

# Business TOOLKIT



## YOUR COVID READY GUIDE

PRODUCED JULY 2020  
VERSION 1



# INTRODUCTION

The Eastbourne Business Alliance (EBA) partnership has used its knowledge and expertise to bring together resources from trusted organisations to help guide you through the main considerations for restarting your business safely. This Covid-R.E.A.D.Y Toolkit provides useful documents, risk assessment templates, action plans, business checklists and useful guides to help you join the scheme and enable your self assessment.

In addition to considerations suggested in this Toolkit, please ensure you also keep up to date with current Government guidelines relevant to the control of COVID-19.

Always refer to Gov.uk for your industry sector for specific guidance.

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>



EASTBOURNE  
BUSINESS



COVID-READY is part funded by the European Regional Development Fund via the Reopening High Streets Safely Fund



HM Government

Supported by:

PRIMARY  
AUTHORITY





- COVID-READY IS UNIQUE AS IT IS MULTI-SECTOR
- IT IS THE FIRST PRIMARY AUTHORITY SUPPORTED SCHEME IN ENGLAND
- RISK ASSESSMENTS HAVE BEEN SUPPORTED BY TRADING STANDARDS, ENVIRONMENTAL HEALTH & EAST SUSSEX FIRE & RESCUE
- EASTBOURNE IS LEADING THE WAY IN REOPENING DESTINATIONS SAFELY

## BACKGROUND

The impact of the COVID-19 pandemic has been felt throughout the world but no more so than by coastal destinations that rely heavily on the tourist footfall to generate income to their business.

The Eastbourne Business Alliance, consisting of the Eastbourne Hospitality Association, Visit Eastbourne, Eastbourne Chamber of Commerce, and Your Eastbourne BID collectively represents 95% of businesses in the town.

Working collaboratively, the alliance continues to work hard on rallying government, authorities, and developing intuitive ways to reintroduce trade back into Eastbourne, relying on collective contacts and a wealth of experience.

The COVID-ready scheme aims to achieve a recognition for those businesses who wish to promote their establishments as safe and ready to reopen for trade. Acting as a promotional tool and visual marker that all essential safety criteria has been met, and customers have the peace of mind that the establishment they are entering has been deemed safe for them, and their families.



## HOW IT WORKS

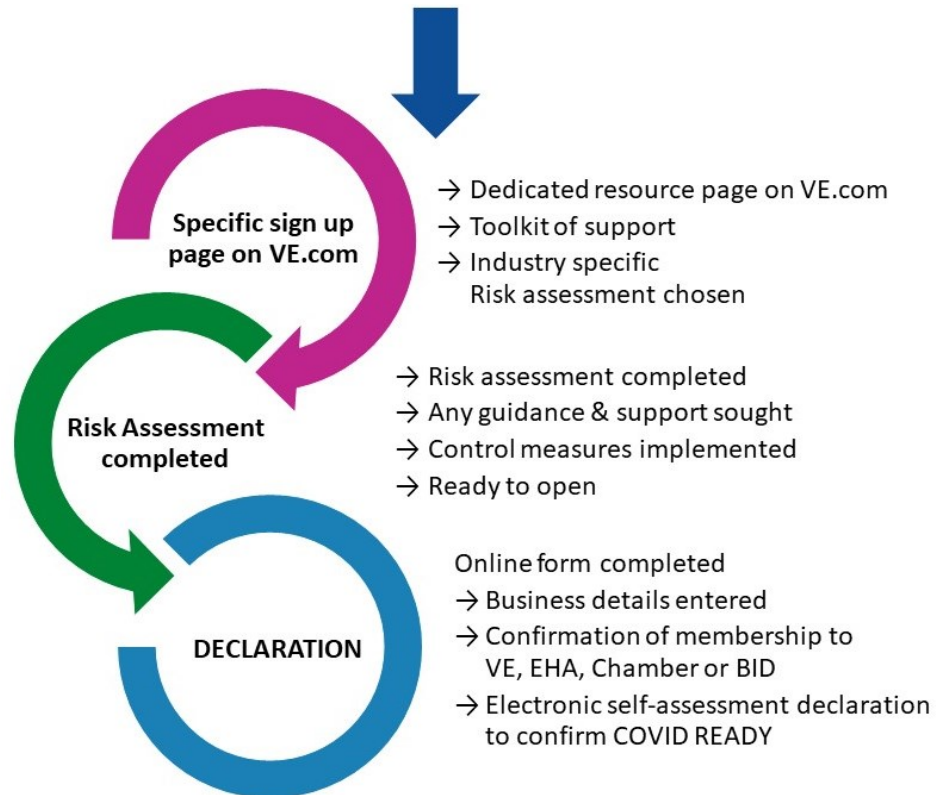
Establishing your business as 'COVID-Ready' is a simple process.

An online risk assessment template will ask you key questions to establish the procedures and safety measures you have in place to protect your customers and staff. If the risk assessment deems your procedures and measures as sufficient, you will benefit from the scheme.

Your business will be provided with this toolkit, a window vinyl sticker, and a digital version of the logo for you to use for promotional purposes. This toolkit sets out to suggest suitable executions for the effective use of the logo further in the document.

The Eastbourne Business Alliance will use its collective platforms to promote the scheme and create awareness of the scheme and logo, with the ultimate goal being for residents and visitors to look out for COVID-ready businesses and engage with their services where they wouldn't have done so beforehand.

## SIGN UP & VALIDATION PROCESS



# THE COVID READY SCHEME

The COVID-Ready logo has been developed with flexibility in mind. Utilising the logo in as many ways as possible will be essential to getting the message out to your customers that you are part of this recognised scheme.

**RESPONSIBLE PRACTICE** – You have adapted to the latest strict government guidelines, such as staff wearing Personal Protective Equipment (PPE)

**EFFECTIVE CONTROLS** – You have procedures in place for every eventuality and complete control over how your business and team are operating to adapt

**ALERT & READY** – You are monitoring all situations and are ready to react to change

**DISTANCING OBSERVED** – Your business has suitable social distancing measures in place

**YOUR SAFETY FIRST** – The safety of your customers



*Due to funding regulations, the European Union and HM Government logos must appear alongside COVID-READY. Logos must not be stretched, distorted or pixelated when used, to ensure the wording is as visible as possible.*



## WINDOW VINYL STICKER

As soon as you are able to, put your window vinyl sticker up in a prominent position at your entrance and display it with pride. This gives your walk-in customers the initial visual message that you have procedures in place to protect them

## STAFF UNIFORMS

Promote just how well-informed, alert and responsible your team are by turning them into ambassadors for your business with branded uniforms such as T-Shirts.



## PROMOTIONAL POSTS

Your followers are your friends. They have stuck around to keep updated and are waiting in anticipation for you to reopen. Putting out promotional posts and incorporating the COVID-Ready logo will gain good interaction for both your platform and customer footfall.



Visit Eastbourne

Ready when you are! We're delighted to announce that we are now part of Eastbourne's COVID-Ready scheme. We have been recognised as ready to welcome back our loyal customers, with additional measures put in place to protect you and your families, why not pop in today, we've certainly missed you! [#COVIDReady](#) [#EBCOVIDReady](#) [#Eastbourne](#)



## TEMPLATES

Our research suggests that for consumers, safety is paramount. They will be looking for evidence of good practice and safety measures when considering where they want to shop, stay, eat and be entertained. Getting this message out there about your business will be key to bringing your customers back. Here are some suggestions on how you can walk them through the journey before they arrive.

*“Our reception area may look a little bit different at the moment, but it’s been redesigned with your safety in mind. Our one way system and floor markers ensure each customer remains at a safe distance, whilst our sneeze screens protect you and our staff”*

*“These clever foot-operated anti-bac pumps are positioned inside each of our communal guest areas, making it easy for you to clean your hands”*

*“Queuing isn’t always a bad thing. You may have to wait outside a little longer than usual to get in, but this is to ensure you can browse with confidence whilst we reduce our capacity and keep our customers safe”*

## ADDITIONAL SUPPORT

It is important to realise that groups such as those within the Eastbourne Business Alliance exist for the purpose of supporting you as a business and the wider economy of the town. The COVID-Ready scheme and this toolkit have been designed as a way to kick start your business back into operation, but it should be noted that there are numerous additional ways that your business can benefit from the services on offer with these organisations.

The following pages outline what support is available to you from each organisation within the Eastbourne Business Alliance. Whilst you may have everything you require from your current membership with one of these groups, we want to make you aware of the additional support you could receive from the others to help promote your business at this difficult time.

## PRIOR TO RE-OPENING

If you cannot open yet, you should still start considering the risks and controls required to be in place once you are allowed to open. Conduct a risk assessment specific to your business sector and complete the 'COVID-READY' checklist. There are resources below to help you do this. Your risk assessment should be shared with your workforce; businesses with 50+ employees should publish this on their website.

Refer to the [Chartered Institute of Environmental Health](https://www.cieh.org/policy/coronavirus-covid-19/) for further advice on Covid-19.

(<https://www.cieh.org/policy/coronavirus-covid-19/>)

Refer to [Health & Safety Executive](https://www.hse.gov.uk/coronavirus/legionella-risks-during-coronavirus-outbreak.htm) for guidance on re-opening premises and minimise Legionella risks.

(<https://www.hse.gov.uk/coronavirus/legionella-risks-during-coronavirus-outbreak.htm>)

Refer to [gov.uk](https://www.gov.uk/government/publications/staying-alert-and-safe-social-distancing/staying-alert-and-safe-social-distancing-after-4-july) for staying alert and safe social distancing.

(<https://www.gov.uk/government/publications/staying-alert-and-safe-social-distancing/staying-alert-and-safe-social-distancing-after-4-july>)

Refer to [workplace](https://www.cipd.co.uk/knowledge/fundamentals/emp-law/employees/workplace-guide-returning-after-coronavirus) returning to work considerations for employees.

(<https://www.cipd.co.uk/knowledge/fundamentals/emp-law/employees/workplace-guide-returning-after-coronavirus>)

Refer to [working safely during Covid-19](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19) on .gov.uk for updates.

(<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19>)

Refer to [ESFRS](https://www.esfrs.org/business-safety/) advice to business Covid 19 Protection.

(<https://www.esfrs.org/business-safety/>)

Refer to [Chartered Trading Standards Institute](https://www.tradingstandards.uk/covid-19/wellbeing/counselling-and-support) support.

(<https://www.tradingstandards.uk/covid-19/wellbeing/counselling-and-support>)

## TEMPLATES & DOCUMENTS

SECTOR	OPENING DATE	RISK ASSESSMENT TEMPLATE
Takeaways/ Deliveries	Open	Appendix 1
Retail	Open	Appendix 2
Open Air Market	Open	Appendix 3
Hotels, B&B's, self-catering	Re-opening 4 <sup>th</sup> July	Appendix 4
Hairdresser, Barber	Re-opening 4 <sup>th</sup> July	TBA
Restaurants & Pubs	Re-opening 4 <sup>th</sup> July	Appendix 5
Enclosed attractions, gyms, swimming pools	TBC	TBA
Theatres	TBC	TBA
CHECKLISTS		
Daily control checklist		Appendix 6
Staff checklist		Appendix 7
Legionella checklist		Appendix 8





## Eastbourne Hospitality Association

The Eastbourne Hospitality Association (EHA) has been representing the tourism industry in Eastbourne for over 95 years.

We are passionate about our town and promoting high standards to deliver a fantastic experience to all our local, national and international visitors.

As a well-established association we also strive to build long lasting, positive relationships with the major stakeholders in the town, achieving a position of joint collaboration and adding value.

We welcome members from all across the hospitality industry, whether you are a hotelier, restaurant, pub or a trade that supports the industry. Bringing together this diverse membership, allows us to be a united and collective voice in Eastbourne.

## VisitEastbourne

Visit Eastbourne is the official tourism department of Eastbourne Borough Council. The department is responsible for a wide range of services such as Heritage, Events, Catering, Conferences, Visitor Information Services, Seafront Services and destination marketing.

The brand new VisitEastbourne.com website receives 300,000+ page visitors per month and is prime space to advertise your business to potential visitors.

Membership packages with Visit Eastbourne comprise a dedicated product page for your business, and optional extras such as promoted social media posts, bus shelter and lamppost banner adverts, e-newsletter inclusion to over 80,000 people, and inclusion in over 100,000 printed guides distributed worldwide with extensive lead generation campaigns.

With membership packages starting from just £99 + VAT per year, there's something for every budget.



[www.eastbournehospitality.com](http://www.eastbournehospitality.com)

[secretary@eastbournehospitality.com](mailto:secretary@eastbournehospitality.com)



[www.visiteastbourne.com](http://www.visiteastbourne.com)

[promotions@lewes-eastbourne.gov.uk](mailto:promotions@lewes-eastbourne.gov.uk)

## Your Eastbourne BID

The Eastbourne BID has been developed after listening to how you want to see the town centre develop. It is the result of many hours of consultations, 1-2-1s, group meetings and surveys. We want to prevent a two-tier town centre; we want to ensure that all of the town benefits from the investments made and we want to ensure that Eastbourne is a destination visitors wish to come back to again and again.

Every penny raised will be invested in creating a strong trading environment that visitors want to return to again and again.

We will enhance the environment with striking winter lighting, signage and impactful planted areas. Support and run events that will help encourage footfall to the town centre. Introduce family friendly street ambassadors, and lobby all levels of Government to ensure all the needs of our town centre are heard.

## Eastbourne Chamber of Commerce

The largest town Chamber of Commerce in the South of England. We provide fully funded business support, mentoring, best practice and business advice.

We also provide free PR opportunities to our members through Business Magazines to over 40,000 readers.

Our mission is to Enterprise, Socialise, Realise and we aim to encourage businesses in all sectors, of all sizes, to join us and turn those words into something tangible.

We have a very busy events calendar ranging from regular networking breakfasts, lunches and dinners, members evenings, social and training events, workshops, joint Chamber meetings and our annual Airbourne and Christmas lunches.



[www.youeastbournebid.com](http://www.youeastbournebid.com)

[info@youeastbournebid.com](mailto:info@youeastbournebid.com)



[www.eastbourneunltd.co.uk](http://www.eastbourneunltd.co.uk)

[info@eastbourneunltd.co.uk](mailto:info@eastbourneunltd.co.uk)

## YOUR ESSENTIAL PPE ALL IN ONE PLACE

- Gloves
- Masks
- Aprons
- Hand sanitisers
- Antiviral disinfectants



Competitive prices

Free delivery over £100

Free collection from York House Hotel

Local & responsibly sourced

Supporting Eastbourne to  
**SURVIVE | REVIVE | THRIVE**

*PPE Shop  
Now Open*



[SHOP.EASTBOURNEHOSPITALITY.COM](http://SHOP.EASTBOURNEHOSPITALITY.COM)

# Eastbourne's Biggest Digital Screen Network



MEDIA ATTENTION IS OFFERING A SPECIAL OFFER ON ADVERTISING ACROSS THEIR LARGE DIGITAL SCREENS AT THREE PRIME SITES IN EASTBOURNE. IDEAL FOR STILL PHOTOGRAPHY, VIDEO CONTENT AND GETTING YOUR BUSINESS ADVERTISED WITHIN THE BEACON AND TOURIST INFORMATION CENTRE.

**1 WEEK - £29 | 4 WEEKS - £99 | [INFO@MEDIAATTENTION.CO.UK](mailto:INFO@MEDIAATTENTION.CO.UK) | 07871 881653**



# LEGIONELLA & COVID-19

Supporting your business to become Covid Ready

VodaCompliance, proud member of the EHA, has extensive knowledge and over 20 years of experience in water hygiene and water treatment. As the lockdown measures introduced by Government are being slowly eased, there are many documents circulating giving general advice on how to reopen buildings. VodaCompliance offer FREE Legionella audits and advice on how to bring your building out of lockdown as safely as possible, as simply reopening a building that has stood idle without addressing the safety of the water system is likely to be in breach of the law.

**CONTACT VODACOMPLIANCE FOR A FREE AUDIT & ADVICE ON SAFELY REOPENING**

**PLUS 10% DISCOUNT FOR ALL MEMBERS OF THIS SCHEME.**

**01273 005457 | [info@vodacompliance.co.uk](mailto:info@vodacompliance.co.uk)**

**ANY QUESTIONS OR FOR MORE INFORMATION TO JOIN THE SCHEME:**

**VISIT: [VISITEASTBOURNE.COM/COVID-READY](http://VISITEASTBOURNE.COM/COVID-READY)**  
**EMAIL: [PROMOTIONS@LEWES-EASTBOURNE.GOV.UK](mailto:PROMOTIONS@LEWES-EASTBOURNE.GOV.UK)**  
**CALL: 01323 415556**

