</sup> March at a time when the impact of COVID-19 was starting to be felt across Europe. We spoke to all 19 businesses who were keen to engage with us. This is a considerably higher result than we were expecting and not only reflected the business owner's concerns but also how they welcomed being part of a support network during an unprecedented crisis.

Business Name	Property Address	Sector	Owner
St James Supermarket	191 Southwark Park Road, London, SE16 3TX	Supermarket	Seyhan Sagir
CrossFit Bermondsey	183, Southwark Park Road, London, SE16 3TX	Health and Fitness	Ian
Blu-1	240, Southwark Park Road, London, SE16 3RN	Menswear	Jack
Crazy Prices	214, Southwark Park Road, London, SE16 3RW	Housewares/Electrical	Zamray Khan
Nail Bar London	179, Southwark Park Road, London, SE16 3TX	Beauty	Lisa Vo
Design Print Shop	181, Southwark Park Road, London, SE16 3TX	Printing Services. Gifts, Promo, Biz Cards	David Bailey
SOS Coffee	196C Southwark Park Rd, Bermondsey, London SE16 3RP	Café	Geanina
Fancy Dress Town	200, Southwark Park Road, London, SE16 3RW	Party Items/Fancy Dress	Mr Ray
Medica Pharmacy	202, Southwark Park Road, London, SE16 3RW	Pharmacy	Paul
Nash Opticians	254, Southwark Park Road, London, SE16 3RN	Opticians	Nash
City Mobility	267, Southwark Park Road, London, SE16 3TP	Disability Buggies	Mr Rahman
Yaa Asantewa Topicals	251b, Southwark Park Road, London, SE16 3TS	Afro Caribbean grocery shop	Georgina Kennedy
Bell and Sons Butchers	13a, Market Place, London, SE16 3UQ	Butchers	Simon
The Kitchen	9, Market Place, London, SE16 3UQ	Café	
Pop Inn Café	258, Southwark Park Road, London, SE16 3RN	Restaurant/ Café	Baris Yucel / Yusuf
Pyramid Pharmacy	Unit 2 197-199, Southwark Park Road, London SE16 3RP	Pharmacy	Sharon Anderson / Nora
Nisa	Ground Floor, 257-259, Southwark Park Road, London, SE16 3TP	Grocery/ Food	Ali Khan
Post Office	242, Southwark Park Road, London, SE16 3RN	Post Office	Soni Sing
5 Star Dry Cleaners	268, Southwark Park Road, London, SE16 3RN	Dry Cleaners	Tayyab Mehmood



Over the next two months, we supported a further 6 businesses affected by the crisis.

Elysia Catering	Arch 4 Voyager Business Park, Spa Rd, London SE16 4RP	Catering Company	Sophie Andre
Partizan Brewing	34 Raymouth Rd, Bermondsey, London SE16 2DB	Local Brewery	Andy
The Bakehouse	271-273, Southwark Park Road, London, SE16 3TP	Bakers	Gary and daughter Charlie
Times Kebab	283, Southwark Park Road, London, SE16 3TP	Fast Food	
Pedivan	6B Waterlow Rd, London N19 5NH	Cargo Bike Delivery	Zoltan Mendes
Goodwill Laundry	2, Market Place, London, SE16 3UQ	Laundry and Dry Cleaning	Olu

**Total 25 businesses vs target of 15. Beat target by 66%**

At that point we knew that the right thing to do was to support all 25 businesses at this critical time rather than adhering to the original target figures of 15 1:1 reviews and 8 in-depth reviews.





### 1:1 initial conversations with business owners

Between 24<sup>th</sup> March and 6<sup>th</sup> May we conducted initial 1: 1 2hour phone conversations with 19 existing businesses against a target of 15 businesses. We felt it important to help as many members of the BID as possible. Everyone we spoke to was afraid and uncertain. They valued being part of a support network which previously did not exist.

Business Name	Sector	Need	Funding	Home delivery	Change of Channel	Social Distancing	Customer Comms
St James Supermarket	Supermarket	Essential shop. Remaining open.	Y	Y		Y	Explain shortages and price increases
CrossFit Bermondsey	Health and Fitness	Going online	Y	N	Y	N	N
Blu-1	Menswear	Going online	Y	N	Y	N	N
Crazy Prices	Housewares/Electrical	Essential shop. Remaining open	Y	Y		Y	
Nail Bar London	Beauty	Closed	Y	N	N	Y	Re-opening
Design Print Shop	Printing Services. Gifts, Promo, Biz< Cards	Online order only for collection	Y	Y	Y	Y	Temporary opening hours
SOS Coffee	Café	Move to Takeaway	Y	Y	Y	Y	Takeaway
Fancy Dress Town	Party Items/Fancy Dress	Going online	Y	N	N	Y	
Medica Pharmacy	Pharmacy	Essential shop. Remaining open	Y	Y	N	Y	Temporary opening hours
Nash Opticians	Opticians	Closed	Y	N	N	Y	Re-opening
City Mobility	Disability Buggies	Essential shop. Remaining open	Y	N	N	Y	
Yaa Asantewa Tropicals	Afro Caribbean grocery shop	Essential shop. Remaining open	Y	Y	Y	Y	Explain shortages and price increases
Bell and Sons Butchers	Butchers	Essential shop. Remaining open	Y	Y	Y	Y	
Pop Inn Café	Restaurant/ Café	Move to takeaway	Y	Y	Y	Y	Takeaway
Pyramid Pharmacy	Pharmacy	Essential shop. Remaining open	Y	Y	N	Y	Temporary opening hours
Nisa	Grocery/ Food	Essential shop. Remaining open	Y				
Post Office	Post Office	Essential shop. Remaining open	Y	Y	N	Y	Temporary opening hours
5 Star Dry Cleaners	Dry Cleaners	Closed	Y	N	N	Y	
The Kitchen	Café	Move to takeaway	Y	Y	Y	Y	
Elysia Catering	Catering Company	B2B to B2C	Y	Y	Y	N	Going direct
Partizan Brewing	Local Brewery	Going online	Y	Y	Y	N	Going direct
The Bakehouse	Bakers	Essential shop. Remaining open	Y	Y	Y	Y	
Times Kebab	Fast Food	Takeaway	Y	Y	Y	Y	Takeaway
Pedivan	Cargo Bike Delivery	Home Delivery Partner					
Goodwill Laundry	Laundry and Dry Cleaning	B2B to B2C	Y	Y	Y	N	Going direct

We identified five levels of business support

1. Support businesses that remain open
  - Set up a free local home delivery service to reconnect businesses with their customers
  - To allow businesses to communicate with their customer via a new channel of online shopping by helping them with new content and images for The Blue BID Directory
  - Promote safe shopping for employees and customers
  - Explain price rises on commodities to customers resulting from wholesale cost price increases
  - Promote temporary opening hours
  - Support with applications for government funding
2. Support businesses to identify alternate viable and safe channels e.g. online offer / takeaway offer.
  - Develop an individual plan depending on their channel
  - Promote the website via The Blue BID social channels.
  - Work with existing online delivery and selling platforms e.g. eBay, Deliveroo, Uber Eats
  - Support with applications for government funding
3. Support businesses that have been forced to close temporarily
  - Direct them to the right sources of information to apply for funding
  - Agree the key messages to communicate whilst the businesses are closed to maintain awareness
  - Support them with ongoing government advice
  - Support them to safely re-open
4. Support businesses supplying to the hospitality trade whose business has suddenly stopped
  - Promote their business online through The BID directory
  - Offer free home delivery
  - Help them to find new channels direct to customers.
  - Use social media channels to promote their new offer to local customers

5. We were also prepared to support partners in need to develop long-term relationships. We chose to support Pedivan with 2 hours work a day to develop the Home Delivery service despite there being no initial orders as they had lost a large proportion of their foodservice and restaurant customers.

The engagement led to the following tactics being developed.

### Peer-To-Peer Support

- We established a Blue Bermondsey BID Whatsapp group within two days of the announcement of lockdown.
- The aim of the group is to communicate advice and guidance to business owners to help them react quickly to the changing situation as it developed.
- Business owners share advice, products and services.
- It is an opportunity for BID members to engage with business owners. Matthew joined the group from Business Crime reduction Partnership to support business owners on all aspects of reporting local incidents with free training.
- The BID Media manager provides businesses with updates on the BID website, directory and government guidelines.
- There are now 21 participants in the group.

### BID Impact Survey

We created an initial survey after our first calls with business owners to understand who has been impacted and where best to allocate resources. We received 15 responses and were able to use this learning in reporting back to the GLA.

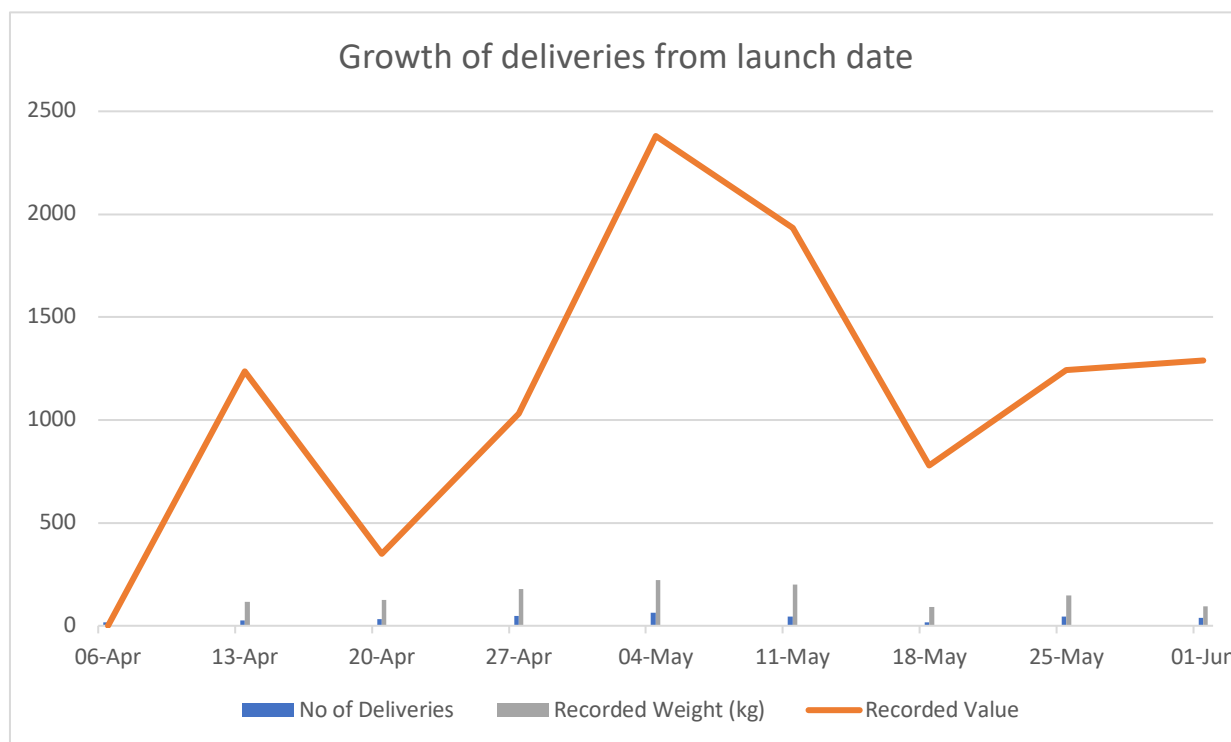
### Home delivery service

There was an overwhelming demand for a home delivery service from business owners. Customers were unable to access the High Street because they were either self-isolating, vulnerable or only limited access for food and essential shopping.

The BID had been reviewing options for offering a cargo bike service prior to lockdown. Within three weeks, we had successfully launched a partnership with [www.pedivan.co.uk](http://www.pedivan.co.uk) to provide local businesses with a green, free and local service that they could offer to customers by all parties agreeing to be flexible, removing barriers quickly and re-directing funds to services that promote local businesses. We also made contact with In Streatham BID to understand their cargo bike scheme in more detail. We were able to propose payment options for over the phone – izettel and sumuup which we were able to recommend to local businesses

We set this up from scratch and provided businesses with a CoVID-19 proof sustainable new channel to grow their business.

Over the 9-week trial, the total delivered sales were £13,500\* which equates to £1500 per week of new business. The service made 328 deliveries driven by 4 local businesses. A total of 13 businesses have now expressed interest in promoting the service to local customers and we are now looking at further funding options to develop the service in conjunction with The Bid Manager.



- Includes missing data being modelled

A detailed review of the home delivery service is in appendix 1

### Improving online marketing

We presented learning materials that showed why it is so important for businesses to promote themselves online. We then asked 17 businesses to assess their current view of how well they market their business online. We evaluated 13 of these responses to produce the following:

- Only 5 (38%) have a website
- All businesses are registered with Google My Business and Google Maps, but 5 of these never check listings or reviews. 7 (over 50%) check the listings and reviews daily or weekly.
- 8 (62%) say that they do not use social media, with 5 (38%) saying that they do not feel confident, or that they don't have sufficient time for it.
- 9 (64%) have personal fb, with 6 (46%) having business fb.
- Of the 6 with business fb, only 2 (15%) posted regularly
- 6 have business Instagram with 4 posting regularly, making this the most used platform.

- 6 have business twitter with 2 posting daily of several times per week.
- 2 businesses (fancy dress shop and SOS) have fb, Instagram and twitter and post regularly.
- There was no requirement for social media training. Owners preferred advice on the marketing aspect of social media rather than the technical aspects.

### Following the review, four business owners have committed to developing a new website

- Pyramid Pharmacy
- 5 Star Dry Cleaners
- SOS Coffee
- Nail Bar London

### Five business owners will create an Instagram account or post more regularly

- Yaas Asantewa
- Nisa
- Fancy Dress Town
- Goodwill Laundry
- Pop In Café

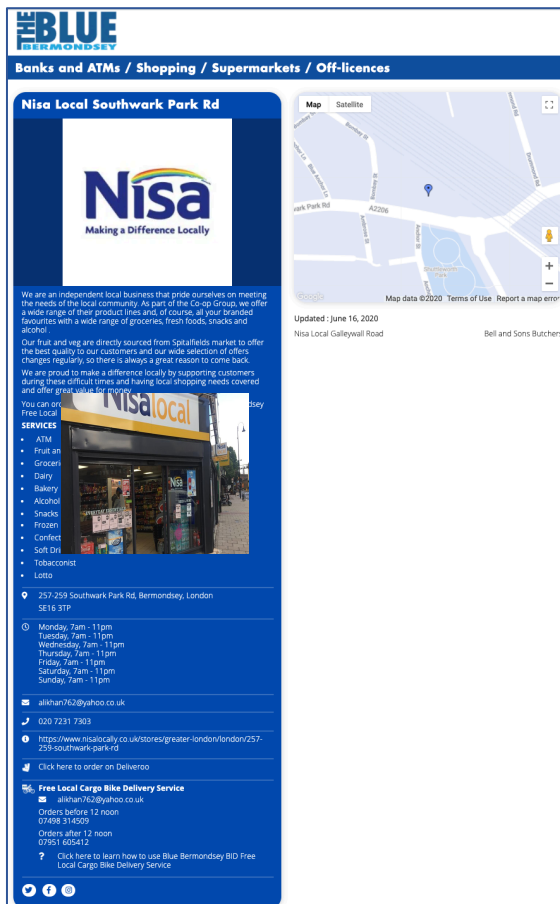
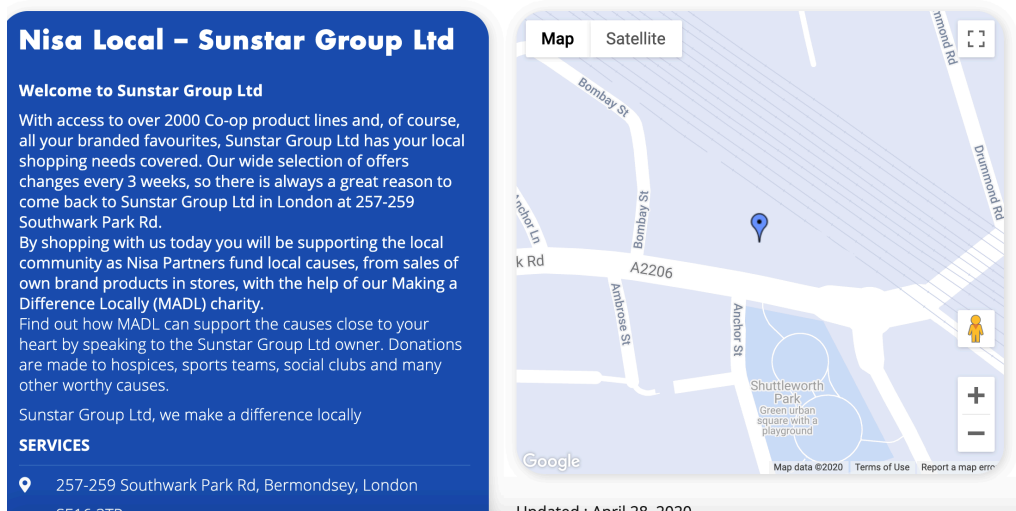
### BID Directory

We created 19 BID Directory entries from the businesses that we engaged to allow the BID to improve the content and visual appeal of the current online directory. This resulted in an ad campaign in the local press which promoted the BID Directory, home delivery service amongst other things.



## Nisa – Pre-Engagement

The online presence had been taken from the main Nisa website with no local relevance or community engagement.



## Nisa – Post Engagement

Following our input, the focus of the entry was on local community and the width of product and services available.

## Case Studies

### Pyramid Pharmacy

The business was acquired 18 months ago. The new owners are much more engaged with the BID. They have benefitted from the Home delivery service which provides elderly customers with vital medicines. They have made 34 deliveries to date, but the volumes are increasing week on week

They now recognise that they need a new website and social media and have asked The BID to support them.

*“Zoltan is a life-saver. He is a pleasure to deal with and always comes in with a smile on his face. He has allowed us to get life-saving medicines worth anything from £1 to £250 to our local customers. I can’t recommend the service highly enough.”*

### Yaa Assantewa – Georgina Kennedy

*“I have really welcomed the support as it gives you a real sense of belonging. You know that if you have a problem, there is someone to talk to. My turnover has grown by 30% in the last 12 weeks with over 30% attributed to new customers who are shopping more locally. Your support helped me to understand how to market to these new customers and how online marketing will help me grow my business further. I found the social distancing signage to be very useful.*

*The new home delivery service has helped me serve my elderly and disabled customers who cannot get to the shop, but I see this as a new channel for growing my business in the future. Thank you for your support.”*

### Nisa Local – Ali Khan

*“I have been happy with the support and how you have shown me to focus on becoming a local community store. My turnover is up 10% as a result of customers spending more but I have also seen a 10% increase in new customers as a result of my focus on being the local community store. I am also aware of the importance of online deliveries now and in the future. As a result of the new local home delivery service, I have invested £250 in enabling my existing terminal to accept payment over the phone. I now need support in helping grow this business. My Deliveroo business is now £1500 per week which is 13% of my weekly sales. I am delivering 88 orders a week and attracting 20 new customers a week which is great.”*

### Nail Bar London

We have helped her apply for funding during the crisis and helped her see the importance of having a proper presence online. She now understands her point of difference and how to promote this more widely.



### Bell and Son

They have found a new channel from the COVID -crisis. Rather than change their offer, they have made their offer more accessible to a wider audience through the home delivery scheme. This is delivering approx. £1300 per week new business . They continue to market themselves as quality butchers.

### Elysia Catering

Despite not being a member of the BID, we helped her by offering the free local Home delivery scheme which cut her delivery costs by 50% and allowed her a really important new route to market.

*“The service you offered provided by Pedivan was very helpful for the business. It helped supporting our activity through an efficient logistics which is crucial for saving time, developing the activity and supporting repeat clients in the surroundings.”*

### Blu-1 – Jack . Also Chair of the BID

*“I can’t thank you enough for the support you have given us. You have been with us since day 1 of the crisis and made us feel supported with the Whatsapp group, regular calls to keep in touch and the launch of the home delivery service in such a short space of time. We have received positive feedback from our members which has been great. It was good to talk through ideas with you and to think about how to use the eBay platform whilst the shop was closed.”*

### Pop In Café

*“Your support gave us the confidence to offer takeaway and online delivery. It has been really useful. We are appealing to a whole new customer base who really appreciate home cooked food. Our roasts, lasagnes and cottage pies are really popular. We have a 4.8 review rating on Deliveroo and are serving 70 customers a day across the three platforms of Deliveroo, Just Eat and UberEATS of whom 37 are new. The average spend is also much higher than takeaway customers. Uber Eats is £19.49 and Deliveroo is £22.37. I have also gained valuable customer feedback and now all of my packaging is sustainable. We appreciated your support in helping us to re-open safely.”*

### Nash Opticians

We have helped Nash create a compelling story for the BID directory. We have helped him apply for grants and also helped him with advice on how to re-open safely.

*“Your advice has been extremely helpful and easy to understand. I have been very much re-assured by your guidance. I am now hopeful for the future when I re-open on the 4<sup>th</sup> July. Your support has meant that I now want to improve my presence online and want to invest in a website.”*

Summary of Outcomes					
Business Advisor Outcomes		Achieved	Budget	Actual	Outcome
Marketing to 45 existing businesses through walkabouts, referrals from Blue Bermondsey BID, social media. This funding will enable local people to increase their business skills and grow their business	Walkabouts replaced with Whatsapp, phone and email communication	Achieved target	3 days	3 days	45 local businesses gained greater awareness from the business support programme. 98 businesses now form part of the business directory
15 existing businesses have initial 1:1 conversations up to 2 hours about their business support needs at The Blue and how this fits with support the Blue Business Advisor can offer. Total 3 days	19 businesses identified as key to High Street and in need of crisis support	Exceeded target	3 days	4.75	22 existing businesses have had initial 1:1 conversations up to 2 hours about their business support needs at The Blue : 17 businesses x 2 hours plus 4 hours report writing. Total 4.75 days
Peer support groups set up for 15 existing entrepreneurs to learn about key aspects of the business relevant to their needs	Face to face group replaced with Whatsapp	Exceeded target	4 days	2 days	20 members of Whatsapp Group: Sharing of Government advice, advice for customers, help with adapting offer to takeaway, PPE, temporary opening hours. Link to BID Crime Manager to allow businesses instant support.
8 existing entrepreneurs to go ahead with a 2 day in-depth business review tailored to their needs: 10 days of support		Exceeded target	10 days	10 days	9 businesses have had an in-depth business review. Case studies: Pyramid Pharmacy, Yaa Assantanwa, Goodwill Laundry, Nisa, Bell and Son, Pop In Café, 5 Star Dry Cleaners, Nash Opticians, Nail Bar London
30 people trained in visual merchandising : 3 x visual merchandising 1 day courses attended by at least 7 existing entrepreneurs or their staff		Achieved target	3 days	3 days	17 existing entrepreneurs received learning materials and completed social media survey and engaged 17 members of staff / family to implement changes.
After 6 months , 80% of clients agree that they have seen improvements in their business			80%		Owners Feel stronger about how to take their business forward :See a 30% increase in footfall . Sales growth, business survival, customer satisfaction with the High Street
ADDITIONAL OUTCOMES LINKED TO COVID-19					
Launch of free Home Delivery scheme	Offer businesses platform to go online			4 days	13 businesses signed up. Average weekly sales of £1500
Free social distancing packs for businesses	Keeping customers and staff safe in line with government guidelines			1 day	Posters, floor stickers distributed to 20 businesses
Support for applying and receiving government grants	Avoiding business closure			1 day	Confirmed that all BID members had applied and received eligible grants
COVID-19 Impact survey	Assess where best to allocate BID resources			1 day	10 business owners replied with info that the BID was able to share in reporting.
				Total : 29.75	

## Learnings for the BID on how to engage with business owners

- Engage with them on their timetable and not yours. Know when they are most available, afternoons, evenings
- Recognise when they have difficulty with English as a second language. Reassure them that you have their best interests at heart.
- Put yourself in their shoes. Make sure that what you have to offer is right for them.
- Be patient. If it takes you five times to reach them on the phone, don't make the owner feel that you have been frustrated.
- Get to the passion. This is what drives them and what you need to help them communicate.
- Share Best practice. Give them insight from other sectors, industries.
- Understand what motivates them
- Be a trusted advisor
- Help them to feel calm and in control
- Attribute your advice to growing sales or increased customer footfall.
- Support them with practical advice on setting up new channels e.g. Deliveroo, Uber Eats

## Recommendations

There is a unique opportunity from this funding to create a local collective from all of the diverse businesses that make up The Blue.

Each one has a fascinating story and offer, often hidden by a shabby exterior. The case study of Bell and Son shows that there are many customers who are prepared to pay for quality food and services from The Blue. There are many more who want to access this offer online.

The project fell at the time of unprecedented crisis but also opportunity for these businesses.

The project allowed them to be supported to see that online is the new normal and that the old ways of shopping are lost forever. Businesses have been supported to adapt to social distancing and keeping customers and employees safe.

80% of the businesses remained open. Many have seen uplifts in sales.

The Home delivery service and BID directory has provided the platform for online shopping in the future in The Blue. There is a real opportunity to grow the Home Delivery service and this will require further funding.

The potential is to create a webshop for all the local businesses which will compete on service and price against larger platforms.

Businesses have been encouraged to think big and bold. Cafes and supermarkets are now offering delivery when they didn't before, and this is providing more than just revenue increases.

We achieved a 50% increase in the number of businesses who want to improve their online presence . This will develop into Google Ad campaigns and High Street campaigns.

As a result of the project, the BID now has 22 engaged members on which to build a local collective for the future.

### Appendices

See links x 4 attached