



FREQUENTLY ASKED QUESTIONS - FAQ

THE CONFIDENCE CAMPAIGN – WHAT’S IT ALL ABOUT

Q: What is the Confidence campaign?

We have developed a wide-ranging plan to ensure our local economy recovers from the impact of Covid as quickly as possible. At the heart of this plan is supporting local businesses of all types and helping them sustain jobs within our communities.

Q: Why is the campaign call Confidence?

The brand for the campaign is “Confidence”, as that is what is key to driving our economy in the coming months. Businesses having the confidence to trade and shoppers having the confidence to spend their money locally.

DO BUSINESS WITH CONFIDENCE - BUSINESS SUPPORT

Q: What support is on offer?

The initiative is a whole council approach to supporting every possible business and job and includes:

- Advice and support for every business that wants it.
- Regulatory support and advice regarding social distancing and other Covid19 related issues.
- Financial support including the discretionary business support grant.
- Helping shops and the hospitality sector re-open in a clean, safe and vibrant environment.

Q: How do I access support?

A range of support is available on the council’s website under the Do Business With Confidence section and you can also call our business helpline on 0300 7906290 or email businesssupport@s-norfolk.gov.uk

SHOP WITH CONFIDENCE – WHAT IS HAPPENING IN MY MARKET TOWN?



Q: I live inside the pedestrian zones where road has been temporarily closed. Will I still be able to access my property?

Q: My business is in the pedestrian zone. Will I still be able to get deliveries and will I be able to access my premises?

Q: Will emergency vehicles access the pedestrian zones?

A: Yes. Where temporary traffic restrictions have been put in place residents, businesses and emergency vehicles will still have the access they need. At the same time pedestrians will be able to walk with safety over a wider area of the high street.

Q: I drive though the market town on my normal commute, how will I get to work?

Diversions have been put in place and are clearly signposted.

Q: Who is managing the highways changes?

A: The changes have been enabled by the county highways department and are being managed by teams of officers we have put in place in the town.

Q: How long will the changes to the street scene be in place for?

Q: What will happen when the Government change the rules?

A: Like everyone, we are keen to see a return to normality as soon as possible. These changes will remain in place until Government advice and the views of the local community mean they are no longer needed.

Q: Why has the street scene changed?

Q: Why have these changes been put in place in my Market Town?



A: We have been working closely with town councils, traders and the county highways department, to ensure everyone eligible is able to open up shop again as quickly as possible. The action we have taken has sought to strike a difficult balance between the need to keep people safe by enabling them to follow the guidelines whilst out and about, and our desire to ensure footfall returns to pre-Covid levels as quickly as possible.

Q: Why was I not consulted?

A: To ensure shops were able to open up again as quickly as possible our plans were developed at pace in consultation with town councils, traders, business groups and the county highways department. Our teams in the towns contacted as many businesses as possible during this time.

Q: Why have hand sanitizer units been installed and are these permanent?

Q: Why are planting boxes and other types of street furniture being installed.

These have been installed as part of our approach to ensuring people's safety while at the same time ensuring market towns remain vibrant and attractive places to shop.