



# it's time to reopen...tips & ideas

Here are a list of things to think about, things you can do and ways to prepare for re opening your business to the public or to help you deliver a better service in any type of business.

## General ideas for all businesses...

- ✖ *Just as many of us would have an 'Access Statement', it's time for us to think about a 'Covid Statement' to list the activities you're taking to keep people safe, adhere to latest guidelines and any additional services you can provide that are beneficial*
- ✖ *To create resilience whatever the future holds, how can you take more of your business online?*
- ✖ *Think about evolving your SEO a little to take into account a new way that customers might be searching e.g. words like safe, social distancing etc*
- ✖ *Communicate often & more often than you think - signage, social media posts, policies, recorded messages, website banners & more.*
- ✖ *Think about ways to maintain customer numbers even with social distancing e.g. more online services, outside seating spaces, delivery or hatch service, covered areas etc*
- ✖ *Ask your customers about what they want from you. Their needs may evolve quickly so ask using Google Forms, social media polls or in a short video.*
- ✖ *Can you add value to your existing offer - free introductions, added services, upgraded products, multi buys, deals and more.*
- ✖ *Offer gift vouchers all the time to maintain brand awareness & income.*
- ✖ *Think about adding new purpose to your business e.g. pay it forward schemes, donation systems, affiliated charities, charity giveaways.*
- ✖ *Upgrade the way you use email marketing. Incentivise your audience to sign up for future offers, treats, news or exclusive access to your products or services.*
- ✖ *Stay in touch with the Member's Club for latest ideas, discussion points and guidelines to help you through*



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## Shops, cafes & restaurants...

-  *If 2 metre distancing is key - how many people can you welcome?*
-  *Are there any areas of your shop that will be more crowded or could bottle neck?*
-  *Do you need to operate a one way system or queuing area?*
-  *How will you let customers know how to behave?*
-  *Encourage customers to shop alone*
-  *Keep returned items separate from general stock*
-  *Will your shop be cashless & offer cashless returns?*
-  *Do you need to provide outside areas for queueing or waiting friends and family?*
-  *Can you set up a click & collect & remove self service food areas?*
-  *Can you offer a serving hatch or delivery service to reduce inside customers?*
-  *Could you invest in an outside/covered seating area to welcome more customers?*
-  *How can you encourage customers to use your online shop/services more often*
-  *What is your PPE policy - masks, gloves & screens*
-  *What signage do you need to create to maintain guidelines*
-  *What can you upsell to create more spend per customer?*



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## Holiday accommodation...

- ✗ Can you offer new flexible T&Cs to encourage booking?*
- ✗ What ways will you use to communicate your new measures? e.g. SEO*
- ✗ What additional cleaning procedures could you introduce? e.g. wearing gloves*
- ✗ Do you need to provide additional cleaning/anti bacterial products for visitor use?*
- ✗ Produce a CV-19 statement for the notice board*
- ✗ Do you need to remove self service food areas?*
- ✗ How will you manage welcome & key provision to maintain dsitance?*
- ✗ Do you need to provide a separate outside area to keep visitor apart?*
- ✗ List local places to visit or shop that a certified safe (by you or a charter mark)*
- ✗ Can you provide a food delivery service that's safe?*
- ✗ Could you provide a thermometer in your first aid kit?*
- ✗ Do you need to supply hand washing/cleansing facilities outside*
- ✗ What are your plans to keep cleaning staff safe when visitors have left?*
- ✗ Do you need to remove shared equipment like BBQs, chairs, play equipment etc?*
- ✗ How will you encourage visitors to leave a covid specific review?*

