

RE-ENERGISE YOUR BUSINESS: DIVERSIFYING IN RESPONSE TO COVID 19



Department
for Environment
Food & Rural Affairs

SUPPORTED BY

MAYOR OF LONDON



association of town & city management



Cross River Partnership (CRP) was joined by [Association of Town & City Management](#) and [InStreatham BID](#) for a discussion on how to re-energise and diversify your business in response to COVID-19. The session offered insight into a changed consumer world as a result of the pandemic where a primary takeaway for businesses is to seek relief by establishing a digital presence.

Climate action has come to the foreground of decision-making and this is the lens many conventional industries are implementing into how they bounce-back from COVID-19. The guest speakers highlighted the ways technology and sustainable additions are shaping and transforming the future of businesses by facilitating their entry into new markets and audiences.

See the [full recording of the Live Share](#) and view the slides from the speakers.

This tool kit has been developed as part of the Clean Air Villages 3 project, funded by Defra's Air Quality Grant. CRP is proud to deliver this project with the following Local Authorities and Business Improvement Districts:



“From a technological aspect, the speed of change we are seeing is unprecedented. It's about us being able to understand how we can support high streets, town centres, and bricks and mortar businesses to be fully visible and engage with online audiences.”

Ojay McDonald – Association of Town and City Management

USEFUL RESOURCES FOR RE-ENERGISING AND DIVERSIFYING YOUR BUSINESS

**Please see these useful resources for
information and guidance
on how to diversify your business in
response to COVID-19**

HOW TO DIGITALISE AND GROW YOUR BUSINESS

[London Growth Hub](#)

[How to diversify your food business](#)

[London Chamber of Commerce events on
business resilience](#)

Federation of Small Businesses (FSB) [High
Street Hub campaign](#)

[Instagram for businesses](#)

[Twitter for businesses](#)

[Facebook for businesses](#)

[LinkedIn for businesses](#)

[Make it Click, online training platform for
small business](#)

[Social media training for businesses with
Future Learn](#)

GUIDANCE AND SUPPORT DOCUMENTS FOR BUSINESSES

Mayor of London – [Business resources and
guidance \(Covid-19\)](#)

London & Partners [sustainable business
strategy](#)

[Support, schemes and grants](#) for businesses

Government guidance on [how food
businesses can adapt](#)

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Camden



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Lambeth



INSTREATHAM BID RESOURCES

[InStreatham BID Cargo-bike scheme](#)
supports local businesses and community

[InStreatham BID cargo bike case study](#) –
how BIDs can set up their own

Streatham BID's [Shop Safe campaign](#)

London & Smoke [cargo-bike case study](#)

A [digital safari](#) to help NHS charities



INSPIRING CASE STUDIES

[How are British businesses diversifying in response to Covid-19?](#)

[Digitalising the fitness industry](#) post COVID-19

How 6 companies are [transforming with technology and data](#)

Midlands' [SMEs diversifying](#) to COVID-19

[Small tutoring business goes digital](#) during lockdown and has double the students now

[The changing face of grocery shopping](#)

Europe's biggest [fishing port went digital](#) during COVID-19 lockdown

[Haringey's local bakery](#) shares how they expanded during lockdown and their best practices

BUSINESS ADVICE & SUPPORT FROM LONDON AUTHORITIES

[London Borough of Camden](#)
[London Borough of Lewisham](#)
[London Borough of Lambeth](#)
[London Borough of Wandsworth](#)
[London Borough of Hammersmith and Fulham](#)
[London Borough of Haringey](#)
[London Borough of Islington](#)
[Westminster City Council](#)
[Royal Borough of Kensington and Chelsea](#)
[London Borough of Hackney](#)
[London Borough of Richmond Upon Thames](#)
[London Borough of Newham](#)
[London Borough of Barnet](#)
[London Borough of Barking & Dagenham](#)
[London Borough of Hounslow](#)
[London Borough of Hillingdon](#)
[London Borough of Brent](#)
[London Borough of Redbridge](#)
[London Borough of Tower Hamlets](#)
[London Borough of Havering](#)
[London Borough of Bromley](#)
[London Borough of Southwark](#)
[City of London](#)

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CRP PROJECTS, GUIDES & TOOLS

[Clean Air Better Business](#)

[Clean Air Villages 3](#)

Clean Air Villages [1](#) & [2](#) case studies

[Clean Air Villages: Ultra-Low Emission
Supplier Directory](#)

[The deliverBest tool](#)

[Click. Collect. Clean Air](#)

[Sustainable Urban Markets](#) and [London
action Plan](#)

[CRP COVID-19 support page](#)

USEFUL NEWS ARTICLES AND OTHER RESOURCES

VISA's report on the [digital transformation
of SMEs and case studies](#)

Europe's chance for a [sustainable digital
transformation](#)

[How social media and it's impact on
growing small businesses](#)

[McKinsey's road map](#) to a digital COVID-
19 recovery

How to [diversify](#) during a crisis

[The essentials for clean air recovery](#) in the
workspace

[London Business for Clean Air webinar](#)

[Workplace resources](#) for cleaner business
operations

FURTHER INFORMATION

This toolkit was created by Cross River Partnership - a non-profit and impartial partnership organisation that has been delivering positive change for London's residents, businesses and visitors for over 25 years.



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[@CrossRiverPship](https://twitter.com/CrossRiverPship)



[Linkedin.com/company/cross-
river-partnership](https://www.linkedin.com/company/cross-river-partnership)



[Cross River Partnership YouTube](#)

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