

RESTART BRIXTON

—
*Our Local Recovery Plan
April 2021*



**BRIXTON
BID**



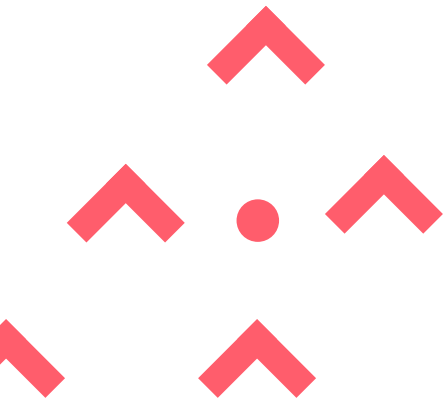
APPROACH

This plan is an open, collaborative & fluid framework intended to guide the economic recovery of Brixton.

MISSION

Attract existing & new audiences to Brixton by creating a safe, welcoming & attractive environment for all.

Strategy

- Position Brixton as a Distinctive Destination
 - Attract the right level & quality of investment & funding
 - Promote Brixton as an equal, inclusive & open place to do business
 - Work in partnership to maximise opportunities
- 



1. DATA LED

To inform the next steps for our economy, Brixton needs to define its businesses' needs and initiatives with evidence-based information. To take steps forward, the economy data analysed.

By working with data, we will be able to quantify the value of the local economy (both daytime and night-time).



FOOTFALL



SPEND



SOCIAL MEDIA

We will identify Brixton's wide trends and opportunities as well as more granular information on Brixton consumers and local perceptions.

Once investment is made in utilising data more effectively, it will allow us to assist our diverse business community with the intent to; better market Brixton as a distinctive destination, provide sector-specific insights, and provide street-level insights.

Pinpointing the spend and movement data to assist us in earmarking events and initiatives that will lead to businesses recovering in the short, medium and long-term. Can dictate the type of interventions we invest in, and confirm the shifts toward hyper-localism taking place right now, identifying who is spending what, where, and how much.





MOVEMENT



2. SUSTAINABLE

Building on our 'Brixton Playground' vision, we support a walk and cycle-friendly Brixton. A green local agenda will be key to the economic recovery thanks to the shift to hyper-localism.





LOBBYING

Lobbying for trialling temporary road closures.



BETTER PUBLIC REALM

Enhancing customer experience through better public realm infrastructure.



GREEN SOLUTIONS

Encouraging businesses to switch to green solutions.



BRIXTON VISION

The 'Brixton Playground' vision states that there can be more exciting initiatives for wayfinding and green last mile delivery solutions.



3. ACTIVATION

Supporting the development of a COVID-19 secure public realm activation programme. Unlocking the potential of our spaces will create a more welcoming Brixton.

Activating spaces will be critical for the future of our economy. We want to see more infrastructure that will assist our partners in activating key spaces such as Windrush Square by providing seating, parklets, outside dining, events, animations, and more.



POLICY

Influence policy for regulated busking and outdoor seating.



ACTIVATION PROGRAMME

Lead on the activation programme and work with partners to deliver it.



STREET MARKETS

Support our street markets.



INFRASTRUCTURE

Lobby for better physical infrastructure.



4. SAFER & — HYPER-LOCAL

Promoting Brixton as a safe place for everyone to enjoy.
Building consumer confidence and maximising the hyper-localism trend.



SECURITY

Introduce additional security for our town centre.



LOCAL ECONOMY

Re-build confidence in the local economy.



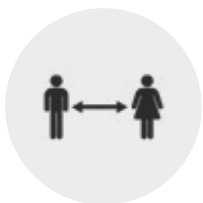
BRIXTON LOCAL

Work with the Brixton Pound (B£) to boost local spend and introduce local offers.



BRIXTON WORKS

Match local jobs with local people through Brixton Works.



SOCIAL DISTANCING

Curate the town centre with social distancing signage and bespoke pavement cleaning.



INFRASTRUCTURE

Enhance the attractiveness of Brixton through locally-led public realm interventions.



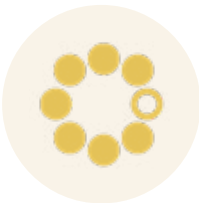
5. CULTURAL, — CREATIVE & INCLUSIVE

Celebrating Brixton as the place for culture, creativity and inclusivity. Showcasing our offer and attracting new and existing audiences.



CREATIVE ENTERPRISE ZONE

Support Make It in Brixton CEZ



DIVERSITY

Celebrate diversity and promoting spaces for our diverse communities, including those for young people, disabled, and LGBTQIA+ groups.



COMMUNITY

Support positive change that delivers enterprise, local benefits, and local jobs whilst serving its community.



6. DELIVERING — BUSINESS VALUE

Making it easier to run a business in Brixton by providing practical help and support. Communicating relevant information and delivering initiatives for an effective and long-lasting recovery.



SURGERIES

Finance, legal, design and marketing surgeries.



TRAINING

Wider training programmes.



HEALTH & WELLBEING

Health and wellbeing for employers and employees.



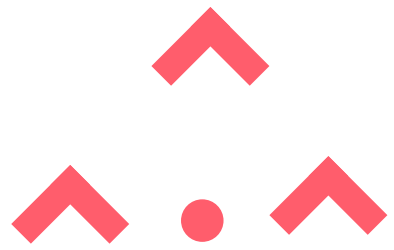
PROMOTION

Digital promotion.



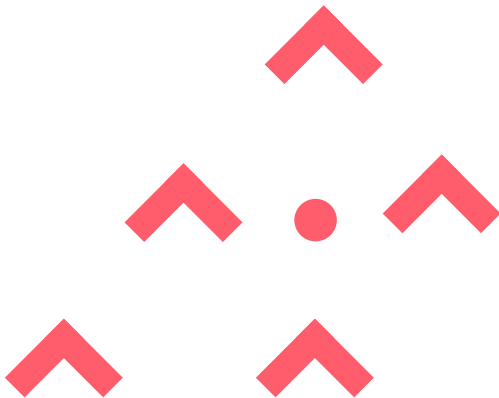
SUPPORT

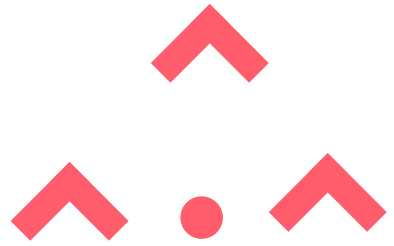
Bespoke 1-to-1 support.



7. LOBBYING & — ADVOCACY

Campaigning for the interests of Brixton through our local, regional, and national networks. Focussing on severely impacted sectors (including our famous ENTE) and demanding structural changes (Business Rates, Licencing, etc.) for the long-term recovery.





BUSINESS VOICE

Campaigning as a unified business voice.



BUSINESS IMPROVEMENT DISTRICT

Continuing to be a leading UK BID.



FUNDING

Identifying funding opportunities.



STAKEHOLDERS

Working with existing stakeholders



PARTNERSHIPS

Building new partnerships

BRIXTON BID



LinkedIn