

Covid 19 Economic Recovery 23rd July 2020



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Council Response

- Closed offices / bus station / cultural facilities / commercial premises / car parks
- Worked with TVCA to provide grant aid support to businesses
- Town Centre footfall was **% of pre lockdown
- Established Town Centre Recovery Group
- Main businesses open – chemists / banks and food

Town Centre Recovery Group

- Established in April, short and long term responses
- Part of wider Middlesbrough Recovery – Gold meeting every week
- Representatives from: CoC / FSB / Shopping Centres / Pub Watch / University / College / Thirteen / MFC
- Exec Members for Regeneration and also Culture, various Departments

Town Centre Retail

- Backdrop of major High Street Challenges
- Essential retail open throughout.
- Non-essential retailers reopened 15th June.
- Guidance provided by the Government.
- Huge uncertainty over people's appetite to visit.
- Detailed planning for all eventualities.
- Event management approach taken
- Business grants & rate relief

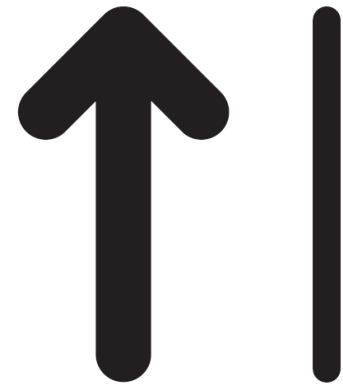
Measures Put in Place

- Objectives – managing social distancing v supporting businesses
- Hygiene and sanitization stations in key places
- Car parks reopened but no parking charges
- Bus station open with controlled access
- Encouraged private landlords to replicate
- Public information on guidance and preparations
- Visible warden and ambassador presence
- Development of town centre app

Measures put in Place (2)

- Overall plan of footfall and traffic movements agreed
- Pavement markings and pedestrian lanes
- Road closures and restrictions to create additional space

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Performance

- Opening day:
 - Social distancing well observed by most
 - Mood was calm and generally respectful
 - Busier than expected with queues at Primark and Sports Direct
 - Footfall was 75% of a normal Monday
- Now:
 - Footfall has levelled off after initial peak
 - Sanitisation stations & Ambassadors not particularly effective
 - People's adherence to guidance loosening
 - Toilet provision an ongoing issue

Town Centre Hospitality

- Able to open on limited basis from 4th July
- Detailed Government guidance in place
- Potential for major influx of people
- Need to balance public safety and economic recovery
- Provision – spaces and picnic benches
- New laws being rushed through – 20.7.20
- Clear expectancy on licensing management
- Need to provide safe, manageable outdoor spaces

Measures Put in Place

- Supporting street based trading wherever possible
- New street café licenses / no planning enforcement
- Commence 6th July to avoid weekend peak
- 12 noon to 10pm operation
- Operators taking responsibility for allotted areas
- Table service / seated service only - booking systems
- Maintain a register of customers for Test and Trace
- Clear demarcation and barriers where traffic passes
- Additional security patrols put in place

Wider Business Community

- Heavy focus on business grants and loans (£22m+)
- Providing advice to business on reopening
- Interpretation of broad Government guidance an issue
- Worked closely with FSB and NECC
- Provided information on best practice & business support
- Put on additional business support training
- TVCA sectoral workshops to plan medium term response
- TVCA action plan for medium/long term recovery

Feedback

- Formal evaluation end of July
- Most businesses reopened in some format
- Anticipated reductions of 10-15% of staffing overall
- Furlough masking major issues
- Some sectors thriving – digital, driving, cleaning
- Degree of optimism – as long as they can reopen
- Cashflow will slowly kill some businesses / rationalisation
- Reliance on customer / consumer confidence
- Commercial lettings slow but still happening

Questions

