

COVID-19: HOW IMPROVEMENT DISTRICTS ARE SUPPORTING BUSINESSES & COMMUNITIES

Enabled by the Scottish Government's COVID-19 Business Improvement District Resilience Fund, improvement districts across Scotland are playing a key support role for businesses and communities - helping to keep local economies going and preparing for the recovery period.

Here are some of the many actions improvement districts are taking:

1 LOCAL PARTNERSHIPS

Improvement Districts are engaging closely with partners across sectors, such as councils, community groups, businesses and others, to coordinate local strategies.



2 VIRTUAL HIGH STREETS

Improvement Districts are at the forefront of developing platforms for local e-commerce and delivery services. They are also providing online directories of operating businesses, often in partnership with local media outlets.



3 CROWDFUNDING & GIFT CARDS

Partnerships and platforms are being used to 'lock-in' local spending and help local organisations to collect money for businesses, community services and key workers.



4 INFORMATION & SIGNPOSTING

Improvement Districts have cascaded information on guidance and financial support to local businesses, helping to ensure that those who need support know how to access it.



5 DESTINATION CAMPAIGNS

From 'shop local' to virtual tourism, a variety of campaigns are encouraging people to engage with their local businesses within public guidelines, both now and after lockdown.



6 BUSINESS TRAINING & SUPPORT

Targeted online training is being provided during and after lockdown to help businesses adapt and increase resilience.



7 SUPPORTING PPE SUPPLY

Several improvement districts are directly involved in helping to coordinate local manufacturing and supply of PPE to health, social care and community facilities.



8 PREPARING FOR RECOVERY

Improvement Districts are actively strengthening networks, building capacity and preparing to support businesses and communities during the recovery phase of the crisis.

