



COVID-19 SECURE BUSINESS INFO PACK

Helpful information to keep you,
your staff and your customers safe

**WE'RE BACK
ROCHFORD**

**WE'RE BACK
RAYLEIGH**

**WE'RE BACK
HOCKLEY**

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ROCHFORD**

**WE'RE BACK
RAYLEIGH**

**WE'RE BACK
HOCKLEY**

Come In
**WE'RE
OPEN**

**Working together
to reopen safely**

Become Covid-19 secure

Helpful information to keep you,
your staff and your customers safe



On May 10th, the Government announced that ‘non-essential’ retail stores may reopen from **Monday June 15th**, with other businesses expected to follow from July. Rochford District Council is committed to supporting local businesses in our town centres and shopping parades to reopen in a way that is both safe for customers and staff in terms of social distancing and hygiene, whilst helping to spread the word that our fantastic town centres and shops **are back** and open for business!

As a Rochford District retailer, we have sent you this information pack to help you prepare as you reopen. This contains the following:

- » This information leaflet, which summarises key Government guidance on ‘COVID-Secure’ reopening; introduces our publicity campaign to support shoppers back into our centres; and provides retailers with immediate resources and links for tailored business support to help them respond to the challenges of the COVID-19 situation.
- » A ‘COVID-Secure’ risk assessment poster, allowing you to self-certify that you have taken all necessary steps to maintain safe hygiene and social distancing practices, giving reassurance to your customers.
- » A ‘COVID-Secure’ window poster, requesting a limit on the number of customers in the premises at any time, allowing your customers to shop with confidence.
- » A ‘We’re Back’ window sticker, further emphasising the message.

‘We’re Back’ Campaign

We want to spread the word that our fantastic town centres and independent retailers are open for business again, and that shoppers can visit in a safe way that maintains social distancing. To achieve this, we will be installing a range of safety measures and notices in your town centre, allowing people to circulate safely.

We’re launching a promotional website, giving shoppers all the information they need to know about how to get here, how to circulate safely and features on some of the fantastic retailers that await them.

To follow this, please visit **www.weareback.co.uk**

GUIDANCE ON REOPENING HIGH STREETS SAFELY

The Government has published practical guidance for shops operating under COVID-19, and recommends all retailers undertake a **risk assessment**, looking at their customers, workforce, contractors, suppliers, goods and cleaning practices. This covers the following **5 steps** to working safely:

1. Carry out a **COVID-19 risk assessment**, and share the results with the people who work in your shop.
2. Have **cleaning, handwashing and hygiene procedures** in line with guidance.
3. Take all reasonable steps to help people **work from home**.
4. Take all reasonable steps to **maintain a 2 metre distance in the shop**.
5. Where people cannot be 2 metres apart, **take all reasonable steps to manage transmission risk**.

For the full guidance and risk assessment criteria, please refer to the relevant Government guidance online, via the following shortened online links:

Working safely during COVID-19 in shops and branches

This document provides practical guidance and risk-assessment support for retailers, both in terms of managing risks to your staff and customers. Visit: tinyurl.com/Working-safely

The following may also be of interest, to understand how your town centre may be changing:

COVID-19: Safer Public Places – Urban Centres and Green Spaces

This document explains how councils and landowners can make public open spaces and town centres safer to manage risks from COVID-19 as shops and amenities reopen. Expect to see some of these measures appearing in your local town centre soon!

Visit: tinyurl.com/Safer-Public-Places

This will help businesses to look closely at **the key drivers for their particular business, customer behaviour, visit frequency, average spends and key product lines**. The aim is to help the businesses identify and secure improved future performance, and to help the businesses trade sustainably, e.g. priority core products going forward, key promotional messages, optimum use of selling space, maximizing the effectiveness of windows and maintaining customer contact.

>> Webinar 3 ‘Growing the business in the new normal’ – 18th & 23rd June 18:00-19:00

Visit: tinyurl.com/Growing-the-business

This will look at **sustainable trading, potential additional improvements needed and the need to adapt and evolve**. It also looks in more detail at how businesses can work more effectively with neighbours and place managers to collectively improve performance and customer service.

Please note all webinars will be recorded and available to view again. Please email: info@bestgrowthhub.org.uk for details.

RESOURCES FOR REOPENING



BEST
FOR BUSINESS SOLUTIONS
Business Essex, Southend and Thurrock

Helping businesses to recover and thrive

BEST Growth Hub are hosting a series of webinars specifically for retail businesses. These are as follows:

>> Webinar 1: ‘Helping Businesses to Recover & Thrive’ – 9th June, 18:00-19:00

Visit: tinyurl.com/Recover-Thrive

This webinar covers a number of essential topics, including **ensuring businesses are safe for customers and employees, operating safely, applying social distancing measures and looking at what will drive sales going forward**. Key for businesses at this time will be demonstrating (and communicating) to customers that they are safe, have the goods customers want to buy and that they are open and ready to serve them.

>> Webinar 2 ‘Reviewing a business and creating the future trading plan’ – 11th June, 18:00-19:00 Visit: tinyurl.com/reviewing-a-business



Federation of Businesses supports SMEs through the Coronavirus crisis

Federation of Small Businesses (FSB) is the UK's largest grassroots business campaigning group, which ensures the voice of small businesses is heard at the highest level across the UK, as well as providing business services and products to our members. To find out more about FSB membership visit the FSB website: www.fsb.org.uk

As the gradual reopening of business continues following lockdown, FSB is currently providing online networking, Q and A support and topical webinars to support businesses. For information on all latest events please visit the FSB Events webpage: www.fsb.org.uk/event-calendar

Additionally, the FSB Coronavirus Hub contains a wealth of information for businesses including an up-to-date picture of all Government support packages in response to the crisis.

Follow us on Twitter and Facebook @FSBExsex.

GENERAL BUSINESS SUPPORT

The Council has a dedicated Business Support page related to Covid-19, which can be found at: tinyurl.com/covid-business-support

If the Economic Development team can help you, please contact us on business@rochford.gov.uk

We are also working with business support agency **Colbea** to provide **free** one-to-one advice sessions, open to all new and established Rochford businesses. These are with an experienced business advisor and can cover a wide range of issues, including business planning, finance, embracing digital technology and marketing strategy. Sessions can be carried out by telephone or video conferencing. For more detail and to book, please call 01206 548833 or visit: tinyurl.com/colbea-rayleigh

BEST Growth Hub - The local Government backed BEST Growth Hub, covering the whole of Essex, is a useful source of businesses support, both specific to Covid-19 and more generally. Visit: tinyurl.com/southeastbusiness-coronavirus for

further guidance or contact one of their Business Navigators for free advice on 01702 417765.

The 3 Chambers

Our 3 Chambers of Trade are the principal link between the local commercial and business community providing it with a voice both locally and nationally.

Whether you are based in Rayleigh, Hockley, or Rochford areas, you can join your local Chamber, knowing that you are part of a larger organisation spanning the entire Rochford district. We have a range of events and support across the district, from networking to business seminars. We also keep you informed about other local business news and developments with our association with Rochford District Council.

www.3chambers.co.uk



FOLLOW US!

The Council is putting out regular business e-bulletins with updates on relevant business support, information and webinars related to Covid-19. You can sign up to these by going to this page: www.rochford.gov.uk/tellmemore and selecting 'Business'.

Don't forget a lot of useful content is available via our website and this will be updated regularly, so www.rochford.gov.uk is the best place to check first and we have a dedicated section at www.rochford.gov.uk/coronavirus. Our other media channels are also good sources of information:



Rochford District Council



@RochfordDC



@RochfordDC or @Business_RDC



European Union
European Regional
Development Fund



HM Government

STAYING COVID-19 SECURE IN 2020

We 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 practical to **manage transmission risk**

Employer

Date

Who to
contact

(Your Health and Safety Representative)

**WE'RE BACK
ROCHFORD**

Working together to reopen safely

MAXIMUM



VISITORS IN STORE AT ANY TIME



< 2
METRES >



WE'RE BACK
ROCHFORD

Working together to reopen safely

SOCIAL DISTANCING



**WE'RE BACK
ROCHFORD**

KEEP

2

METRES APART