

STOKE-ON-TRENT
CITY CENTRE



A BUSINESS ALLIANCE



OPEN

REOPENING OUR CITY CENTRE

REFLECT - RESTART - REBUILD

This document has been prepared especially for our City Centre businesses and is based on best practice and guidance received from around the world but with a focus very much on the UK model and its specific challenges. Please read ahead for a “checklist” of things you should consider in your reopening strategy.

CITY CENTRE BUSINESSES:

Following the amazing efforts right across our City to lock down our businesses in a very short timescale on the back of the COVID-19 pandemic, it is encouraging that we are now turning our attention towards a phased return to reopening our City.

Based on what we have seen elsewhere in the world and listening to the noises coming out of Government it is readily apparent that our City will require to operate in a very different manner for the foreseeable future and the old adage of maximising footfall, dwell time and spend will be challenged while we try to encourage a more cautious customer back into our City and adapt to the “new norm”. Your BID has been considering all scenarios for our City’s future based on the “3Rs”:

REFLECT

Towns and City Centres were already undergoing a period of dramatic change, even prior to COVID-19. What was going on? Will COVID-19 create new challenges or has it just quickened the pace? What will towns and City Centres be like once they reopen and what will they require to survive?

RESTART

Places were shut down overnight but, if international lessons are anything to go by, the period of reopening and re-engagement with consumers will take much longer. What does this process look and feel like? Who should do what? What are the challenges that lie ahead?

REBUILD

Most urban centres will be irreversibly changed as a result of COVID-19 and will require new ways of thinking as to their future viability, planning, redevelopment and repurposing. What will be the purpose of towns and City Centres in the future? How will we use them differently? What will vacant spaces be filled by?

Please be assured that the BID is working relentlessly on answering these questions with our key partners to help and support our businesses.

Inevitably, we will need to change our established policies and procedures and think differently in adapting to these circumstances and will be closely monitoring developments as they unfold in the coming weeks and months. What is clear is that a collegiate approach with our businesses is more important than ever as we navigate these uncharted waters and ensure that the experience we are providing, while different, is considered and right while we try to get our City operating efficiently again.

This document has been prepared especially for our City Centre businesses and is based on best practice and guidance received from around the world but with a focus very much on the UK model and its specific challenges. As matters progress and Government advice changes, this guidance will evolve and we will continue to communicate and advise you as this happens. In particular we understand that the Government may be considering restricting footfall into shops and until this is clarified we are not clear as to what exactly this will entail so it is important that you look out for further guidance as policy becomes clearer. Whilst I accept many of you are ahead of this, I have included a “checklist” of things you should consider in your reopening strategy.

Thanks for your continued support and please ensure that you, your families and teams stay safe.

Richard Buxton,
Stoke-on-Trent City Centre
BID Manager



INITIAL GOVERNMENT ADVICE: RETAIL

Now that some Government guidance has been released, there are some key areas of information in the first phase of lockdown exit relating to retail as follows:

- Defining the number of customers that can follow 2m social distancing within the store
- Taking into account total floorspace as well as likely pinch points and busy areas
- Limiting the number of customers at any one time
- Suspending or reducing some customer services
- Encouraging customers to shop alone
- Informing customers who are accompanied by children that they are responsible for supervising them at all times
- Using outside premises for queuing
- Communicating with nearby premises to manage possible shared queuing areas
- Continuing to keep restaurants, cafes and bars closed until further notice, unless offering hot or cold food to be consumed off the premises
- Providing clear guidance to people on arrival
- In larger stores, creating social distancing “champions” to demonstrate social distancing guidelines to customers
- Setting up ‘no contact’ return procedures
- Cashless refunds
- Keeping returns separate from displayed merchandise



PROTECTING YOUR PEOPLE

Mental Health and Wellbeing remains a top priority and even more essential as we navigate through these times. Please think about how this lockdown has affected your teams and put plans in place to mitigate any workplace anxiety. Below are a couple of examples to consider:

- Ensure staff are taking regular breaks
- Ensure a clean/safe environment to return to
- Provide ongoing support for staff on furlough/returning from furlough
- Prepare for a slow reintegration into duties
- Reiterate to your teams not to put their own safety at risk in the event of abusive customers or shoplifters
- Ensure your teams perform all the necessary hygiene procedures around break areas and kitchens
- Stipulate to your teams that PPE must be carried by anyone who will come into contact with members of public and worn in the event they are required to deal with any specific incidents that impact on social distancing
- Review first aid arrangements, ensure that qualified operatives are on duty when your business reopens
- Communicate with your teams regularly and outline a platform for them to feed messages back and raise concerns



PERSONAL PROTECTIVE EQUIPMENT (PPE)

The use of PPE for public facing roles should be encouraged and where it is determined that PPE is required, this should be issued.

Below are a couple of examples to consider:

- Disposable face masks – for use by staff that are public facing
- Disposable gloves – as above
- Hand sanitiser – for all staff
- PPE should not be shared and should be replaced regularly

Masks and Face Coverings:

- The purpose of face masks are to reduce droplet spread as far as practical
- This would be in relation to protection from people who may be ill, but also protecting others from the person that is wearing the mask as they may be infectious prior to being diagnosed
- Any disposable mask will provide benefit as these will catch droplets and minimise them being exhaled or inhaled through the nose and mouth
- 'Medical' type disposable masks with drawstrings manufactured to standard EN 14683 2019 that enable an adequate seal to be created around the nose and the mouth will provide reasonable protection. These items however cannot be effectively washed and should be disposed of after use
- Cloth masks may give less protection and become damp more easily due to breathing, however they can be cleaned and re-used
- Avoid touching the mask or your face after putting on
- Disposable face masks should be made available for the use of all staff

- 'Medical' type face masks are one use items and should be disposed of once they have been removed from the face
- Wash hands after removing and disposing of the mask

Disposable Gloves:

- Disposable gloves manufactured to EN 455 are satisfactory for single use, however users must be alerted to latex content so those who are allergic to latex can source and use alternatives
- There is no effective way of cleaning disposable gloves. Research shows that as they are thin, they will have micro punctures from first use. They are also prone to ripping easily and so are to be disposed of after first use
- Avoid touching your face even with a gloved hand
- It must be noted that gloves are not a substitute for good hygiene. Staff should maintain regular hand washing with soap for 20 to 30 seconds
- Disposable gloves should be made available for the use of all staff as required
- Wash hands after removing and disposing of the gloves

Reusable Gloves:

- Reusable rubber gloves are to be used by cleaning personnel
- Gloves are to be washed after use using soap and water
- Normal PPE regimes are to be maintained for the use of reusable gloves
- Maintain stock levels



CLEANING

In encouraging customers back into our businesses, visibility of enhanced cleaning regimes will be key in engendering confidence of a clean and safe environment.

It will be important to work with your team to develop new and enhanced cleaning regimes. Deep cleans should be undertaken once a week as a minimum which is likely to have an impact on cost, so should be considered in advance. Ask those cleaning to pay particular attention in the communal areas and all touch points, including:

- › Taps and washing facilities
- › Toilet flush and seats
- › Door handles/door release mechanisms and push plates
- › Handrails on staircases and corridors
- › Lift controls
- › Stair and escalator handrails
- › All areas used for eating must be thoroughly cleaned at the end of each break and shift, including chairs, door handles, vending machines and payment devices
- › For cafes and restaurants, please space tables accordingly to ensure adherence to social distancing and prohibit the moving of them
- › Utilise signage to encourage customers to clear away their own items
- › Please pay particular attention to your welfare areas, break out areas and kitchens, ensuring a robust cleaning regime is in place
- › Keyboards, photocopiers and other office equipment
- › Rubbish collection and storage points should be increased and emptied regularly throughout and at the end of each day

FIRST AID

Below are some examples that you may consider illustrating to your teams:

Before First Aid is Required:

- › First aid kits are to be checked regularly and documented that they have been checked. During a pandemic, the first aid kit should include: **Gloves, gowns, face masks, preferably resuscitation face shield and eye protection** (ask your staff the last time the first aid kit was checked - does it contain the items in bold?)
- › Before you perform first aid on an individual, you must ensure you know where the first aid kit is kept (ask your staff to name the location of the first aid kit)
- › Know who the first aider and appointed persons are for your business (ask your staff to name the first aider(s) for the site)
- › Know where the phone is and understand the procedure for calling the emergency services

When First Aid is Required:

- › Conduct 'primary survey' maintaining as much distance as possible
- › Ensure your own safety as you approach the casualty
- › When you have established that first aid is required, call for help (i.e. the first aider of your business)
- › Communicate with the casualty from 2m away
- › If conscious, either ask the casualty to cover their mouth with clothing, turn face away from the first aider, or supply the casualty with a face mask and ask for them to put it on before approaching
- › If able, let the casualty administer first aid with first aiders guidance
- › Remove hazards from around the casualty if safe to do so
- › Send someone to phone for an ambulance if necessary
- › Remain with the casualty and give reassurance from 2m away
- › Do not move the casualty unless they are in immediate danger

THE NEW CUSTOMER JOURNEY

Every aspect of the customer journey needs to be considered in providing a safe and secure environment for our shoppers.

Entrance Points:

- Provide general waste bins at the entrances (to prevent gloves and other PPE from being thrown on the floor)
- Where practical consider leaving all entrance doors on hold open
- With the use of signage reinforce the 2m social distancing rule
- Deep clean and disinfect entrance mats regularly
- Ensure key messages - for example, relating to opening hours, permitted activities, etc. - are on clear display at all entrance points

Toilets:

- Ensure increased frequency and deep clean of all areas as part of enhanced cleaning regime measures
- Install signage at the entrance of the toilets showing the cleaning protocol and frequencies
- Ensure adequate provision of soap and disinfectant in dispensers and maintain good stock levels at all times
- Provide paper towels
- Take out of commission urinals, hand driers and sinks in adhering to social distancing measures

SOCIAL DISTANCING: STAFF

We must continue to follow Government guidance on social distancing when we return to work.

- Avoid the use of public transport wherever possible. If you have your own vehicle, use this to drive to your location
- You must not carry passengers in your vehicle
- Wherever possible, maintain a distance of at least 2m from anyone that you come into contact with while conducting your work
- Do not shake hands
- Avoid touching your eyes, nose or mouth
- Wash hands regularly. If wash stations are not available then sanitise using sanitiser that is at least 60% alcohol
- Cover your nose and mouth with a tissue if you cough or sneeze
- Dispose of the tissue after use in a refuse container and then wash your hands
- If you develop a cough or fever then you must not leave your home. If your symptoms present you with any difficulties then seek medical assistance immediately



FREE TAILORED BUSINESS MENTORING

The Stoke-on-Trent City Centre Business Improvement District is working with Staffordshire Chambers of Commerce to support local independent retailers with business mentoring support which seeks to provide businesses with non-judgmental support and tailored guidance.

The revered mentoring programme which calls on the expertise of over 100 mentors, all of whom have extensive skills and knowledge and a desire to give something back to the business community, is less of a formalised professional relationship and more of a partnership.

A mentor may have been through the same situations that you are currently dealing with and will look to share their wisdom with you based on their experiences. They will listen to your issues and encourage you to generate solutions and create strategies which will help your business to flourish.

“ We have been part of the Staffordshire Chambers of Commerce mentoring scheme for 18 months and the support, advice, knowledge and encouragement has been invaluable. Continued contact with industry professionals allows you to explore and improve areas of your business that are not necessarily your personal strength, be it through lack of experience, qualifications or training. This has meant that our hospitality enterprise has financially grown throughout its infancy. The mentoring scheme helps you to enjoy your business and plan for a bright future. We would highly recommend any SME to take advantage of this opportunity.

Josef and Annmarie Bailey:
Owners of The Quarter, Piccadilly



THE QUARTER ON PICCADILLY

We are offering you and your business the opportunity to benefit from a mentoring programme, tailored to your requirements, absolutely free of charge. Just complete the survey below and return it to a Street Ambassador or email a copy to hello@stokeontrentbid.co.uk.

About you

Contact name

Business Name

E-Mail Address

Contact Number

How many people are employed by your business?

- Self-employed with no employees 50-249 employees
 1-9 employees 250 + employees
 10-49 employees

Please provide a short description of your retail business:

Do you think your business would benefit from having a mentor?

- Yes No Don't Know

We have created this survey to ascertain the level of interest from independent businesses within the City Centre and to determine what topics they would find useful so that a tailored programme of support can be delivered to those who feel they would benefit from business mentoring. If you could take just a few moments to complete this simple survey, it would be highly appreciated by Staffordshire Chambers of Commerce and Stoke-on-Trent City Centre BID.

Which of the following areas do you feel your business would benefit with mentoring from, when considering opening/adapting post-lockdown? (Please tick all the apply)

- | | |
|---|--|
| <input type="checkbox"/> Managing your people post-lockdown | <input type="checkbox"/> General Leadership/Management support |
| <input type="checkbox"/> New ways of working/operating in the workplace | <input type="checkbox"/> Managing your environmental/sustainability impact |
| <input type="checkbox"/> Managing furloughed workers against business capacity | <input type="checkbox"/> Effective use of health and safety due to new restrictions |
| <input type="checkbox"/> Supporting the health and wellbeing of your team | <input type="checkbox"/> Developing your IT requirements for new ways of working |
| <input type="checkbox"/> Branding your business/products post-lockdown | <input type="checkbox"/> How to secure your intellectual property |
| <input type="checkbox"/> Creating a marketing plan to support business revival | <input type="checkbox"/> How to motivate staff returning to work post-lockdown |
| <input type="checkbox"/> Creating a new sales strategy to increase sale post-lockdown | <input type="checkbox"/> Developing a new networking of suppliers and customers |
| <input type="checkbox"/> Basic budgeting and accountancy | <input type="checkbox"/> How to spot the signs of online/cyber security fraud |
| <input type="checkbox"/> Ways to develop and attract new business/customers | <input type="checkbox"/> Creating the right PR messaging post-lockdown |
| <input type="checkbox"/> Diversifying new products and services to meet need | <input type="checkbox"/> Identifying and solving problems in your business |
| <input type="checkbox"/> How to approach excellent customer service in the new way of working | <input type="checkbox"/> How to identify and develop local and international supply chains |
| <input type="checkbox"/> Developing a digital marketing strategy including social media/SEO | <input type="checkbox"/> Developing a post-lockdown business plan |
| <input type="checkbox"/> Developing an e-commerce approach to traditional retail | <input type="checkbox"/> Developing a post-lockdown cashflow forecast |

What would be the best way for you to access mentoring?

- One-to-One basis (currently virtually/over the phone)
- Group Mentoring with other retailers
- Events/Workshops/Webinars
- Mentoring Board (an ad-hoc board of mentors to raise issues with)
- Other (please specify)

**SELL UNLIMITED ITEMS
NO COMMISSION FEES
NO CONTRACT
FOR THE REMAINDER OF
2020**

FIND OUT MORE AT

07774 481183 | info@wegetadeal.com | wegetadeal.com/sell



There are a number of people and organisations who can help with any queries that you may have whilst your business reopens and adapts to new ways of working:

BID Enquiries

Richard Buxton, BID Manager
☎ 07944 210428
✉ bidmanager@stokeontrentbid.co.uk

Alexandra Poole, BID Marketing Manager
☎ 07494 118615
✉ marketing@stokeontrentbid.co.uk

April Jackson, Senior Street Ambassador
☎ 07494 1186030
✉ hello@stokeontrentbid.co.uk

Richard Wood, Street Ambassador
☎ 07944 210426

Qamar Sohail, Street Ambassador
☎ 07944 210427

Business Support

Government Business Support Helpline
☎ 0800 988 1098
✉ enquiries@businesssupporthelpline.org

Licensing
☎ 01782 232774
✉ hcp.licensing@stoke.gov.uk
🌐 www.stoke.gov.uk/info/20057/licensing

Risk Assessments
☎ 0300 790 6787
🌐 www.hse.gov.uk/news/working-safely-during-coronavirus-outbreak.htm

Staffordshire Chambers of Commerce
☎ 01782 202222
✉ info@staffordshirechambers.co.uk
🌐 www.staffordshirechambers.co.uk

Local Authority matters
☎ 01782 234234
🌐 www.stoke.gov.uk

Reporting Crime
☎ 07944 210 - Call 999 if a serious offence is in progress or has just been committed.
Call 101 for non-emergency enquiries.427
🌐 www.staffordshire.police.uk/ro/report/

Health & wellbeing

NHS
☎ If you think it's an emergency, call 999. If you need help now, but it's not an emergency, call 111.
🌐 www.111.nhs.uk

MIND
☎ 01782 262100
✉ reception@nsmind.org.uk
🌐 www.mind.org.uk

Age UK
☎ 0800 678 1602
🌐 www.ageuk.org.uk

Joining Support Initiatives

The Sentinel
☎ 01782 864100
✉ salesupport@thelocalpeople.co.uk
🌐 www.stokesentinel.co.uk

BBC Radio Stoke
☎ 01782 208080
✉ studio.stoke@bbc.co.uk
🌐 www.bbc.co.uk/stoke

Cross Rhythms Radio
☎ 01782 251000
✉ radio@crossrhythms.co.uk
🌐 www.crossrhythms.co.uk

Signal 1
☎ 01782 441300
✉ info@signalradio.com
🌐 www.signal1.co.uk

Press & Advertising

#StokeonTrentTogether:
A coordinated response to ensure that the local community receives the support it needs.
☎ 0800 561 5610
✉ communities@stoke.gov.uk
🌐 www.corona19.vast.org.uk

Hubb Foundation:
A programme providing children with meals and activities during school holidays who are actively seeking chefs and kitchen spaces to enable them to reach a wider audience.
☎ 01782 664000
✉ info@thehubbfoundation.com
🌐 www.thehubbfoundation.com

Donating PPE Equipment
🌐 www.stoke.gov.uk/xfp/form/1417

If you have any concerns or questions about reopening your business, or about the Coronavirus epidemic, we, the BID Team, will do our best help you. Please contact us at hello@stokeontrentbid.co.uk and remember - **WE STAND WITH YOU.**