

Aylesbury town centre Covid response

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Town centre recovery plan

- **Pre crisis** - before lockdown visiting businesses
- **Crisis** - during the lockdown we provided reassurance, support, data, sign posting and communication
- **Pre recovery** - as we started to reopen, we established a Leadership Recovery Team
- **Recovery** – short term and medium term projects
- **Transformation** – resetting the future

Town observations

- Accelerated rate of change
- High numbers of people moving out of cities
- Saturday is no longer the busiest day of the week
- Focussed shopping but spend per head is good
- Older people
- Anti-social behaviour has increased
- Local towns are faring better than our nearby cities
- Footfall is between around 40% down, out early
- Nationally 87% of retailers have stated that if the current shopping habits continue together with Covid restrictions that they will not survive longer than 6 months.

Hale Leys update

Footfall

- Aug – visitor numbers 159,622 +4.2% vs July but -43.7% vs last year

Tenants Trading Reports

- 10pm curfew introduced affected the Manor affected sales and new Brunch offer hoped to counteract restricted trading hours in the evening.

New Lettings

- Manor open
- Bags
- Calendar club – temporary
- Food and beverage operator interested in old Bright House unit

So what have we done....

Business support

- All businesses visited as they reopened
- One to one business support offered including face to face, webinars and on phone
- Floor stickers and advice on measures
- Bi-weekly updates to all businesses with national information and local information
- Increase in new investor interest
- Working with delivery drivers to assist them
- Proactive social media programme for the town centre
- Supporting and encouraging businesses to join in with EOHO scheme

Public realm

- Social distancing signage and stickers
- Regular street entertainment, Monster Safari Trail (supporting NHS), fun fair, nerf gun activities, on line quizzes, colouring & writing competitions, and a live Market event
- Road closures
- Businesses encouraged and supported to apply for street trading licenses
- Erection of bunting, planters and road barrier covers.

Market

- Food market continued – sanitise stations, entry and exit barriers
- Fast track system
- During lockdown many traders offered a pre order and collect service for visitors
- Enhance the environment through music, bunting, seating, tablecloths, book swap area and stewards to help and assist.
- Weekly Zoom meetings set up for market traders offering help and support
- Quizzes, colouring in and smiles
- Three market traders are moving to empty units with another two looking
- Contactless payments

Anti social issues

- Fly tipping, graffiti, lack of bin storage, drinkers and begging
- Improvements made across town and task forces
- Street Wardens
- Working closely with the police

What next

Survival of our town

Support Government campaigns

Reduce the spread of the virus

Support our businesses

Town centre regeneration

Be on the front foot

Thank you for listening – any questions