**Maritime Greenwich Covid-19 Recovery Plan**

**Greenwich Local Recovery Plan**

The Greenwich recovery plan is a marketing-led, Borough wide plan involving a range of commercial and non-commercial partners including Maritime Greenwich World Heritage Site [www.greenwichworldheritage.org](http://www.greenwichworldheritage.org)

The Greenwich destination recovery strategy is being spearheaded by Visit Greenwich (VG), Destination Management Company, and has three key strands. Firstly, working with the Royal Borough of Greenwich (RBG) and a marketing taskforce, VG are planning a hyper local campaign which will be called “**Royal Greenwich – It’s Time!**”. Second, VG has been working closely with [London & Partners](https://www.londonandpartners.com) to maximise the exposure of Greenwich within their pan local confidence building campaign “Because I’m a Londoner”. Thirdly, VG are working closely with Visit England to support their national campaign.

**Kick Off**

Work started straight away in April on developing a recovery plan for the Greenwich visitor economy. This originated from the priority from RBG to hold a ‘festival’ for local people - a “thank-you” and celebration of Greenwich. The ‘festival’ has evolved into a 2-month resident and business campaign and forms the first phase of the recovery plan which incorporates the priority to focus first on local tourism and supporting local businesses, followed by London/SE marketing, UK domestic and eventually international.

**Programme and Branding**

The local recovery campaign will be branded as “**Royal Greenwich – It's Time!**” It will include:

- Special activities, offers, events and special access for NHS staff, key workers, residents, employees, and students within the Borough.
- A programme of events to be pulled together under one brand.
- To date we have over 40 pledges/offers from our partners.
- To run 1st August to 30th September.
- Currently funded by RBG, VG, AEG, WHS and Berkeley Homes.

A full campaign plan has been developed and is in the process of being delivered in the lead up to the launch on 1st August and then ongoing throughout August and September.

**Visitor Reassurance**

The Greenwich local recovery plan also states the importance for businesses to reassure and demonstrate to visitors and staff that they are safe and meet Covid-19 guidelines. VisitEngland, along with other NTOs, has launched a new safe industry standard called [Good To Go](https://www.visitengland.com). It is very encouraging that many key attractions have successfully applied for the accreditation already.
Public Information/Audience Engagement

Running alongside this is the consumer ‘public information’ campaign, Know Before You Go. The Visit England campaign website links through to every destination’s website as the first port of call for planning a visit. It underlines the need for partners to keep Visit Greenwich up to date on reopening plans, events, and key messages. Tourism destinations and businesses can make use of the Know Before You Go collateral on their websites and in their domestic marketing.

We have also been keeping our existing Greenwich audiences engaged. If they could not come to Greenwich, then we’d take Greenwich to them. Many partners were quick to get creative and go virtual, making use of existing content as well as doing live events on social media. It was therefore straightforward to create a campaign to promote Virtual Greenwich content #GreenwichAtHome. New web content has been created for Things to Do and Events as well as pushing out on social media.

We submitted many partners’ virtual events and activities to Visit London for its Virtually London campaign. The virtual tour of the Painted Hall was a particular highlight.

With much of the website being redundant for the next few months, the prominent pages were updated with Covid-19 messages and on the TIC page we included useful links to Visit London, VisitBritain and Government pages for the official guidance.

With the gradual coming out of lockdown since June, the website landing page has been refreshed to promote parks and open spaces, the river, walking and cycling - and linking to new pages of content. It is being updated regularly to promote attractions and experiences that have reope

London & Partners: London Alliance / Because I’m a Londoner

London & Partners launched its new London “consumer confidence” campaign on 17th June. All businesses in London, particularly the retail, tourism and hospitality sectors are invited to join the new London Alliance. The London Alliance is a community of businesses from across the city that will help drive a rapid recovery in London’s economy; through a campaign that’s built on confidence, sustainability and responsible spending. Led by London & Partners, supported by the Mayor of London, Transport for London and London Councils, and activated through the Because I’m a Londoner campaign, the London Alliance is open to any London business that wants to use the campaign or support it.

It is free to businesses to join and to download the library of assets to make use of on our own channels. Visit Greenwich has got behind it on social media to show local imagery of Greenwich. Examples: