



Calling all High Street Businesses...



JoinJo for Free High Street Business Mentoring

New support for reopening and recovery of our high streets

Dacorum are launching a new programme of support to help high street businesses across the borough to reopen safely, recover quickly and adapt to the ongoing challenges of COVID-19. The business support programme has been put together in partnership with [SaveTheHighStreet.org](https://www.savethehighstreet.org) and uses a unique 'digital assistant' platform called Jo ([JoinJo.com](https://www.joinjo.com)).

The 12-week programme will launch on Tuesday 9 March at 5.30pm at an online event to be hosted by SaveTheHighStreet.org. Businesses can [register to be part of the webinar on Zoom](#).

All high street businesses and local outlets will be able to access valuable information via the campaign page and up to 50 businesses will be given dedicated one-to-one support alongside access to the Jo platform.

The help is being provided thanks to funding from the European Regional Development Fund (ERDF). It will include access to essential information to ensure the safety of businesses and

consumers, plus ideas and advice to encourage businesses to try new and innovative ways to keep trading. In addition to the campaign page, access to Jo and one-to-one advice, the programme will also include two webinars centered on themes around support for high street businesses. Anyone who is unable to access the live webinars will be able to watch the recordings.

Julie Holden, Community Director for SaveTheHighStreet.org and JoinJo.com, said: “We are delighted to be working with Dacorum Borough Council to deliver a bespoke programme of support to meet their needs. We know from our previous feedback that independent businesses need someone in their corner at this difficult time. We look forward to sharing our news and achievements on the campaign page and to working with businesses across the borough over the coming weeks.”

For further information, feel free to contact me on 01442 531004 or fraser.willcox@dacorum.gov.uk.

[Register Now](#)

