Is your business COVID-19 secure?

How your business can play a critical role in protecting our community.

(Updated 7 Sep 2020)
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COVID-19 has had a huge impact on our business community. Many businesses provided vital support during lockdown and we saw across Wirral how many businesses adapted and rose to the challenge. Others have recently been given the green light to reopen and customers are grateful to visit them once again.

Although restrictions have eased, we are not through this yet. We need to call on our business community to continue to play their part in the fight against COVID-19. No one wants a return to lockdown restrictions, so we all need to work together and get back to business.

You will be aware that certain areas that are quite close to us (Knowsley, Liverpool and Greater Manchester for example) have had recent outbreaks of COVID-19 that have meant that certain lockdown rules have been applied again. The number of people testing positive for COVID-19 in Wirral has seen a steep increase recently and we now have pockets of outbreaks across the borough. We must do all we can to reduce this trend and our business community must play a critical part in helping to keep our communities COVID-19 secure.

We need all businesses to play their part and put the right measures in place.

We want to work with businesses to ensure they are COVID-19 secure, protecting their staff, their customers and our community. Whether you are an independent, a retailer, in hospitality, leisure, beauty, construction or manufacturing - we all need to play our part.

In this document you can find more information on how to make sure your business is ‘COVID-19 secure’, and apply for a resource pack to display stickers and posters to demonstrate to your customers that you are following health & safety guidelines. There are also a selection of posters you can print off and display at your place of work.
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In a recent Wirral poll 71.2% of those who took part said they would feel more confident visiting a business that has COVID-19 secure status. I urge our business community to come together, to continue to keep up their health and safety measures and continue to show the resilience that we did at the start of lockdown.

Our business community is critical in stopping the spread of the virus.

Paula Basnett
CEO, Wirral Chamber OF Commerce

The Council does have legal powers and could take action against premises that put the safety of our residents and community at risk. This could be a fixed penalty notice and/or a prosecution. Enforcement is our last resort, but the safety of our residents and those most vulnerable in our communities can not be taken lightly.

Members of the public can now report businesses that they feel are not implementing adequate COVID-19 measures via wirral.gov.uk/reportabusiness

Make sure your business isn’t one of them.

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How to be COVID-19 secure

You are required by law to protect your employees, and others, from harm. To do so, it is important you follow these four steps to operating safely:

1. Encourage social distancing
You should encourage customers and staff to follow the latest social distancing measures. To help customers you could consider:
   - Displaying clear marking on floors to help customers maintain social distancing, especially in areas where there is likely to be queuing.
   - Displaying posters to promote social distancing.
   - Use posters and your public address system to remind customers and staff to maintain social distancing.

To help your members of staff you could consider:
   - Install plexiglass barriers at counters and checkouts to protect staff.
   - Avoid the sharing of workstations and space desks apart, using back-to-back or side-to-side working whenever possible.
   - Where people cannot be apart, manage transmission risk by opening windows or installing plexiglass barriers.
   - Stagger arrival and departure times and introduce shifts.
   - Reduce the number of people each person has contact with and, if possible, switch to seeing visitors by appointment only or deliver services remotely (by telephone, video or web).
   - Encourage people to work at home, where possible.

2. Ensure people wear Personal Protection Equipment (PPE)
Certain businesses require customers to wear face masks, for example shops, supermarkets, banks and post offices. It is good practise to supply masks or gloves to members of staff who request them. The use of such PPE does not replace or reduce the need to follow the government guidance in relation to hygiene practices.
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3. Develop cleaning, handwashing and hygiene procedures

- Business owners are advised to implement regular cleaning protocols. It is advised that touch points (e.g. handles, baskets, debit card PIN pads) should be a particular area of focus for increased cleaning. You may also wish to introduce cleaning stations or hand sanitiser points at the front of your business for customers to clean hands, trolleys and baskets.
- To help everyone maintain good hygiene, your premises should have sufficient handwashing facilities which should be kept clean.
- Signs should be displayed to build awareness of the importance of handwashing.
- Businesses are advised to provide hand sanitisers (with a minimum alcohol content of 60+%) at entrances and exits.

You may also wish to review how your business operates and the service you offer. This might include the introduction of click and collect, and an option to deliver direct to a customer.
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Guidance for the hospitality industry

Track and Trace
Pubs, bars, restaurants and cafés should maintain records of staff, customers and visitors to support NHS Test and Trace. Records need to be kept for at least 21 days and can help to identify people who may have been exposed to the virus. This helps contain outbreaks, which is crucial to reducing the spread of COVID-19.

Information to collect for Track and Trace:

- **Staff**
  - the names of staff who work at the premises
  - a contact phone number for each member of staff
  - the dates and times that staff are at work

- **Customers and visitors**
  - the name of the customer or visitor. If there is more than one person, then you can record the name of the ‘lead member’ of the group and the number of people in the group
  - a contact phone number for each customer or visitor, or for the lead member of a group of people
  - date of visit, arrival time and, where possible, departure time

Many organisations use an ‘advanced booking only’ service to manage the numbers of people on their premises. These booking systems can serve as the source of the information that you need to collect.

If a customer or visitor informs you that they do not want their details shared for the purposes of NHS Test and Trace, they can choose to opt out. If they do so you should not share their information with NHS Test and Trace. You do not have to verify an individual's identity for NHS Test and Trace purposes.

For more information on Test and Trace, visit this website.
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Maintaining social distancing
It is your responsibility to ensure groups of people do not gather in your business. There are a number of ways to do this, for example:

- Identify high traffic areas, for example corridors leading to toilets, and ensure people follow social distancing guidelines
- Implement table service to discourage people gathering at the bar. Some bars use a system in which people use an App on their phone, or display a card on their table when they wish to order drinks or food.
- Reduce the visitor capacity for your business, to allow for social distancing. If you reach capacity, do not let any more people inside.
- Lay out tables to allow for social distancing.
- If people are not obeying social distancing guidelines, ask them to leave.

Hygiene
It is important that you encourage customers and staff to wash their hands regularly. You can find posters in this document that you can print out. You might also consider providing hand sanitiser at the entrance or exit, or at the pay-point.

Cleaning
It is important that you keep your business clean, to prevent possible transmission by people touching contaminated surfaces:

- Frequently clean objects or surfaces that are touched regularly, for example counters, tills and doors handles.
- When customers leave, thoroughly clean their table, chair, condiments, menu etc. No new customer should be touching anything that hasn’t been cleaned.
- Wedge doors open to reduce touchpoints (this does not apply to fire doors)

The government have created thorough guidance for the hospitality industry here, including information on keeping customers and visitors safe, cleaning procedures and PPE.
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Managing COVID-19 cases or outbreaks

When to self-isolate

Self-isolation is when you or a member of your staff stays at home because you have or might have coronavirus (COVID-19). This helps stop the virus spreading to other people. Members of staff or customers should not attend the premises if:

- they have any symptoms of COVID-19 (a high temperature, a new, continuous cough or a loss or change to sense of smell or taste)
- they’re waiting for a COVID-19 test result
- they’ve tested positive for COVID-19
- they live with someone who has symptoms, is waiting for a test result or has tested positive
- someone in their support bubble has symptoms, is waiting for a test result or has tested positive
- If they’re told by NHS Test and Trace that they’ve been in contact with a person with COVID-19

Any of your staff with symptoms of COVID-19 need to self-isolate for at least 10 days. If someone doesn’t have any symptoms but lives with, or are in a support bubble with, someone who does, they need to self-isolate for 14 days.

Members of staff will be able to get an isolation note and give this to you, as the employer.

What to do if a member of staff or customer displays COVID-19 symptoms

If anyone becomes unwell with a new, continuous cough or a high temperature or has a loss of, or change in, their normal sense of taste or smell (anosmia), they must be sent home and advised to self-isolate for 10 days and use the NHS 111 online COVID-19 service to find out what to do and get a COVID-19 test.
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You can book a test at a testing site in Wirral by visiting wirral.gov.uk/test. Or if you do not have access to the internet telephone 119.

Anyone displaying COVID-19 symptoms should not visit the GP, pharmacy, urgent care centre or a hospital. If they do not have internet access and require medical help, they can call NHS 111.

If a member of staff has helped someone with symptoms, they do not need to go home unless they develop symptoms themselves or they have been contacted by the NHS Test and Trace service. They should wash their hands thoroughly for 20 seconds after any contact with someone who is unwell.

Cleaning the affected area with normal household disinfectant after someone with symptoms has left will reduce the risk of passing the infection on to other people. See the COVID-19: cleaning of non-healthcare settings guidance. Closure of the whole business will not generally be necessary.

What happens if there is a confirmed case of COVID-19 in your workplace

Following a member of staff or a customer having a test, they will be contacted by the NHS Test and Trace service if they test positive for COVID-19. They will be asked where they have been recently and who they have been in close contact with.

If the NHS Test and Trace identify there has been close contact with others in a workplace they will contact those staff members to confirm they have been in contact with a person who has COVID-19. They will then be asked to stay at home (self-isolate) for 14 days from the day they were last in contact with the person. If they go on to develop symptoms of coronavirus they should use the NHS 111 online COVID-19 service to find out what to do and get a COVID-19 test or call 119 if have no internet access.

You can book a test at a testing site in Wirral by visiting wirral.gov.uk/test. Or if you do not have access to the internet telephone 119.
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What if there is more than one case and a suspected outbreak?

As part of the NHS Test and Trace programme, if other cases are detected within your workplace, Public Health England’s local health protection team will conduct a rapid investigation and will advise the business on the most appropriate action to take. In some cases, a larger number of your workforce may be asked to self-isolate at home as a precautionary measure. Where businesses are observing guidance on social distancing and infection prevention and control, this will reduce risk of transmission, therefore closure of the whole business will not generally be necessary for example due to the numbers of staff having to self-isolate.

If two or more people with a link to your organisation have any of the main symptoms of coronavirus (COVID-19), you need to let Wirral Council know. 

You can report a suspected outbreak here.

Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR) You should make a report under RIDDOR if a member of staff has been diagnosed as having coronavirus (COVID-19) attributed to an occupational exposure.
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How to promote your business as COVID-19 secure

Communicating with your customers is now more important than ever. Customers, clients, guests, visitors are looking for reassurance as restrictions ease. This is an opportunity to highlight that you value them and are putting their safety first.

Promote the measures your business is putting in place to reassure your customers that your premises are COVID-19 secure and that the safety of your team and customers is a priority for you.

Communicating this information now will not only attract business in the short term but will help your brand in the long term and post COVID-19 as a business that had the customer and community at the heart of everything they do.

Many businesses went above and beyond during the height of the lockdown and customers are quick to recommend them to friends and family. Word of mouth and customer experience are key during this period and post COVID-19.

Some simple ideas of how you can do this are listed below.

- **Website**
  On your website include details of your cleaning and hygiene measures, your guidelines and requirements for social distancing and face coverings and any specific booking details required. Example copy:

  *The safety and wellbeing of our customers and staff is our top priority. We have implemented additional hygiene procedures above and beyond our standard processes as well as social distancing measures, in line with government and public health advice. Please find details of all our procedures: (List your procedures)*
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- Confirm your COVID-19 secure status
  
  **Apply for your free COVID-19 secure resource** pack from Wirral Council’s Environmental Health team. Display the following sticker and A4 posters in your window, at till points, notice boards etc.
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• **Social media**
  On your social media channels:
  - create a short video showing your customers what to expect when they visit
  - remind customers and clients that they too have a role to play when visiting
  - post photos to show the ongoing cleaning measures in place to highlight your standards haven’t dropped
  - encourage your customers to share their feedback on how they found your premises
  - Tag @WirralCouncil and @Wirral_Chamber in your social media posts demonstrating you are COVID-19 secure.

Social media graphics are available for you to use within this toolkit.

Example text:
- *The safety and wellbeing of our customers and staff is our top priority. We have additional cleaning procedures in place as well as social distancing measures, in line with government and public health advice.*

- *We thank you for your support and we are so glad to be able to welcome you back. Please help to keep us COVID-19 secure by following our guidelines when you visit.*
Resources for your business

On the following pages you will find resources that your business can use to re-assure your customers and staff that you have taken the necessary steps to ensure they are safe.

You’ll find:
- Action cards, instructing you what to do if anyone develops symptoms in your workplace
- Graphics that you can use on your social media channels
- Posters you can display in your shop or business.

If you do not have access to a printer, we can provide printed versions of the posters. Email us at covid19enquiries@wirral.gov.uk and don’t forget to include the address you’d like them to be delivered to.
Members of staff or customers should not attend the premises if:

• they have any symptoms of coronavirus (a high temperature, a new, continuous cough or a loss or change to sense of smell or taste)
• they’re waiting for a COVID-19 test result
• they’ve tested positive for COVID-19
• they live with someone who has symptoms, is waiting for a test result or has tested positive
• someone in their support bubble has symptoms, is waiting for a test result or has tested positive
• If they’re told by NHS Test and Trace that they’ve been in contact with a person with COVID-19

Any of your staff with symptoms of COVID-19 need to self-isolate for at least 10 days. If someone doesn’t have any symptoms but lives with, or are in a support bubble with, someone who does, they need to self-isolate for 14 days.

If anyone becomes unwell with a new, continuous cough or a high temperature or has a loss of, or change in, their normal sense of taste or smell (anosmia), they must be sent home and advised to self-isolate for 10 days and get a COVID-19 test:


If you have no internet access, you can book through the Wirral Council COVID-19 helpline on 0151 666 5050, or call 119 to access Manchester or Liverpool testing sites.

• If the staff, resident, client or visitor is awaiting collection, they should be moved, if possible, to a room where they can be isolated behind a closed door and a window should be opened for ventilation.
• If it is not possible to isolate them, move them to an area that is at least 2 metres away from other people.
• If they need to go to the bathroom while waiting to be collected, they should use a separate bathroom if possible. The bathroom should be cleaned and disinfected using standard cleaning products before being used by anyone else.

Anyone displaying COVID-19 symptoms should not visit the GP, pharmacy, urgent care centre or a hospital. If they do not have internet access and require medical help, they can call NHS 111.

Contacts:

Identify any key contacts—this would include people who have had:

• Face to face contact with a case for any length of time, within 1m, including being coughed on, a face to face conversation, unprotected physical contact (skin to skin) or travel in a small vehicle with a confirmed or suspected case, without PPE.
• Extended close contact (between 1 and 2 metres for more than 15 minutes) with a confirmed suspected case, without PPE.
Close contacts should not self-isolate, but they:

- Must avoid individuals who are at high-risk of contracting COVID-19, for example, because they have pre-existing medical conditions, such as respiratory issues.
- Must take extra care in practising social distancing and good hygiene and in watching out for symptoms.
- Be better prepared if the person who has symptoms has a positive test result and if they (the contact) receive a notification from the NHS Test and Trace service explaining they need to self-isolate.
- If the test is positive contacts will be asked to self isolate for 14 days and testing will be arranges through NHS Track and Trace.

However, after person receives positive test, if identified close contacts don't hear from NHS Test and Trace within 24 hrs, they should self-isolate as a precaution.

| Caring for someone who isn't well | If a member of staff has helped someone with symptoms, they do not need to go home unless they develop symptoms themselves or they have been contacted by the NHS Test and Trace service. They should wash their hands thoroughly for 20 seconds after any contact with someone who is unwell. Cleaning the affected area with normal household disinfectant after someone with symptoms has left will reduce the risk of passing the infection on to other people. See guidance for cleaning after a COVID-19 case: [https://www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings/covid-19-decontamination-in-non-healthcare-settings](https://www.gov.uk/government/publications/covid-19-decontamination-in-non-healthcare-settings). |
| Confirmed case of COVID-19 | Confirmed cases will be contacted by the NHS Test and Trace service and asked where they have been recently and who they have been in close contact with. NHS Test and Trace identified contacts of a case:
  - Will be asked to stay at home (self-isolate) for 14 days from the day they were last in contact with the person
  - If they go on to develop symptoms of COVID-19 they should use the NHS 111 online COVID-19 service to find out what to do and get a COVID-19 test or call 119 if they have no internet access.

If a suspected case arrange for a test:


If you have no internet access, you can book through the Wirral Council Covid19 Helpline on 0151 666 5050, or call 119 to access Manchester or Liverpool testing sites. |

| Suspected outbreak | A situation where there are TWO OR MORE suspected or confirmed cases linked in time, place and person (e.g. same workplace, same event, same accommodation). See Outbreak Notification Action Card |

**CLOSURE OF THE WHOLE BUSINESS WILL NOT GENERALLY BE NECESSARY**
Social media

We have created a range of ‘COVID-19 secure’ graphics you can display on your social media channels to re-assure your customers and staff that you have taken the necessary steps to ensure they are safe:

**Facebook profile frame**

To add our frame to your page's Facebook profile picture, simply follow the below steps:

- Go to [www.facebook.com/profilepicframes](http://www.facebook.com/profilepicframes)
- Select your business profile from the bottom left hand corner dropdown.
- In the search box, please type in ‘Wirral Council’
- Select the frame called 'Wirral Council help us Covid secure'
- On the bottom bar, you can select how long you wish the frame to appear for. If you wish to keep this past 1 month, select ‘Never’.
- Finally, click ‘Use as profile picture’ and your page's profile picture will include our strap line.

For the latest information, advice and support visit [www.wirral.gov.uk](http://www.wirral.gov.uk)
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Social media graphics

We have created the following range of ‘COVID-19 secure’ graphics for you to use on social media. They can be downloaded by visiting wirral.gov.uk/covidsecure

- **Please follow our COVID-19 safety rules**
  - Protect our customers
  - Protect our staff
  - Protect our community

- **WE ARE A COVID-19 SECURE BUSINESS**

- **Protect our customers**
- **Protect our staff**
- **Protect our community**

For the latest information, advice and support visit www.wirral.gov.uk
HELP US STAY COVID-19 SECURE
1. **Clean Regularly**
   - Refresh your cleaning procedures. Identify regular key touch points (e.g., handles, keypads, baskets) and disinfect regularly. If you have erected plastic barriers at the checkouts, clean them regularly.

2. **Social Distancing**
   - Use floor markings anywhere queues are likely. Limit the number of entry and exit points to the store and reduce the number of customers allowed in at any one time.

3. **Wash Hands**
   - Remind employees and customers to wash their hands for 20 seconds, more frequently. Provide hand sanitisers (with minimum alcohol content of 60%) at exit for customers to clean their hands.

4. **PPE**
   - It is good practice to supply masks or gloves to any of your staff who request them. Certain businesses also require customers to wear face masks, for example, shops, supermarkets, banks, and post offices.

5. **Illness**
   - If anyone becomes unwell with a new, continuous cough or a high temperature in the workplace, they should be sent home and advised to follow the stay-at-home guidance.

WIRRAL

wirral.gov.uk
Remember it’s critical to keep washing your hands regularly for 20 seconds. For more ways to stay safe go to gov.uk/coronavirus
PLEASE CONTINUE TO USE SOCIAL DISTANCING

‘Social Distancing’ will help protect you and the most vulnerable people in Wirral.

Please take the following steps

**AVOID**
close contact with others

**DISTANCE**
yourself away from other people

**OBSERVE**
social distancing guidelines when meeting in groups

**AVOID**
an area if it looks very busy and go somewhere else for your walk

**WASH**
your hands regularly and for 20 seconds

nhs.uk/coronavirus
PLEASE KEEP YOUR DISTANCE FROM OTHERS WHEN QUEUING
Please be aware of social distancing and keep your distance from staff or other customers.

Thank you.
Please wear a face covering* in this shop to help protect our staff and other customers.

Thank you.

* People with a medical condition may be exempt from wearing face coverings. Not all health conditions are visible. Be kind. Respect others.
Further information

We understand this is a challenging time for your business and sometimes it can be difficult to keep up-to-date with all of the latest information. To make things easier, the Government has published guides covering different types of work environments. These guides set out the steps that you as an employer can put in place to meet your health and safety obligations in the workplace during the COVID-19 pandemic.

Wirral Council also produced a ‘Restarting your business after COVID-19’ toolkit to help businesses. It includes information on risk assessments, social distancing guidelines and a selection of posters you can print to display to help your staff and customers visit safely. You can download a copy of the toolkit here.