

Southend Borough Retail Recovery Partnership

The Southend Borough Retail Recovery Partnership is a group of organisations from the towns of Southend-on-Sea looking to deliver guidance for businesses in these uncertain times.

The group are working collaboratively towards a consistent, safe and smooth reopening of retail businesses across the borough, through clear messaging and guidance.



HM Government



European Union
European Regional
Development Fund



Contents

As restrictions are lifted, Southend BID and partners from across the borough are striving to achieve a safe reopening across the town so businesses can remain open and thrive again. In this document you will find:

- 1** Recommendations for businesses
- 2** Signage available for your business
- 3** Government guidance for reopening/operating safely



Recommendations for Businesses

The below are measures you are expected to review to help build a clear, consistent and safe public experience throughout the borough. By following these measures we can reassure residents and visitors that the borough of Southend-on-Sea is a safe place and that people are welcome.

Trading Hours

- ▶ Consider opening and closing times to allow for phased travelling for your staff and customers.
- ▶ If you are expecting high volumes of returns or refunds then it may be best to organise these outside of peak hours for the first few weeks of reopening.

Queue management

- ▶ Consider your neighbouring businesses; discuss and agree a queue flow direction to prevent clashes, especially on busier days.
- ▶ To help customers, include signs that show which direction the queue should flow, what your store capacity is and include social distancing space markers.
- ▶ On busier days allocate a staff member to remind customers of social distancing rules both inside and outside of the premises.
- ▶ A limited number of external "queue here" floor stickers are available free to businesses, contact Hello@SouthendBID.com to find out more.

Social Distancing

- ▶ Calculate how many customers can safely be accommodated in your store (we recommend allowing for one person per four square metres).
- ▶ Optimise the store layout for safe distancing and movement of customers.
- ▶ Place the appropriate signage throughout your store.

Sales and Promotions

- ▶ Avoid any opening discount or promotional activity that will drive crowds.
- ▶ Opt for cashless payment to reduce transmission risks where possible.

Risk Assessments

- ▶ The Government are regularly updated the guidance for each sector.
- ▶ Ensure your risk assessment is appropriately updated in line with the latest guidance and ensure your staff are aware of the latest version.
- ▶ Complete and display the signed COVID-19 checklist poster in your window to show that you are complying with Government guidelines.

Staff

- ▶ Include them in your risk assessment process and have pre-opening training to outline new procedures.
- ▶ One in three people are asymptomatic from COVID-19. Ensure staff are getting **regularly tested** to stop the virus spreading to your other staff or customers.
- ▶ Implement rotas that allow staff to work in teams wherever possible to minimize contact with other employees.
- ▶ Increase frequency of handwashing and provide best practise guidance.

Face Coverings

- ▶ Staff and customers are required to wear face coverings at all times when in your premises, exemptions apply.
- ▶ Ensure you have signage that is visible to customers before entering your premises and throughout your store.
- ▶ Read the latest **face covering guidance**.


Safety and Social Distancing

The partnership has developed a range of branded social distances resources which are available for you to download and print off, free of charge. Samples of the materials available are below.

Visit this link to download these materials: www.southendbid.com/businesstemplates

SHOP **LOCAL** SHOP **SAFE**

PLEASE
**USE HAND
SANITISER**
AVAILABLE



STAY SAFE STAY APART

SHOP **LOCAL** SHOP **SAFE**


ONLY

**ALLOWED IN
THIS SHOP**
at a time

STAY SAFE STAY APART

SHOP **LOCAL** SHOP **SAFE**

**KEEP YOUR
DISTANCE**




STAY APART
from people
you don't live with

STAY SAFE STAY APART

SHOP **LOCAL** SHOP **SAFE**

GOOD TO SEE YOU AGAIN
WE ARE OPEN



Please **follow social distancing**
signage when **inside the store**

STAY SAFE STAY APART

Further Government and Industry Guidance

Below we have included other useful links to guidance which may be helpful for preparing you to reopen your stores and businesses safely.

[World Health Organisation](#)

[Health and Safety Executive guidance](#)

[Government working safely guidance by sector](#)

[Workplace Tests](#)

[Southend-on-Sea Borough Council business support and information](#)

[Southend BID posters for your business](#)

[South East Business Hub](#)

[British Retail Consortium guidance](#)

[Federation of Small Business guidance](#)

[Essex Police](#)

[MIND mental health support](#)