

Roadmap to Recovery Workshops

Getting Reopening Ready!
Ensuring a safe & successful reopening

Clare Bailey, Alan Ball and Esther Morrison
with thanks to Business Sheffield
Wednesday 31st March 2021

**Roadmap
to Recovery
Workshops**



31 March & 6-9 April

**Business
Sheffield**

Introducing your presenters today



Clare Bailey



Alan Ball



Esther Morrison

Questions, thoughts or ideas

During the session feel free to ask questions, either via chat box, or just speak – happy to take questions as we go.

We will also have time for questions, and a general discussion, at the end as well.



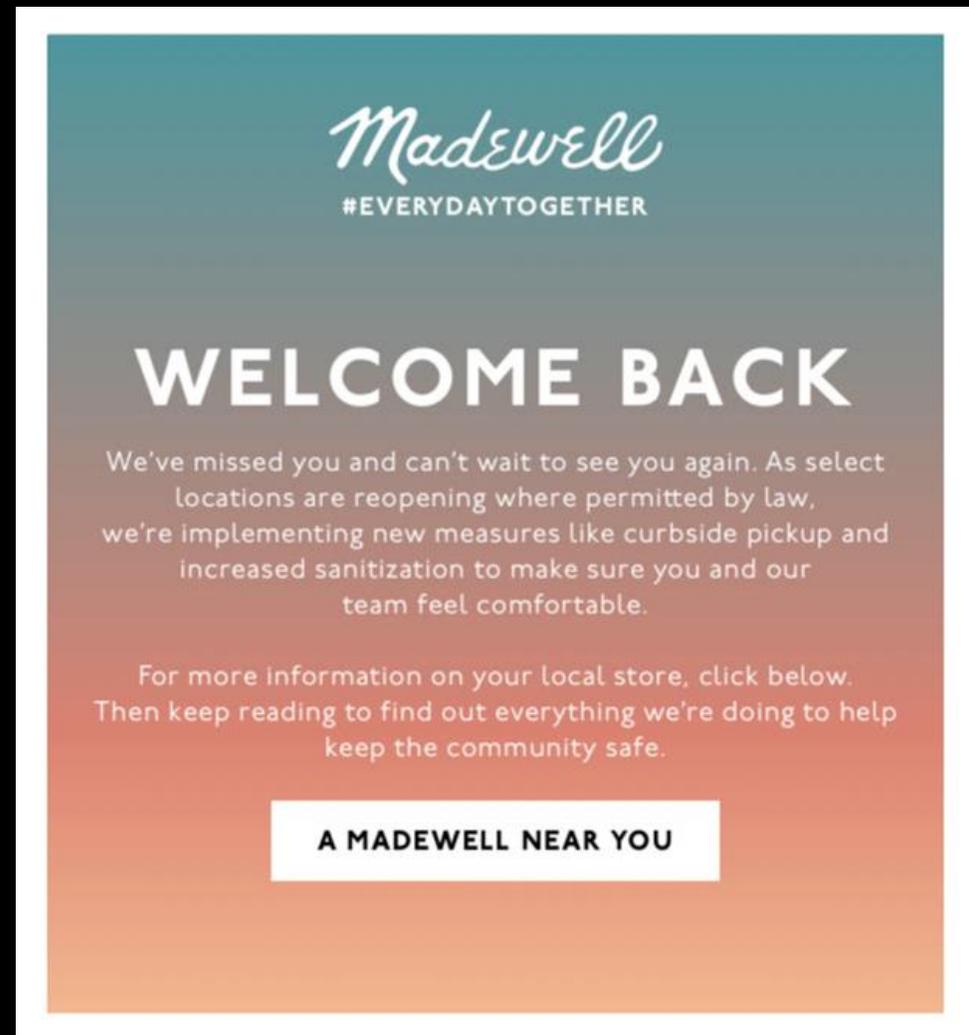
What we will cover today...

- We will focus on 4 critically important topics for your reopening planning. Think about these topics in developing your action plan...
- Each section will be around 15-minutes with time for questions at the end of the topic before moving on.
- Topics and indicative content is as follows:
 - Reopening communications
 - Reopening risks
 - Reopening visitor experience
 - Reopening to a new normal - where digital adoption is no longer optional!
- Today is a taster to get you thinking ahead – we are all waiting for the announcement that reopening is definitely going ahead!



Reopening Communications

- Your communications are essential for engaging customers AND staff
 - Considering how people might be feeling – what actions have you taken to protect anyone who comes into your premises?
 - Think about how their behaviours and attitudes may have changed since before the pandemic
- What messages do you need to get across, and how, to ensure they are happy to return? **“Make Yourself at Home”** ...
 - What you say – the message, “tone of voice”
 - Where / how you share the communications - utilising both physical and digital communications channels
- Join our session on 6th April to delve into this topic in detail
<https://www.welcometosheffield.co.uk/makeyourselfathome/roadmap-to-recovery-workshops>



ACTION: Questions on reopening communications...

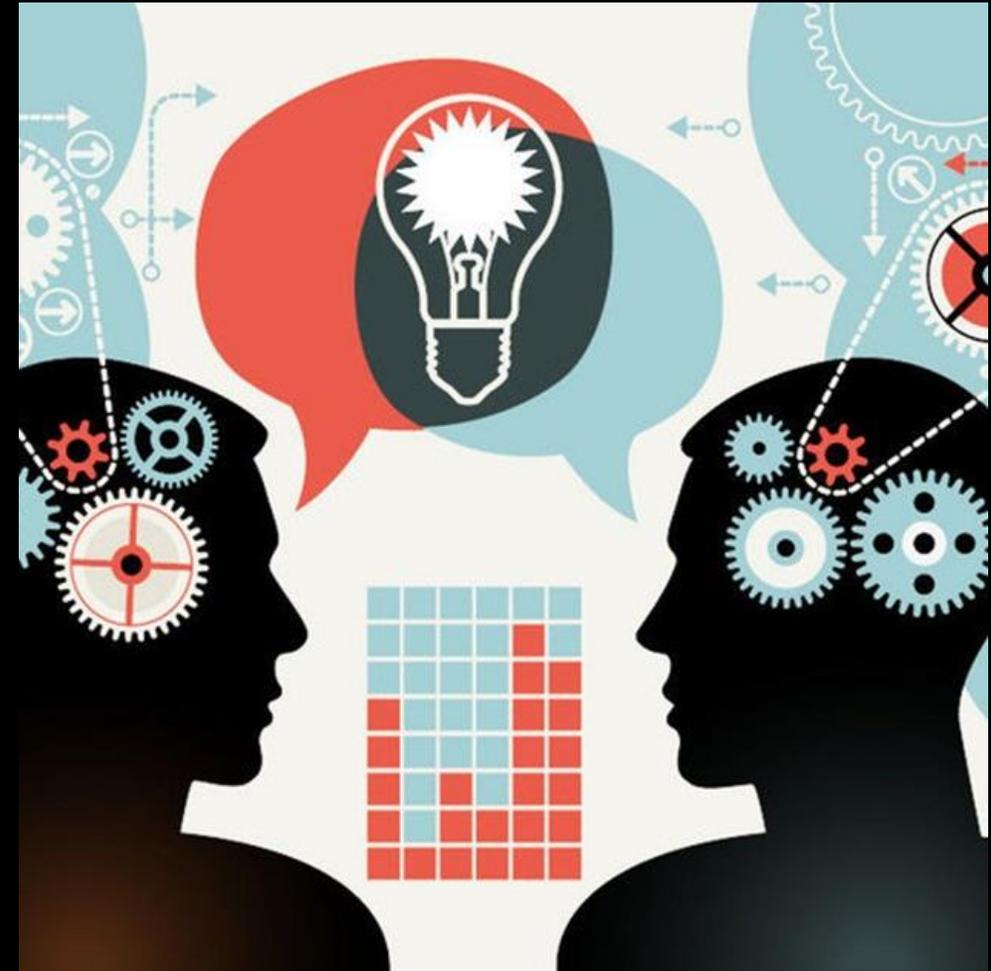
**Please
chip in!**

We will wrap up the topic of "Reopening Communications" here, so please speak up, or put a question in the chat box, if you have anything to ask.

Useful link for personal care -

<https://www.youtube.com/watch?v=68qillGoKPc&t=149s>

We will now move on to Reopening Risks



Reopening Risks

- With reopening come a number of risks to consider
 - Will sufficient customers return at this stage to justify your costs such as staff, utilities, set-up, stock (especially perishable items)?
 - If you don't get sufficient customers you may need to consider diversification/changes to your business model or offering
 - Will your pricing support reduced customer numbers due to limitations e.g. cleaning between each visitor?
- You will need to be clear on any updated regs / guidelines – investing in PPE, signage etc. to make sure you are compliant (we still don't have this info yet)
- Your restart grant enables you to invest in adapting your business to a different customer than pre-pandemic – spend wisely!
- Join our session on 7th April to delve into this topic in detail
<https://www.welcometosheffield.co.uk/makeyourselfathome/roadmap-to-recovery-workshops>



ACTION: Questions on reopening risks...

**Please
chip in!**

We will wrap up the topic of "Reopening Risks" here, so please speak up, or put a question in the chat box, if you have anything to ask.

We will now move on to Reopening Visitor Experience



Reopening Visitor Experience

- **Linked to risk, you may want to consider adapting opening hours (especially in the first few weeks) to the changed customer demands and footfall patterns**
 - **Be willing to vary this over the first week or so, observe customer patterns**
- **Looking ahead - who will have the queues? *CHIP IN!**
Why visitor experience is more than just the visit – utilise your reopening communications to bring customers back!
- **Work with your neighbours - maximising your kerb appeal – share the cost of signage, etc, for the whole street to give a positive welcome**
 - **Tie in to the Make Yourself at Home campaign and branding**
- **Join our session on 8th April to delve into this topic in detail**
<https://www.welcometosheffield.co.uk/makeyourselfathome/roadmap-to-recovery-workshops>

**It's been a
while, Sheffield!**

**make
yourself
at
home**

**Please help us stay open by
following the rules.**

@VisitSheffield

**For ideas on re-discovering your city head to
[welcometosheffield.co.uk/makeyourselfathome](https://www.welcometosheffield.co.uk/makeyourselfathome)**

ACTION: Questions on reopening visitor experience...

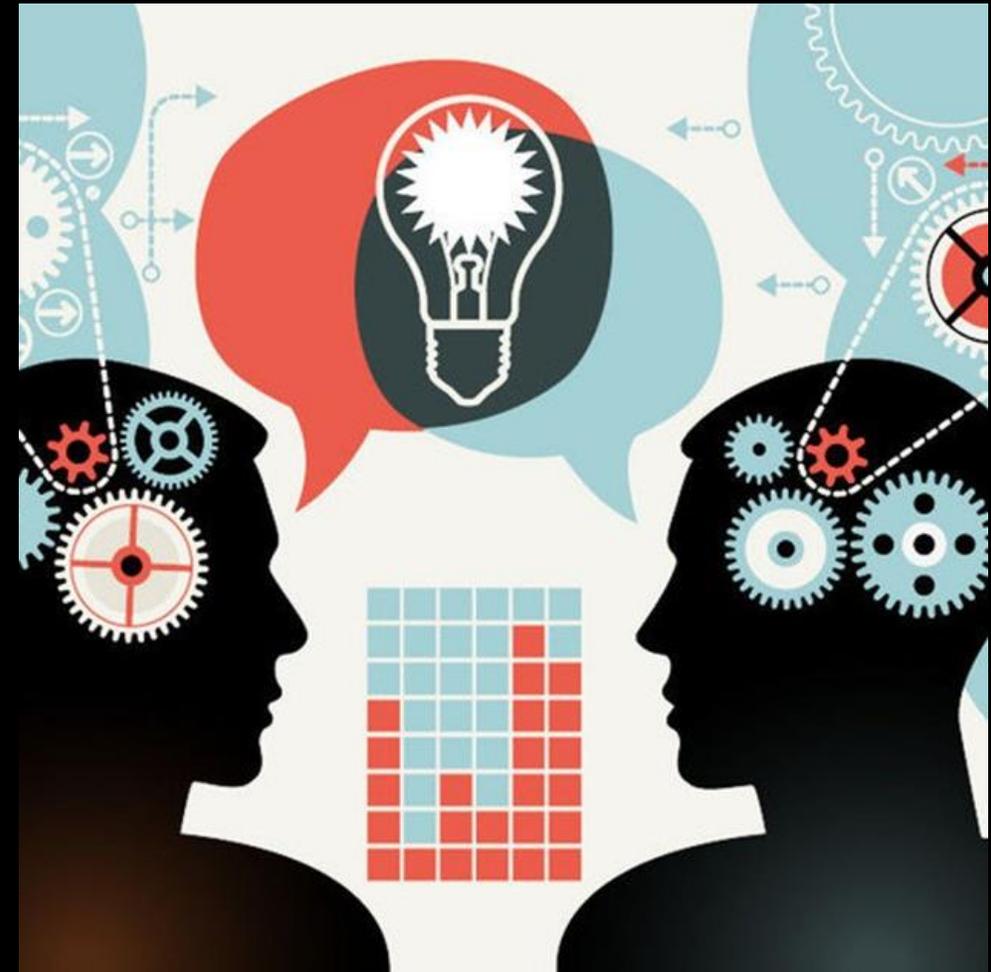
**Please
chip in!**

We will wrap up the topic of "Reopening Visitor Experience" here, so please speak up, or put a question in the chat box, if you have anything to ask.

Useful link – Make Yourself at Home -

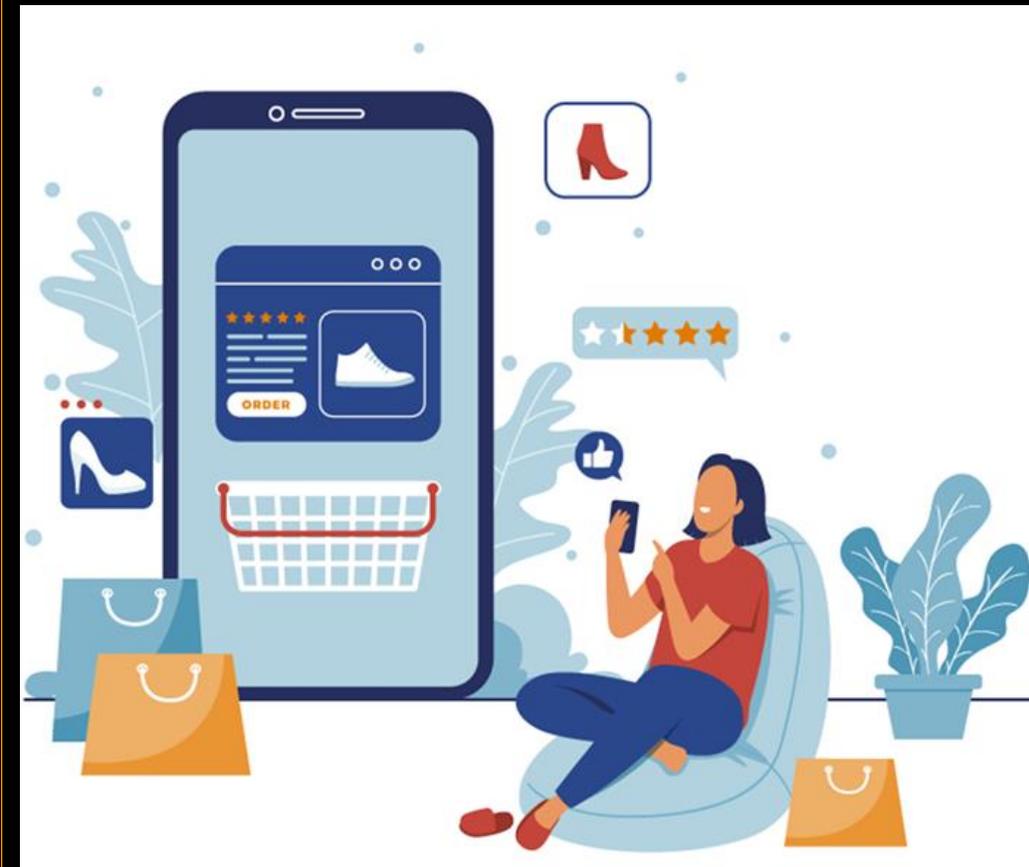
<https://www.welcometosheffield.co.uk/makeyourselfathome/toolkit>

We will now move on to the last topic, Reopening to a New Normal – Why Digital Adoption is no longer an option!



Reopening to a new normal – why digital adoption is no longer optional!

- The pandemic has made more people more comfortable, and come to expect, all things digital
 - Track & Trace (**QR Code**), ecommerce, social media, booking systems, contactless / cashless payments, table ordering and payment apps, delivery solutions (**ChefChef**), etc.
- The influence of online content on customers, after a year of being “remote” - remote working, shopping, socialising, has changed their expectations
- Findability, accessibility e.g. **google maps** and other platforms... Let customers know where you are, how to find you, opening hours, what facilities are available, and why they should come (reviews, photos etc)
- Join our session on 9th April to delve into this topic in detail
<https://www.welcometosheffield.co.uk/makeyourselfathome/roadmap-to-recovery-workshops>

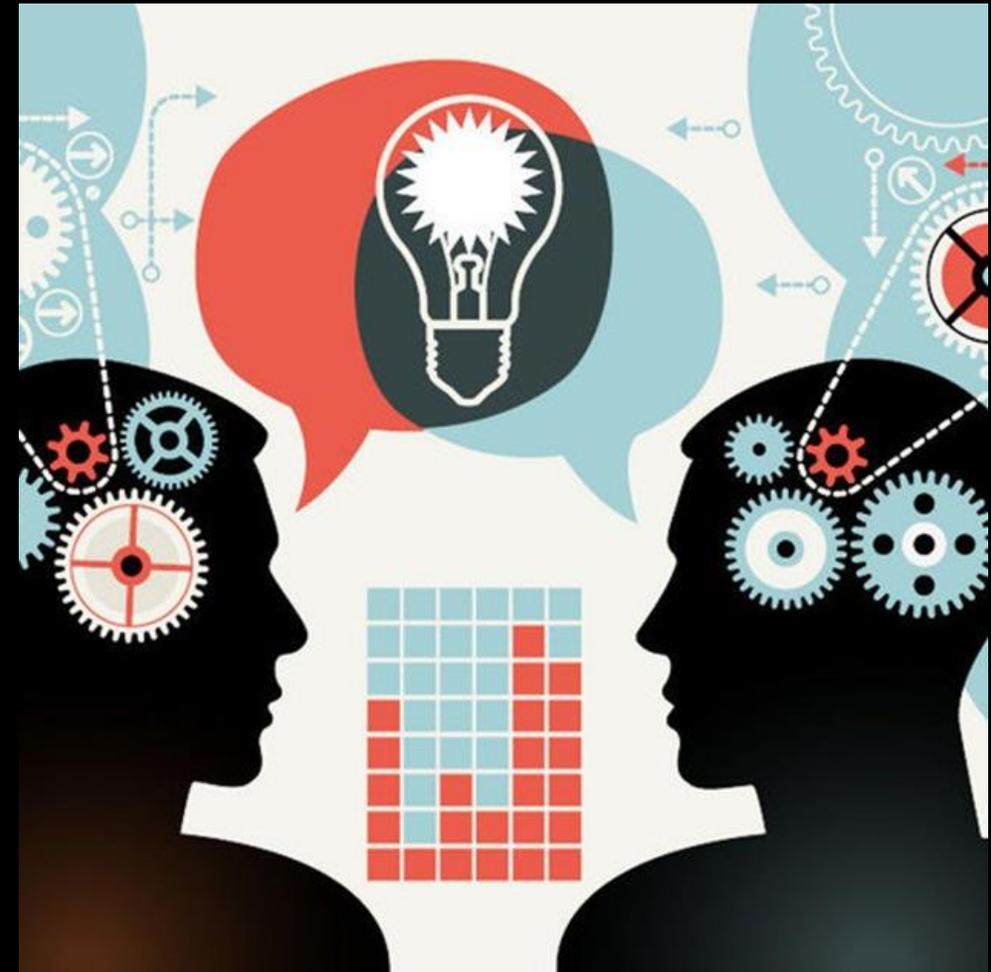


ACTION: Questions on reopening to a new normal – digital adoption

**Please
chip in!**

We will wrap up the topic of “Reopening to a New Normal – Why Digital Adoption is no longer an option” here, so please speak up, or put a question in the chat box, if you have anything to ask.

We will now move on to wrap up

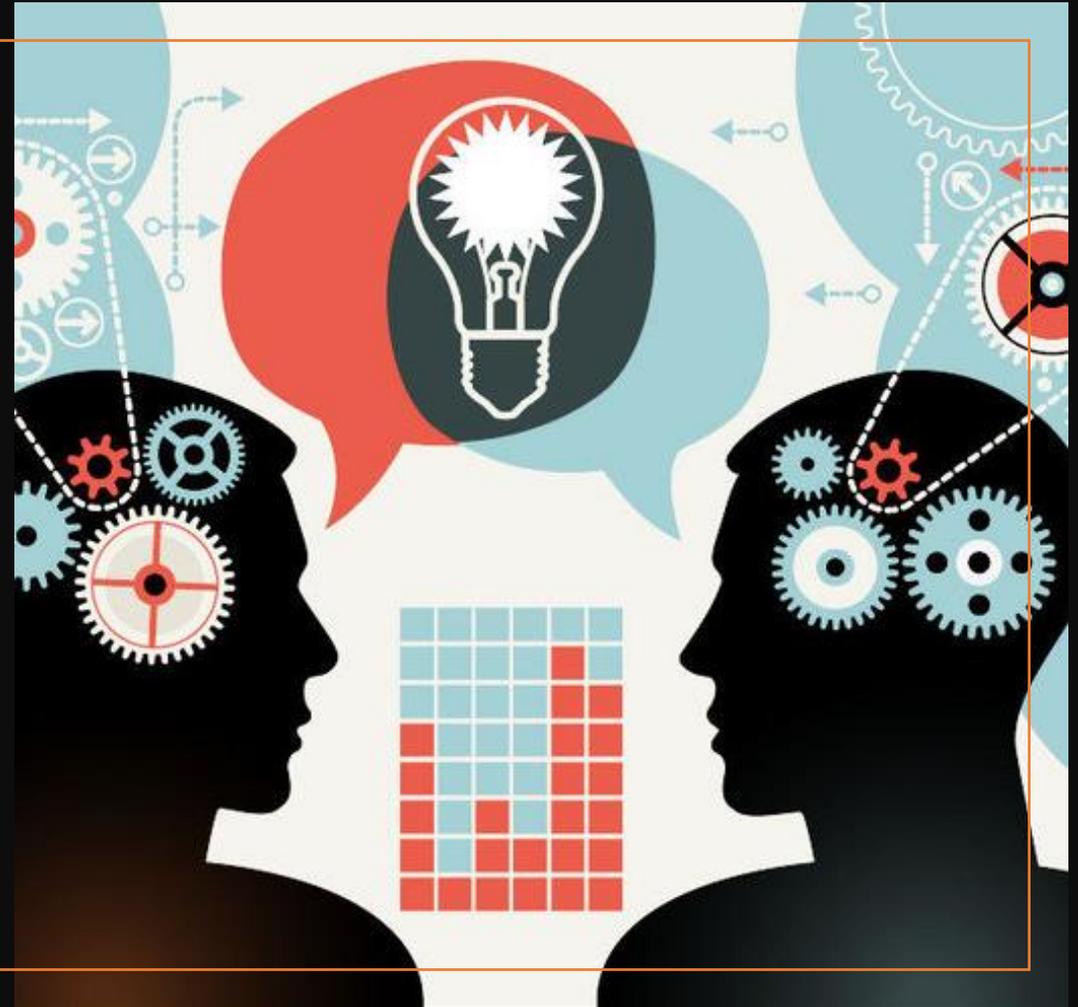


Summing up – Safe and Successful Reopening - What we covered today...

- We looked at 4 critically important topics for your reopening planning.
 - Reopening communications
 - Reopening risks
 - Reopening visitor experience
 - Reopening to a new normal - where digital adoption is no longer an option!
- There are so many considerations; but today we focused on these as fundamental to your safe and successful reopening
- This was just a taster – please join us after Easter, when we know more for sure about reopening, to delve into all these topics in more detail
<https://www.welcometosheffield.co.uk/makeyourselfathome/roadmap-to-recovery-workshops>
 - We will also share the reopening checklists as soon as these are approved – we are all waiting for the announcement!



Any Questions, thoughts, or ideas that you would like to share before we end the session?



Business Sheffield

Before we go! Further details of support

- Business Sheffield offer a wide range of support
- You can contact the team via:



0114 224 5000



businesssheffield@sheffield.gov.uk



www.welcometosheffield.co.uk/business

- Or follow us on social media:



www.twitter.com/SheffBusiness



www.facebook.com/businesssheffield

Thank you for listening

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