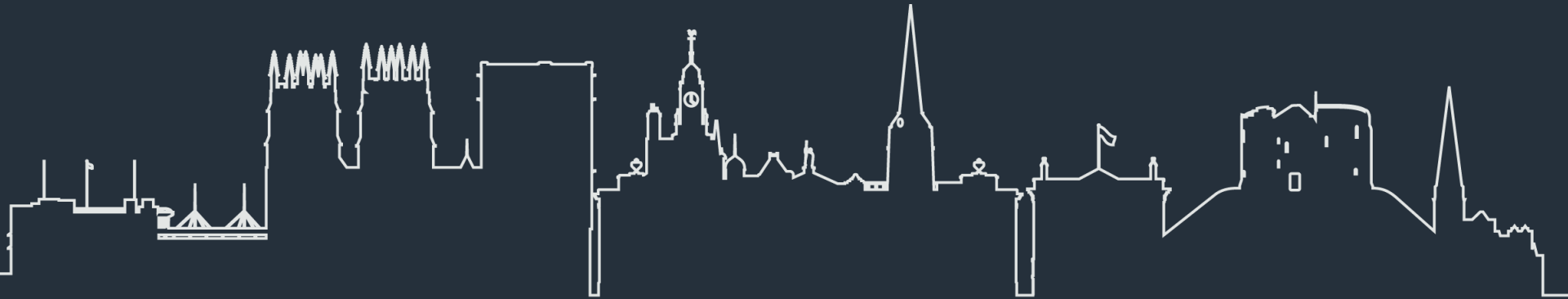


**Public Health England**  
**Behavioural Science and Insights Unit**  
**Supporting reopening the city**



# Objectives

- Working with Public Health England (PHE) Behavioural Science and Insights Unit to mitigate the risk of increased community transmission as a result of increased visitors to the city centre (resident or non-resident)
  - Run a behaviour insight-led trial for 3 months up to wider opening on 21 June 2021, collating and sharing insight from target groups and refreshing signage/interventions based on PHE recommendations
  - Focus on promoting covid safe behaviours before and during visits
  - Take a city wide approach by building confidence amongst business premises owners and owners non-council operated outside space

# Plan

The work will be in stages timed around key reopening dates:

- 25 March – zoom discussion with businesses
- Prior to 29 March – review the existing signage and propose changes. Signage will be revised and installed for 29 March and then 12 April.
- Prior to 17 May – focus groups with businesses with outside space to understand their experiences about how people behave in the outside spaces and the impact the signage had/didn't have AND interview residents/visitors to the city about their experiences together with a city-wide survey for residents. This insight will inform a second refinement of signage / interventions.
- Prior to 21 June – refined signage / interventions will be installed across the city
- During the summer, we will poll businesses about how visitors are behaving in open spaces in light of the refined signage and whether the insight has made a difference.

# Summary of behavioural trial

Install and adapt signage and interventions

Insight gather

Test , learn, adapt

Install final signage

The key measures for the city centre are summarised in the following table:

Stage One	Stage two	Stage three	Stage four
<b>8 March</b>	<b>12 April</b>	<b>17 May</b>	<b>21 June</b>
<ul style="list-style-type: none"> <li>Meet one person outdoors</li> </ul>	<ul style="list-style-type: none"> <li>Seated pub beer gardens open with rule of 6</li> <li>No need for a substantial meal or curfew</li> <li>All shops reopen</li> <li>Self-catering UK holidays for households</li> </ul>	<ul style="list-style-type: none"> <li>Pubs reopen</li> <li>Rule of 6 indoors</li> <li>Groups of 30 outdoors</li> <li>Outdoor and indoor entertainment (with limits)</li> <li>Hotels and B&amp;Bs reopen</li> </ul>	<ul style="list-style-type: none"> <li>All restrictions end</li> </ul>
<p><b>29 March</b></p> <ul style="list-style-type: none"> <li>Rule of 6 people outdoors</li> <li>Stay at home rule ends but encouraged to stay local</li> </ul>			

# Businesses with outside space are invited to:

- Attend a zoom session with PHE to answer questions and hear more about how insight has helped other businesses keep consumers and staff safe
- Thursday 25 March
- Attend one of six focus groups facilitated by PHE to share experiences and expertise
- Dates to be confirmed (March/April)