

BUSINESSES – HOW TO GET INVOLVED

GREENWICH MEANS LOCAL TIME

A summer series of leisure, learning, culture, events and offers to boost local tourism when lockdown is relaxed

OBJECTIVES

- Kick start the local visitor and cultural economy and support local businesses
- Provide a big thank you and lift spirits
- Enhance civic pride and remind locals that we live in a special and much-visited place
- Encourage residents to explore locally
- Encourage residents to celebrate the me-time as well as together time – learning new skills, trying new experiences, new hobbies locally
- Create local ambassadors, who will give real/authentic feedback and social media sharing about their local experiences
- Be able to adhere to any remaining social distancing requirements
- Give reassuring safe / hygiene messages
- Promote the new national 'Good To Go' safe standard, being launched mid-June by VisitEngland, for businesses and attractions to sign up to. Promote these 'quality marked' businesses in Greenwich.

GREENWICH MEANS LOCAL TIME

THE PROGRAMME

- A programme of events, activities and offers celebrating things to see and do on our doorstep throughout the Royal Borough of Greenwich.
- For local residents, key workers/NHS, businesses, people that work in the borough, local students, vulnerable groups and communities.
- Timing – August and September.
- It will include events already planned as well as other events according to which businesses/organisations come on board eg Greenwich Cultural Forum, Greenwich Leisure Ltd ('Better' leisure centres). All to adhere to social distancing measures.
- Offers will be for products, tickets, events and experiences relating to retail, creative, leisure, tourism, hospitality, entertainment.
- They should also include activities that have proved successful during lockdown – wellbeing, mindfulness, enjoying me-time, learning new skills and crafts.
- Include cycling and walking.
- This will take place when attractions, pubs, restaurants etc continue to have a level of social distancing and restricted capacities/ opening times/timed tickets and so on.
- Digital campaign to support the build-up pre-event and during. Campaign hashtag #GreenwichLocalTime and reinforce with #GM_T

**I'M A GREENWICH BUSINESS –
HOW DO I GET INVOLVED?**

PROCESS



- June: Look out for the letter to businesses from the leader of the Royal Borough of Greenwich.
- Business are invited to pledge offers, events, activities. There will be a link to an online form to enable you to submit your offers/events.
- Offers can be discounts, added value or special opportunities that aren't usually available to visitors; a form of 'red carpet' experience. See slide 7 for ideas.
- The campaign team will upload offers and campaign Ts&Cs to the campaign webpages on visitgreenwich.org.uk. ***Our website will act as a portal to your booking engines***
- From July: digital campaign to build excitement
- Press/media work
- August and September: the event, Greenwich Means Local Time
- Digital campaign and media work during the event

PLANNING YOUR OFFER OR SPECIAL ACTIVITY

- Local people (resident/key worker /employee/student) can choose which offers they'd like and will be asked to contact the provider to book a place or to redeem the offer.
- Businesses need to think carefully about Terms and Conditions, e.g.
 - is there a maximum number that you want to make available?
 - Is there a daily maximum, an event maximum or a total maximum for the entirety of the campaign?
 - Is it one voucher per person or per household?
 - Does the offer run throughout the term of the campaign or for a limited time?
 - Do people need to pre-book or can they just show up?
 - Think about your usual Ts&Cs and tweak as appropriate with capacity and social distancing in mind.
- Take a look at the variety of events that are scheduled to run over August and September, slides 8-10.
- The next slide shows the themes that will be promoted during the campaign and suggestions for the type of offers and events that businesses can run.

OFFER THEMES



THANKS

NHS, key workers, locals



WELLNESS

food, drink, fitness, mental



SHOP LOCAL

food, clothes, gifts



EXPERIENCE

events, virtual



LEARN

new skills, development

Free entry / tickets
Special entry times
One-off experiences
Exclusive tours

Fitness activities for
small groups
Wellness tutorials
Cooking workshops

Locally sourced
products
Tasting/making
workshops
Products unique to
Greenwich
One-off items

New experiences
One-off events
Exclusive tours
Curator talks
“Backstage” access
Virtual content

Expert workshops
Tutorials
Masterclasses
Webinars

EXAMPLE

Free entry to the Cutty
Sark for NHS and key
workers every Thursday,
pre-booking essential

EXAMPLE

Free yoga classes in
Charlton Park
Half price bootcamp for
Greenwich residents

EXAMPLE

Cheese and beer
pairing workshop with
Meantime and The
Cheeseboard

EXAMPLE

Take a backstage tour
of The O2 and see
where the stars prepare
for their biggest shows

EXAMPLE

Attend an astronomy
lecture led by a Royal
Observatory
astronomer.

Fine Details: TBC

KEY EVENTS

- This can be added to as partners come on board. Events will be listed on the Greenwich Means Local Time campaign page, with links either to the rest of VG website or direct to the events' websites. These are listed as suggestions and subject to approval by the event organiser.

EVENT	DATE	RBG AREA
Luna Cinema, Old Royal Naval College grounds	4 to 6 August	Greenwich
Greenwich + Docklands International Festival	28 August to 12 September	Various
August Bank Holiday Monday	31 August	All
Totally Thames (<i>just the RBG based events</i>)	1 to 30 September	Various
Charlton and Woolwich Film Festival	September	Charlton & Woolwich
Secret 7" exhibition, NOW Gallery	4 to 13 September	Greenwich Peninsula
Woolwich Carnival	12 September	Woolwich
Open House London	19 to 21 September	Various
World Car Free Day	22 September	Various, organised by communities e.g. creating parklets, closing streets for children to play.
Greenwich Comedy Festival, National Maritime Museum grounds	23 to 27 September	Greenwich
World Tourism Day	27 September	Various

KEY EVENTS

CONTINUED

LONG-RUNNING EXHIBITIONS	DATE	RBG AREA
Insight Astronomy Photographer of the Year exhibition, National Maritime Museum		Greenwich
Faces of a Queen: The Armada Portraits of Elizabeth I, Queen's House		Greenwich
Woburn Treasures, Queen's House		Greenwich
ABBA: Super Troupers The Exhibition, The O2	Originally due to run to 31 August – would it be extended?	Greenwich Peninsula
Mamma Mia! The Party, The O2	Due to run to May – would it be extended?	Greenwich Peninsula

EVENT	DATE	RBG AREA
Blackheath Farmers Market	Every Sunday	Blackheath
Abbey Wood Village Food and Craft Market	5 September, 3 October	Abbey Wood
Guided walks: eg Hidden Greenwich, VCG movie tours, Greenwich Tour Guides, Royal Greenwich Tours	ongoing	Greenwich

TERMS AND CONDITIONS

Terms and conditions for a business to take part:

- Based in Royal Borough of Greenwich or nearby hinterland
- Have undertaken a COVID-19 risk assessment and adhere to the 5 Steps to Working Safely
- Meet the VisitEngland 'Good to Go' Safe Quality Standard
- Agree to provide an offer, event or activity (from now on referred to as 'the Offer') especially for Greenwich local residents, key workers, employees working in the borough and students attending a College/University in the borough.
- The Offer will be available between August and September. Businesses must define the time period the Offer is valid for within the campaign timeframe.
- Tickets/vouchers must have a clear date that the offer has to be redeemed by (expiry date).
- The business must set clear Ts&Cs for its Offer(s).
- Agree for the Offer to be promoted by Visit Greenwich, Royal Borough of Greenwich and South East London Chamber of Commerce on their channels and through a marketing plan.
- Cooperate fully with the 'Local Time' campaign team
- Get behind the campaign and promote your involvement on your own channels
- Manage the redemption of the offer when people contact your business to book or claim the offer.
- Provide information that is essential to post-event evaluation – eg. no. of redemptions, no. of visits, business satisfaction feedback.

