

REOPENING OUR HIGH STREETS

A BUSINESS RECOVERY TOOLKIT



European Union
European Regional
Development Fund

**Folkestone
works...**

CONTENTS

1.0 WELCOME	04	7.0 OTHER INFORMATION	11
2.0 TIMELINE	05	KENT POLICE, COUNTER TERRORISM	
3.0 HOW TO OPEN SAFELY	06	8.0 DOWNLOADS	12
4.0 SAFETY MEASURES	07	9.0 SHARE YOUR STORY	14
5.0 MANAGING QUEUES AND FLOWS OF PEOPLE	08	10.0 HELP AND INFORMATION	15
6.0 OTHER MEASURES	09		
TOWN CENTRE SIGNAGE, ENHANCED CLEANING, TOILETS, CAR PARKS, DELIVERIES			



WELCOME

WELCOME...



**A message
from Cllr David
Monk, Leader
of Folkestone
& Hythe
District Council.**

11 high streets across the district are reopening for business and we are looking forward to welcoming shoppers back.

“Shops that do reopen on Monday will need to have implemented the recommended Government guidelines and the District Council is supporting this with a range of interventions. It’s also essential that shoppers and visitors to high streets across the District follow guidance to help ensure the re-opening is a success.

We will ensure our recovery plan is responsive as lockdown restrictions are either lifted or amended.

“We’ve seen lots of innovation and resilience in the way the district’s traders have adapted to social distancing measures and we are positive about how we can work together with local businesses, town and parish councils to create a positive, safe shopping experience as we move into recovery.”

A handwritten signature in black ink, appearing to read 'D Monk', written over a thin horizontal line.







**Councillor David Monk,
Leader of the Council**

2.0

TIMELINE

1.1 Timeline

Currently open:

-  High Street Banks
-  Supermarkets
-  Chemists
-  Post offices
-  Some restaurants and cafes offering takeaways and collections
-  Car showrooms and outdoor markets (since 1 June)

15 June 2020

Non-essential shops can reopen, if they meet guidelines to protect staff and shoppers.

4 July 2020

earliest anticipated date for accommodation providers, hairdressers, pubs bars and restaurants to reopen although this may be subject to change.

3.0

HOW TO REOPEN SAFELY

A Covid-19 risk assessment will need to be undertaken before shops reopen. If you are already trading and you haven't yet completed a risk assessment, the assessment should be completed as a matter of urgency.

You must make sure the risk assessment addresses the risks of Covid-19 and that suitable safety measures are put in place to reduce risk.

The [HSE website](#) has more guidance on this.

A risk assessment template can be accessed [here](#).

It is recommended to make your risk assessment visible to shoppers to demonstrate how you are managing risk and to help improve levels of confidence.

SAFETY MEASURES

The Government has produced a wealth of information including YouTube videos and documentation in relation to how to re-open safely. More specifically is the Covid-secure guidance for shops, branches and stores. [Find out more.](#)

It is important to reiterate the recommended safety measures of;

- ✦ Frequent and thorough cleaning of high frequency touch points
- 👤 Provide staff with appropriate equipment eg. hand sanitiser, face mask, gloves
- 💧 Encourage use of hand sanitiser or hand washing facilities by customers
- 👥 Limit the number of people in store at any one time
- 👤 Encourage customers to shop alone
- ↔ Consider one way systems and queue management in-store
- 👤 Floor markings showing social distancing guides
- 💳 Encourage use of contactless payment methods
- 🖨 Installing plastic screens between staff and customers at till points
- 👕 Closure of changing rooms
- 🌳 Manage outside queues to ensure they do not cause a risk to individuals or other businesses
- ♿ Ensure reasonable adjustments are made for those that need them, including disabled customers
- 👁 Discourage browsing and unnecessary handling of products
- 🪑 Removing in-store seating or if necessary, spacing seating and cleaning regularly
- 👤 Reduce the number of people each member of staff has contact with by using fixed teams
- 🍴 Keep customer restaurants and cafés closed until further notice, apart from when offering hot or cold food to be consumed off the premises

5.0

MANAGING QUEUES AND FLOW OF PEOPLE

With shops limiting numbers in-store, it is likely that there will be queues outside during busy times.

It is your responsibility to manage queues outside your premises, so please consider how your store will manage the flow of people outside and around it, as well as inside your premises. Include this in your risk assessment and make a plan before you need it. You may need to ask customers to come back later.

We ask businesses to refrain from using A boards, to allow additional space for social distancing.

We will continuously monitor footfall and activity in our high street locations and will deliver interventions as required to ensure safety is maintained.

Signage, chalk, non-slip tape and other pavement and wall markings can help mark out safe distances.

Please refrain from using A board signage on pavements to allow extra space for social distancing.

6.0

OTHER MEASURES

TOWN CENTRE SIGNAGE

We have produced a range of signage that will be displayed at prominent points within each location including at town centre entry and exit points.

TOILET FACILITIES

Toilets and changing facilities within shops, as well as baby feeding facilities must remain closed.

All of our public toilets across the district have now reopened following a temporary closure as part of our COVID-19 measures and an enhanced cleansing programme.

Facilities will be accessible daily between 10am and 6pm – although they may be open earlier and closed later depending when our team arrives on site.

They will be cleaned regularly and officers have been instructed to use anti-viral spray on hard surfaces and handles.

We are encouraging people to keep a safe distance away from others, and wash hands both before and after using the toilet.

[Find out more](#)

CAR PARKS

Our car parks will be open as usual. Locations and details of car parks can be found [here](#).

6.0

OTHER MEASURES

TOWN CENTRE CLEANING

An enhanced cleansing programme is underway and will be adapted as necessary. This will take into account commonly used areas such as car park ticketing machines, toilets and open spaces to maintain good levels of hygiene.

DELIVERIES

To ensure the safety of the public, consideration will be given to any temporary road closures which may affect existing loading bay areas.

Existing delivery and collection times in some of our high streets may need to be adjusted. Please ensure you are only receiving vehicles to your premises at the appropriate time, as they will otherwise not have access.

Local signage will advise.

7.0

OTHER INFORMATION

KENT POLICE

Kent Police are aware of potential difficulties that may arise during these unprecedented time for businesses, and members of the public. There will be an increase in the visible presence of Officers, available to attend incidents as necessary.

COUNTER TERRORISM

An information pack is available [here](#).



8.0

DOWNLOADS

Together we can warmly welcome residents and visitors back into our high streets whilst promoting good hygiene and social distancing.

We have created some free posters for local businesses to download, print and display.

These can be downloaded [here](#).



8.0

DOWNLOADS

We have also created a set of social media assets for businesses to use on their own social media channels.

The following designs are available, sized to make them suitable for use on Instagram, Twitter, LinkedIn and Facebook.

These can be downloaded [here](#).

Instagram



Twitter, LinkedIn and Facebook



9.0

SHARE YOUR STORY

Tell us about your reopening and how your business is adapting to operating after lockdown.

-  Tag [@FHextraordinary](#) and [@FolkestoneWorks](#) in your posts and we will retweet them to our followers. You might want to include the hashtag [#HelpKentBuyLocal](#)
-  Tag [@Folkestone](#) and Hythe and [@Folkestone.works](#) in your posts and we will share them with our followers
-  [Submit](#) your press releases and case studies.
-  Access the Experience the Extraordinary brand [toolkit](#).

10.0

HELP AND INFORMATION

The following websites contain information you may find useful. These include:

HM Government

www.gov.uk/coronavirus

Folkestone & Hythe District Council

folkestone-hythe.gov.uk

Folkestone.Works

www.folkestone.works/COVID-19-business-updates

Creative Folkestone

www.creativefolkestone.org.uk

Locate in Kent

www.locateinkent.com/

Kent Invicta Chamber of Commerce

www.kentinvictachamber.co.uk

Kent Police

www.kent.police.uk/police-forces/kent-policeareas/kent-police/campaigns/campaigns/2020/coronavirus-our-response



European Union
European Regional
Development Fund

**Folkestone
works...**

For further information and to access support contact economy@folkestone-hythe.gov.uk

 @FolkestoneandHytheDC  @fstonehythedc  @folkestonehythedc  Folkestone & Hythe District Council