



# ROMFORD BID

## Working Together

PRESS RELEASE: FOR IMMEDIATE RELEASE

Title: Romford BID Ambassadors redeployed as Havering Borough Covid Marshals

The Romford BID is very pleased to announce that Peter and Abigail, two of our Romford Town Ambassadors, have been redeployed as Covid Marshals to aid in the Borough's fight against the coronavirus.

Covid Marshals are tasked with engaging with residents, encouraging the wearing of face coverings (to those who are not exempt) and social distancing as well as helping people understand and comply with current Covid 19 restrictions.

With much of the town centre obliged to close under the current national lockdown restrictions there was much less need for the Ambassadors to be present on the streets in their day-to-day role of welcoming and assisting visitors and businesses and generally acting as the eyes and ears of the Romford BID. The decision to redeploy the Ambassadors as Covid Marshals (funded by Havering Council) ensures that their tried and tested customer service skills and strong local intelligence is put to best use during these times.

Julie Frost, BID Director, said:

*"Romford BID are delighted to be #workingtogether with Havering Council supporting the work of the Covid Marshal's during these difficult times. I am very grateful to Peter and Abigail for being so willing to change their roles until such a time the town centre re-opens again".*

Councillor Damian White, Leader of Havering Council, said:

*"We're delighted to hear that ambassadors from the Romford BID are joining our Covid Marshals team where they will play a key role in our front-line response to tackling this terrible virus.*

*With local knowledge and understanding of the community, they will be an important addition in helping us to do just that.*

*The Marshals are on patrol in our communities to offer reassurance to people.*

*They are there to explain the regulations, providing guidance and support including encouraging the wearing of face coverings and if necessary, refer issues to other Council teams or the Police.*

*Feedback from the Marshals shows over 80 per cent of people they have spoken to, have been very positive of their work and are supportive of what the Council is trying to do to help residents.*

*This information helps the Council and its partners, like the police, to consider new and different ways of responding and the best way of using our resources to help everyone stay safer.*

*The addition of these Covid Marshals is a great example of the need to work together to do our bit and beat coronavirus in Havering.”*

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