

Re-Opening Safely Business Toolkit

Covid-19 is a huge new challenge affecting all of us – how we live, interact, do business and visit places. We've seen great resilience, ingenuity and innovation from Liskeard's business community as we all work and plan for the here and now and look to the future.

Liskeard Town Council are very grateful to Falmouth Business Improvement District for allowing us to share in this document the relevant information from their toolkit and we hope businesses in Liskeard will find it useful. We have also included a couple of posters at the end, which you are welcome to print and display. Please let us know at reception@liskeard.gov.uk if you would like printed copies of the posters.

The more we can all work together to support each other and Liskeard the better. Please let us know if there are other things which would make it easier for you to safely welcome customers.

FINANCE

CONTACTLESS

- Contactless if you haven't actioned already, is likely to be a necessity in many businesses.
- Some businesses deal in lower value items and therefore cash is predominant eg some food takeaway premises but it is worth noting recent national surveys which highlight an understandable customer caution in relation to any form of in-store physical contact. In that scenario, going contactless will help your customers feel safe within your premises.

This document is based on a template created by Falmouth Town Council and Falmouth BID



HEALTH AND SAFETY

PHYSICAL BUILDING CHECKLIST

- Check all utilities (water, electric, gas). If any issues, contact the relevant suppliers. Follow water and other utilities' safety guidelines (see useful links page)
- Wi-Fi/Phone connection
- Check that the physical structure is OK. Inspect your physical store to ensure that it's safe for reopening. Things like damage to the property or signs of forced entry. Take photographs and video recordings.
- Check your security equipment (CCTV, cameras, alarms etc).
- Make sure your POS and retail management systems are good to go.
- Double-check other gadgets and equipment (tablets, TV, sound systems, displays).
- Use the opportunity to clean/paint the front of your shop or outlet. We all need to work together to spruce up Liskeard.
- Place protective coverings on large items touched by the public such as beds or sofas.

SIGNAGE

- Display health and safety signage outside the store/in your windows if possible.
- Place in-store signage reminding people about social distancing, queuing and hand washing.
- Produce in-store audio messages. If you're able to make in-store audio announcements, record reminders about physical distancing and hygiene every 15-30 minutes to keep people vigilant about staying safe and healthy.
- Add floor markers, particularly near the checkout counter for queuing systems and when entering the building. Consider putting a one way system in place.
- Consider using the Business Compliance Poster template enclosed as part of this Toolkit to advertise to your customers.

PPE

- Provide your employees with protective equipment like masks and gloves as per risk assessment and instructions on use and disposal, so they can limit the chances of catching the illness.
- Set up plexiglass or similar at the checkout and counter areas to protect you, your staff and customers.

SANITISER

- Ensure you make hand sanitisers and wipes available for staff and customers where hand washing is not available at entry points.
- Increase your cleaning schedule of your shop or building High touch areas will need to be cleaned frequently. Advise and reassure customers that this is taking place and give details in-store and online.

RETURNED ITEMS

- Any returned items must be stored for 72 hours before putting them back out on the shop floor.

SOCIAL DISTANCING

It is likely that, following Government guidelines, you will need to limit customer capacity in-store.

Consider how you will manage queues outside your shop:

- Have you the necessary staff resource for front and back of house operations?
- How does this play out with your neighbouring businesses, Liskeard's narrow streets/pavement access?
- Is this something to collaborate with your neighbours on?

The Town Council has already been in touch with businesses with particular queuing issues and will support as much as possible to ensure that additional space/highway can be made available. If you have an outside queuing issue and we haven't spoken to you, please contact us at reception@liskeard.gov.uk

MARKETING

COMMUNICATION

- Employees – Explain details of the change, new working practices and guidelines for health and safety. People want to see and be reassured that your business is following guidelines and is a safe place to enter.
- Customers – Cover all your bases with your customer comms. Tell people that you're open, what you've been up to, and why they should come back. Use multiple online and offline marketing channels to ensure your message is widely received and reinforced.
- Partners – if you plan to continue working with partners as your business reopens, let them know of any changes. Is this an opportunity to renegotiate contracts, agreements, pricing arrangements or supply chain details? After all, everyone is in the same boat so the more communication and collaboration, the more effectively business and the business community will function.

NEW LAYOUT PLAN

- Revamp your in-store and window displays with attractive arrangements.
- Bear in mind that with social distancing, you may need to re-position your store's fixtures and shelves to encourage people to stay at least 2 metres away from each other. Don't be shy about this online. You want to take pictures and videos to show everyone that you are proactively going above and beyond to assist them.
- Remember that people will shop and behave in different ways. If you are a high street retailer or food business, this will mean less browsing so consider inventive ways you can incentivise your products in-store or at the window. Reflect this in your online offer.

GIFT CARD SCHEMES

- Gift cards provide businesses with an injection of cash and assurance that a customer will return to your business in the future. In restaurants, where margins are notoriously thin, gift cards may provide additional help.

ONLINE MARKETING

- Website – customers spending more time at home doesn't stop the need or requirement to shop for things. In fact, surveys highlight this has greatly increased particularly for the food and drink sector.
- Consider establishing an e-commerce section or linking to trading platforms. A more digitally confident consumer will now expect this and if they are restricted from entering your shop or food outlet, then this will become increasingly important.
- Direct consumers then, to your e-commerce store or platform, take orders via social media and be prepared for more people to view your website than in previous months – i.e. review your website's bandwidth and capacity.
- Social media – let your consumers know if you're closing your doors, changing your hours and what steps you're taking to keep your employees and work environment safe and clean. Make an effort to use multiple social media channels (Facebook/Twitter/Instagram).

PROMOTE SHOP LOCAL

- As mentioned, we've seen brilliant examples of collaborative working between businesses in Liskeard. Let's work together to amplify that effort over the coming weeks; imaginative ways to attract people into the town and to your respective online platforms.
- Totally Locally have some really nice posters which are addressed to customers in the current situation, urging them to be patient and kind. You can find them here: <https://totallylocally.org/stuff/blog/re-opening-manifesto-for-post-lockdown/>

USEFUL LINKS

BUSINESS SUPPORT

Cornwall Council - www.cornwall.gov.uk

Liskeard Town Council - www.liskeard.gov.uk

Government - www.gov.uk/coronavirus

Insurance - www.gov.uk/government/news/government-to-support-businesses-through-trade-credit-insurance-guarantee

Landlord/tenant arrangements - www.gov.uk/government/organisations/ministry-of-housing-communities-and-local-government

Free training courses - www.futurelearn.com/subjects/business-and-management-courses

Visit Britain tourism advice - www.visitbritain.org/business-advice/advice-tourism-and-event-businesses-affected-covid-19

MARKETING

Social media tips or training - <https://hootsuite.com/resources?tags%5B%5D=Guide>

Free digital marketing courses - www.futurelearn.com/courses/digital-skills-social-media

27 tips for Instagram - blog.hootsuite.com/how-to-get-more-instagram-followers-the-ultimate-guide/

Setting up contactless - <https://smallbusiness.co.uk/five-tips-to-get-started-taking-card-payments-2442762/>

Setting up contactless - www.theukcardsassociation.org.uk/welcome/

Setting up e-commerce platforms - www.ecommerceguide.com/guides/starting-your-commerce-store/

Google digital marketing training - learn.digital.withgoogle.com/digitalgarage

Shop window posters - www.acs.org.uk/covid-19-coronavirus-posters-retailers

HEALTH AND SAFETY

Utilities (gas and electricity) - www.ofgem.gov.uk/coronavirus-covid-19/coronavirus-covid-19-and-your-energy-supply

Utilities (water) - www.ofwat.gov.uk/regulated-companies/markets/business-retail-market/information-on-the-water-industry-and-coronavirus-covid-19/

Signage/Promotional material - coronavirusresources.phe.gov.uk

Working safely during COVID-19 - www.hse.gov.uk/news/working-safely-during-coronavirus-outbreak.htm

Safe distancing - www.gov.uk/guidance/working-safely-during-coronavirus-covid-19

Premises layout advice - brc.org.uk/media/674528/social-distancing-stores-v1-april-2020.pdf

Keeping your customers safe -

www.hse.gov.uk/guidance/index.htm?utm_source=hse.gov.uk&utm_medium=refferal&utm_campaign=guidance&utm_content=home-page-info

Cleaning and hygiene - www.gov.uk/guidance/working-safely-during-coronavirus-covid-19

FINANCE

Click and collect for small businesses - econsultancy.com/10-tips-for-improving-the-click-and-collect-customer-experience/

Click and collect for restaurants - www.thecaterer.com/business/advice/how-to-get-your-restaurant-ready-for-click-and-collect

Contactless - www.merchantmachine.co.uk/compare/

Risk assessment guidance, advice and templates are available on the HSE website:

<https://www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm> .

You should also consider what you will do if staff or a customer is displaying symptoms.

On the next two pages, you will find a Shop Local and a Business Health & Safety Compliance template poster. Please do use these within your premises where appropriate.

Shop
Local



LISKEARD COUNCIL
WORKING FOR YOU

Shop
Safe

Welcome to Liskeard

Thanks for shopping local,
please continue to follow
government guidelines:



HANDS



FACE



SPACE

We thank you for your cooperation



LISKEARD COUNCIL
WORKING FOR YOU



HM Government



European Union

European Regional
Development Fund



Staying COVID-19 Secure in 2020

We can confirm we have complied with the Government's guidance on managing the risk of COVID-19

FIVE STEPS TO SAFER WORKING TOGETHER

- We have carried out a **COVID-19 risk assessment** and shared the results with the people who work here
- We have **cleaning, handwashing and hygiene procedures** in line with guidance
- We have taken all reasonable steps to **help people work from home**
- We have taken all reasonable steps to **maintain a 2m distance** in the workplace
- Where people cannot be 2m apart, we have done everything we can to **manage transmission risk**

Employer: _____ Date: _____