

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.



Working to make
lives better
www.southend.gov.uk



Guidance 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 visitors that Southend Borough is a safe place and that people are welcome.

Trading Hours

We recommend setting your opening and closing times to outside of peak commute hours to reduce the number of staff and customers travelling at busy times.

If you are expecting high volumes of refund or exchange queries it may be best to organise these outside of normal hours to avoid extra queues.

Queue Management

Discuss with neighbouring stores and agree a queue flow direction to prevent clashes. For example all queues could run to the right of the business entrance.

To help customers, include signs that show what direction the queue should flow and include social distancing space markers.

Social Distancing

Decide how many customers you can safely allow in your store.

Optimise the store layout for safe distancing and movement of customers.

Place the appropriate signage throughout on your store and windows.

Display the **COVID-19 checklist poster** in your window to show that you are complying with Government guidance.

Staff

Include them in your risk assessment process and have pre-opening training to outline new procedures.

Use staff team rotas to minimize contact with other people.

Increase frequency of handwashing and provide best practise guidance.

Implement new rules around frequent cleaning of all surfaces and products.

Sales and Promotions

Avoid any opening discount activity that will drive crowds.

Opt for cashless payment to reduce transmission risks where possible.

Read the Guidance available

Five steps to working safely

Guidance for shops and branches

Risk assessment guidance

High Street Task Force Social Distancing Advice

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



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.

