

## PROPOSED ACTION PLAN FOR REOPENING HIGH STREETS SAFELY

### Sale, Stretford, Partington, Urmston and Altrincham

(The outputs below relate to those within the government guidance for the Reopening High Streets Safely Fund)

Key Output - Number of CV-19 Action Plans			
Intervention	Description	Est. Cost	Est. Timeframes
Stakeholder consultation	Initial survey of key business representative stakeholders using the Commonplace tool to identify locations where, potentially, social distancing can't be maintained, where queuing may lead to the inability to maintain social distancing and potential public realm sites for use by hospitality businesses.  <b>Lead:</b> Strategic Growth <b>Support:</b> Highways	c£3,000	08/06/2020
Town centre assessment	Survey of the town centres to identify routes for safe distancing floor messaging, potential street furniture obstructions and potential for parking bays to be re-allocated for outdoor activity  <b>Lead:</b> Highways		10/06/2020
Key Output - Number of CV-19 Public Information Campaigns			
Intervention	Description	Est. Cost	Est. Timeframes
Marketing campaign	Marketing and Comms campaign to re-iterate the Government's messaging for the public, i.e. to maintain social distancing.  The purpose is to maintain a consistent message, ensure the message is not forgotten, to educate why these measures are in place  Can include leafleting (for distribution via shops and stewards), posters, bus stop ad campaign, creative window displays etc.  <b>Lead:</b> Comms <b>Support:</b> Highways/Strategic Growth	tbd	Mid/late June
Social media and digital marketing campaign	Digital marketing campaign to support marketing activity.  The purpose is to maintain a consistent message, ensure the message is not forgotten, to educate why these measures are in place.  This campaign can be targeted across social media platforms and solutions such as Google Ads, plus partnerships with key digital media in across the town centres.	tbd	Mid/late June

	<b>Lead:</b> Comms <b>Support:</b> Strategic Growth		
Lamppost mounted messages	Basic, clear messaging to re-inforce social distancing.  Signage mounted on sign posts  <b>Lead:</b> Highways <b>Support:</b> Comms	tbd	End June
<b>Key Output - Number of CV-19 Business Facing Campaigns</b>			
<b>Intervention</b>	<b>Description</b>	<b>Est. Cost</b>	<b>Est. Timeframes</b>
Digital tools and resources	<p>Creation of useful tools that businesses can download and use eg.</p> <ul style="list-style-type: none"> <li>• Guide for retailers – adhering to Covid-19 Secure guidance</li> <li>• Website/pages</li> <li>• Creation of emailing list</li> <li>• Risk assessment templates</li> <li>• Posters (for printing and displaying) in store</li> <li>• Training resources for business to use with staff</li> <li>• Database of local suppliers of equipment to adhere to Covid-19 Secure</li> <li>• Business guides, e.g. online trading, retail resilience (to minimise impact of repeat lockdowns)</li> </ul> <p><b>Lead:</b> Comms <b>Support:</b> Strategic Growth</p>	tbd	June onwards
Virtual queuing	<p>Explore feasibility of a virtual queuing service that enables customers to ‘check in’ to a queue using a mobile phone and then be notified when it’s their turn to enter the shop. This may help queuing issues in confined spaces.</p> <p><b>Lead:</b> Strategic Growth <b>Support:</b> Comms</p>	tbd	
<b>Key Output - Number of CV-19 Communication Officers</b>			
<b>Intervention</b>	<b>Description</b>	<b>Est. Cost</b>	<b>Est. Timeframes</b>
Covid-19 Comms Officer	<p>Proposal to recruit a dedicated Communications Officer to work solely on Covid-19 related projects – for say 4 months</p> <p><b>Lead:</b> Comms <b>Support:</b></p>	Awaiting options and costs from Comms	End of June

Key Output - Number of High Streets with CV-19 Adaptations			
Intervention	Description	Est. Cost	Est. Timeframes
Floor messaging	<p>Safe distancing markers in town centres to reinforce 2m rule</p> <p><b>Lead:</b> Highways <b>Support:</b> Strategic Growth</p>	tdb	Mid June
Street furniture	<p>Removal, blocking off or repositioning of street furniture, litter bins etc. to support social distancing</p> <p><b>Lead:</b> Highways</p>	tbd	Mid/late June
Future highways prioritisation	<p>Assess roads with a view to repurpose as extensions to pavements (or similar) if necessary.</p> <p><b>Lead:</b> Highways <b>Support:</b></p>	tdb	June-July