



Responding to COVID-19

A training seminar for Scotland's Improvement
Districts

March 2020

About the webinar

- Broadcast live - but available on the resources page after the event
- Slides available on resources page
- Get involved
 - Ask question on your zoom app
 - Email questions live to peter@messagematters.co.uk
- Wrap up in under an hour - we'll look at other ideas

What we'll cover

- Where we are, and getting through this together
 - Phil Prentice, Chief Officer of Scotland's Towns Partnership and Programme
Director of Scotland's Improvement Districts
- Some initial thoughts
 - Peter Duncan, Managing Director, Message Matters
- What our Government's have said about the support that's available
 - Gareth Brown, Associate, Message Matters
- Basic principles of communicating in a crisis
 - Peter Duncan
- How BIDs in Scotland can respond to COVID-19
 - Phil Prentice
- Q&A - all

Where we are, and getting through this together

Phil Prentice, Scotland's Towns Partnerships and Scotland's Improvement Districts

Initial thoughts

- There are two types of town centres, and two types of organisation - do something or do nothing
- Be positive, be proactive
- Anything you do **MUST** be compatible with the advice from government
- How BIDs in Scotland act now, will have a huge impact on what happens post-crisis
- Now's the time to act and be proactive to your members
- These moments are what BIDs are for... an opportunity to show leadership and show your value

What is the government advice?

- Always check for the most up-to-date advice!
- www.gov.scot/coronavirus
- <https://www.gov.uk/government/topical-events/coronavirus-covid-19-uk-government-response>
- <https://www.nhs.uk/conditions/coronavirus-covid-19/>

COVID-19 is a new illness that can affect your lungs and airways. It's caused by a virus called coronavirus.

Stay at home if you have coronavirus symptoms

Stay at home if you have either:

- a **high temperature** – this means you feel hot to touch on your chest or back (you do not need to measure your temperature)
- a **new, continuous cough** – this means coughing a lot for more than an hour, or 3 or more coughing episodes in 24 hours (if you usually have a cough, it may be worse than usual)

Do not go to a GP surgery, pharmacy or hospital.

How long to stay at home

- if you have symptoms of coronavirus, you'll need to stay at home for 7 days
- if you live with someone who has symptoms, you'll need to stay at home for 14 days from the day the first person in the home started having symptoms

If you live with someone who is 70 or over, has a long-term condition, is pregnant or has a weakened immune system, try to find somewhere else for them to stay for 14 days.

If you have to stay at home together, try to keep away from each other as much as possible.

Read our [advice about staying at home](#).

Do

- ✓ wash your hands with soap and water often – do this for at least 20 seconds
- ✓ always wash your hands when you get home or into work
- ✓ use hand sanitiser gel if soap and water are not available
- ✓ cover your mouth and nose with a tissue or your sleeve (not your hands) when you cough or sneeze
- ✓ put used tissues in the bin immediately and wash your hands afterwards
- ✓ avoid close contact with people who have symptoms of coronavirus
- ✓ only travel on public transport if you need to
- ✓ work from home, if you can
- ✓ avoid social activities, such as going to pubs, restaurants, theatres and cinemas
- ✓ avoid events with large groups of people
- ✓ use phone, [online services](#), or apps to contact your GP surgery or other NHS services

Don't

- ✗ do not touch your eyes, nose or mouth if your hands are not clean
- ✗ do not have visitors to your home, including friends and family

What is the Scottish Government support (so far)?



£2.2 billion

package of
measures to support
businesses affected
by COVID-19

What is the Scottish Government support (so far)?

From 1 April 2020

- a full year's 100% non-domestic rates relief for retail, hospitality and tourism
- £10,000 grants for small businesses in receipt of the Small Business Bonus Scheme or Rural Relief
- £25,000 grants for hospitality, leisure and retail properties with a rateable value between £18,000 and £51,000
- 1.6% relief for all properties, effectively freezing the poundage rate next year
- First Minister to convene an emergency meeting of the Financial Services Advisory Board
- urging local authorities to relax planning rules to allow pubs and restaurants to operate temporarily as takeaways
- extending the go live date for the deposit return scheme to July 2022
- halting the introduction of the Visitor Levy Bill

Details and eligibility here: <https://www.mygov.scot/non-domestic-rates-coronavirus/>

What is the UK Government support (so far)?

The Chancellor has set out a package of temporary, timely and targeted measures to support public services, people and businesses through this period of disruption caused by COVID-19.

This includes a package of measures to support businesses including:

- a statutory sick pay relief package for SMEs
- a 12-month business rates holiday for all retail, hospitality and leisure businesses in England
- small business grant funding of £10,000 for all business in receipt of small business rate relief or rural rate relief
- grant funding of £25,000 for retail, hospitality and leisure businesses with property with a rateable value between £15,000 and £51,000
- the Coronavirus Business Interruption Loan Scheme offering loans of up to £5 million for SMEs through the British Business Bank
- a new lending facility from the Bank of England to help support liquidity among larger firms, helping them bridge coronavirus disruption to their cash flows through loans
- the HMRC Time To Pay Scheme

What is the UK Government support (so far)?

- <https://www.gov.uk/government/publications/guidance-to-employers-and-businesses-about-covid-19/covid-19-support-for-businesses>
- Some UK Government measures also apply to Scottish businesses, so make sure you check!

Basic (but crucial) principles

- Don't hide
- What you do now has a huge impact on what comes next
- Tone - positive, empathetic, determined, understanding
- Be careful about where you're getting your information - stick to Government sources
 - www.gov.scot
 - www.gov.uk
- Simple, succinct and timely communications
- Listen to what your members need
- Prioritise and streamline your information flow
- Be responsive

How BIDs can respond in Scotland

- This is the time for BIDs to rise to the challenge...
- Listen to your members, be responsive
- Sign post local businesses to support
 - Newsletters - send further when there are updates
 - Webinars (perhaps organise with Council officials)
 - Phone-arounds
 - Host information on your website
 - Promote government advice over your social media
- Get positive, proactive and creative
 - Sign post businesses looking for ideas to adapt
 - Raise local issues with Cllrs, MSPs and MPs
 - Ensure you follow through on commitments
 - Promote innovative community projects organically developing
 - Convene meeting with local groups to brainstorm ideas
 - Encourage local people to “think local first” when adapting
 - Start preparing campaigns for driving business activity when the crisis is over

Q&A

**What further support
would help you?**

Thanks!

We're here to help - get in touch!

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