Lockdown continues, virtual birthdays parties and the FCA to relieve credit payments

Maddyness provides you with a quick digest of three news items to keep you up to date with the startup scene, emerging trends and other noteworthy stories.

UK lockdown may be extended until May

There is a fear that this Easter weekend will give people an excuse to forget about social distancing or see people traveling to their holiday properties. A decision on whether to extend the lockdown was meant to be made on Monday, but according to The Telegraph, ministers want to delay the decision-making as long as possible until Boris Johnson can contribute, and so the new deadline is next Thursday.

At the moment, the Government has made clear that the priority is to flatten the curve of the epidemic. While London has experienced the worst of the UK's epidemic so far, other parts of the country are further behind on the infection curve. Due to the ever-increasing social and economic costs of the lockdown, the UK's scientists are searching for and debating ways to end the lockdown. European countries including Italy or Spain should start relieving their population from restrictions at the beginning of May having begun their lockdown two weeks earlier than the UK.

Bringing kids' birthday parties online

Facing the new normal of life under COVID-19, <u>Goldilocks Entertainment</u>, a children's entertainment business has decided to pivot its business and support those keeping young people inside during the coronavirus lockdown. Headquartered in London the company has transferred its entire business online and is now holding children's parties over Zoom, the digital communication platform.

Overseen by <u>Sedona Ferguson</u>, the company runs parties for children aged 3-13 and ensures children don't have to cancel birthday parties or celebrate without their friends.

"Due to the coronavirus, all my events were cancelled before the UK went into lockdown and like many small business owners, I was really concerned about how I'd be able to keep my business afloat. Parents have thanked me for bringing birthday joy and magic during what is such a confusing time for children. I'm taking around four bookings a day and I'm doing parties throughout the week. Normally I would only do parties at the weekend but during lock down the same rules don't apply!" – Sedona Ferguson

FCA implements credit relief measures during COVID-19 crisis

The Financial Conduct Authority (FCA) has revealed a series of measures to

support borrowers during the COVID-19 crisis. Following the <u>government's</u> <u>introduction of mortgage relief</u>, the FCA has introduced temporary measures aimed at users of certain consumer credit products such as loans, overdrafts and credit cards.

How does it work? With these new rules, lenders would be required to offer a payment holiday of up to three months to customers experiencing financial difficulties as a result of the ongoing coronavirus shutdown. Companies would be required to offer a temporary payment freeze on loans and credit cards, as well as offering zero interest up to £500 on arranged overdrafts on main bank accounts.

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