



BIZ BUZZ CRISIS UPDATE 8-6-2020

**DISCRETIONARY BUSINESS GRANTS NOW OPEN IN NORWICH + BRECKLAND
ARE YOU EXEMPT FROM QUARANTINE RESTRICTIONS? Read on to access the letter
you should show at ports of entry.**

HOW TO KEEP YOUR NEW LOCKDOWN CUSTOMERS

NORWICH CITY COUNCIL'S DISCRETIONARY GRANTS FUND IS NOW OPEN. Be Quick. It will close on June 30th.

The government has provided local authorities with additional funding to target small businesses with high fixed property related costs, but were not eligible for either the small business grant or the retail, hospitality and leisure grant. The scheme is discretionary to allow local authorities to use their local knowledge to prioritise who can apply. As this fund is limited Norwich City will close the scheme to new applications on **Tuesday 30 June 2020**. To get the full criteria:

https://www.norwich.gov.uk/downloads/file/6857/discretionary_grants_fund_scheme

BRECKLAND'S DISCRETIONARY GRANT SCHEME is already open but will close on 23rd june
<https://www.breckland.gov.uk/discretionary-grant>

LAs across Norfolk have different criteria and not all are ready. The Norfolk Chambers of Commerce have got an upsum of all those that are live here and they'll be updating constantly:
https://www.norfolkchamber.co.uk/news/coronavirus/discretionary-business-grants-%E2%80%93-start-open-applications?utm_source=Norfolk%20Chamber&utm_medium=email&utm_campaign=11583808_Norfolk%20Chambers%20Daily%20Briefing%20-%2003%20June%202020&dm_i=1DEE,6WA4G,MOTT09,RPA7R,1

QUARANTINE MEASURES STARTING FROM TODAY. Some lockdown workers do not need to go into 14 day quarantine when entering the UK. If you are one of these you should have a letter of exemption with you. Many of the exemptions are highly specific. Others are slightly more general (e.g. exemptions 26 and 37). Exempted are: road haulage workers or road passenger transport workers, aerospace engineers, offshore workers, chemical/nuclear weapons inspectors, emergency power generation workers, workers involved in emergency policing activities

EXEMPTION 26: *A worker with specialist technical skills, where those specialist technical skills are required for essential or emergency works or services (including commissioning, maintenance, and repairs and safety checks) to ensure the continued production, supply, movement, manufacture, storage or preservation of goods, where they have travelled to the United Kingdom in the course of their work or otherwise to commence or resume their work.*

EXEMPTION 37. *A person— (a) pursuing an activity as an employed or self-employed person in the United Kingdom and who resides in another country to which they usually return at least once a week, or (b) residing in the United Kingdom and who pursues an activity as an employed or self-employed person in another country to which they usually go at least once a week*

The Government has published the accepted wording of the exemption letter along with the detailed guidance. https://images.gv-c.com/216/Documents/4198/Exemption_Letter_Guidance.pdf

STAY LOYAL TO LOCAL: HOW TO KEEP THE CUSTOMERS YOU WON DURING THE LOCKDOWN - BY Paul Mitchell, Business Partner at Office Water Supplies

There aren't many silver linings to be found in the midst of a pandemic, but the way local businesses were able to rally round for their communities is one of them. Many consumers, who'd never shopped with their local suppliers before, turned to those businesses for supplies and services when big brands couldn't reach them. They became a lifeline, and for the businesses themselves, it meant boosted sales and visibility. But how to hang on to those customers and re-establish relationships with our former customers?

Email marketing is an affordable solution. It helps build brand loyalty and entice buyers back. Here are some suggestions of content to include when you are using email marketing to build connections with new customers.

1. *Storytelling.*

All businesses have stories and the ones from the past three months are particularly interesting. How did you serve your community during the lockdown, what did you do to reach customers who desperately needed your help and what response did you get from the people where you live and work? Tell those stories and thank the community for turning to you and buying local.

2. *Showcase*

Remind your customers of all the reasons why your product or service is the best choice. It might be the way you make it, a bespoke element, a genius solution or a sustainable supply chain. Identify the things that make your most loyal customers come back time and again, then tell the new ones what they can expect from you.

3. *Promote Local*

Champion the 'buy local' cause for yours and other businesses. Remind your new customers that you were there for them when they needed you and will be again. Share the local suppliers you work with, then shine a light on those companies you buy from. Show customers that buying from a local supplier means the money goes back into the local economy, which benefits everyone.

4. *Offers and loyalty plans*

Got something to give? Send it through email marketing. Smart Messenger customer **Panther Brewery** served their community during the lockdown and sent a 'thank you' voucher to new customers. The result? A fantastic email open-rate and more sales.

"As email marketing newcomers, we wanted to choose a service where we could rely on support throughout. Our Account Manager advised us on how best to structure our first campaign and what to offer our clients. The results were brilliant - we achieved a 68% open rate and a 42% click through rate! We're absolutely delighted with the service."

Martin James, Owner & Head Brewer at Panther Brewery

5. *Highlight change*

Your business practice might have changed due to the new rules, or perhaps you've diversified your product range to meet a new need. Whatever changes you've made, tell your customers. Our client **Office Water Supplies** became incredibly busy after diversifying into sanitation supplies early on in the pandemic. They came to us, we created a managed campaign for them, and now their customers know their business has expanded. It was easy for them; despite the fact they were snowed under with demand.

"We learnt of Smart Messenger and their services via Norfolk Chamber of Commerce and the member training sessions. Further to the outbreak of Covid-19, we felt it was imperative we reached out to our network to keep them updated with new products and services that had become available. In addition, we wanted to reassure existing customers that we could continue to serve their requirements. The feedback has been excellent, really clear decisive designs with minor alterations never being an issue and instant customer response. We look forward to continue working with the team at Smart Messenger moving forward."

Paul Mitchell, Business Partner at Office Water Supplies

For further advice get in touch with <https://smartmessenger.co.uk/contact-us/> 01603 858250

You'll find the full text on the Norfolk Chambers website:

https://www.norfolkchamber.co.uk/news/member/stay-loyal-local-how-keep-customers-you-won-during-lockdown?utm_source=Norfolk%20Chamber&utm_medium=email&utm_campaign=11595085_Norfolk%20Chambers%20Daily%20Briefing%20-%2008%20June%202020&dm_i=1DEE,6WITP,MOTT09,RQG6Y,1

THE LATEST ADVICE ON HOW TO PREPARE FOR OPENING YOUR BUSINESS IS HERE:
<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>

THE GOVERNMENT'S ROAD MAP FOR OPENING UP THE ECONOMY IS HERE:
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/884171/FINAL_6.6637_CO_HMG_C19_Recovery_FINAL_110520_v2_WEB_1_.pdf

If you need to get information, advice or need to apply for loans from **Breckland District Council** here is the link: www.breckland.gov.uk/coronavirus

All Biz Buzz crisis updates are to be found on www.np4nb.online