

WELCOMING

CUSTOMERS

AND STAFF

BACK TO OUR

HIGH STREETS

REOPENING YOUR BUSINESS SAFELY IN CAMDEN

Toolkit updated April 2021

[CAMDEN.GOV.UK/HIGHSTREETS](https://camden.gov.uk/highstreets)
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WELCOME YOUR STAFF AND CUSTOMERS BACK

This best practice guide is up to date to reflect the Government's roadmap to reopen all non-essential retail and outdoor hospitality venues from 12 April 2021. As the Government moves through the stages of the roadmap, we recognise that many businesses may still face some challenges to open safely. The rapidly changing nature of COVID-19 means that information and advice from Government can change quickly. We will continue to do everything we can to update and support local businesses through these changes so that our high streets and town centres not only survive, but thrive. You can find the latest government guidance at [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

Reopening your business

Over the coming months, businesses and venues that were required to stay closed to the public during the lockdown will be able to reopen again. Once your business is reopen, you must follow COVID-safe guidelines to protect customers, visitors and workers. Find a full list of which businesses can reopen at each stage of the Government's roadmap at [gov.uk/government/publications/reopening-businesses-and-venues-in-england](https://www.gov.uk/government/publications/reopening-businesses-and-venues-in-england)

The Government has also produced 14 guides that cover a range of different types of work to help make reopening easier. Please take time to review the guidance, designed to help you continue to work safely. You can find the guides at [gov.uk/guidance/working-safely-during-coronavirus-covid-19](https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19)

Complete a risk assessment

Employers who want to reopen their business have a legal responsibility to protect their employees and other people on their premises. The Government recommends that you carry out a risk assessment and make sensible adjustments to the site and workforce. Access the Health and Safety Executive's risk assessment guidance at [hse.gov.uk/coronavirus/working-safely](https://www.hse.gov.uk/coronavirus/working-safely)

Face coverings

Unless a person is exempt, face coverings must be worn by staff and customers indoors. They are also recommended to be worn in outdoor public spaces where social distancing may be difficult. Indoor settings include all supermarkets, shops and hospitality premises, unless seated for a meal or drink. A face covering should cover your nose and mouth. A full list of when to wear a face covering and how to make one is available at [gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own](https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own)

Steps to welcome customers back safely

To reopen your business safely:

- ✔ Carry out a COVID-19 risk assessment and share this information with staff.
- ✔ Where staff regularly leave home for work, make sure they are getting COVID-19 lateral flow tests regularly. There is more information on these tests later in the toolkit.
- ✔ Put in place cleaning, handwashing and hygiene procedures.
- ✔ Maintain a 2 metre distance between staff and customers.
- ✔ Where social distancing is not possible, have other measures in place to manage the risk of transmission, and take steps to provide adequate ventilation in enclosed spaces.

Find further guidance at [gov.uk/coronavirus](https://www.gov.uk/coronavirus)

FINANCIAL SUPPORT FOR BUSINESSES

The pandemic has had a significant financial impact on businesses, and there is a range of support available for those that have been negatively affected or required to close as a result of restrictions.

The support includes specific funding towards reopening for businesses that have been required to stay closed over recent months. The Restart Grants – available from April – will be up to £6,000 for non-essential retail and up to £18,000 for gyms, leisure, personal care, accommodation and hospitality businesses.

Please note there are likely to be ongoing changes to grant schemes and other financial assistance as the guidance from the Government changes. For the latest information and announcements visit camden.gov.uk/business-support

SUPPORT AVAILABLE TO BUSINESSES TO REOPEN SAFELY



e-newsletter
Keep up to date via Camden's business e-newsletter



Business grants
Check if you are eligible for a business grant



Loans
Find out if you are eligible to apply for a business loan



Job Retention Scheme
Explore support to pay wages under the Job Retention Scheme



Business rates
Call us to get help with paying your business rates



Frontline presence
Our on-street teams are giving support and advice



Employment support
Email goodwork@camden.gov.uk for job and training opportunities



More information
camden.gov.uk/business-support

Inside your shop or business

8

Regularly remind staff and customers of social distancing guidelines. Use signs throughout your business or shop to help customers keep to the rules

9

Staff should wear face coverings

10

Have hand sanitiser available for regular use

11

Limit the number of customers in your shop or business at any one time so you can help maintain safe social distances

12

Take payment by card or contactless payment – try to avoid cash payments

13

Regularly clean self-checkout touch screens and keypads if still in use

14

Use signs, covers or new display methods to limit customer handling of stock

Maintain social distancing

16

Review the shop or business layout and remove any unnecessary obstructions. For example, widen narrow aisles and shut tills that are close together – use screens at serving areas or till points

17

Keep returned clothes or goods separate for 72 hours or clean them before they are displayed on the shop floor

18

Review customer collection points to ensure social distancing can be maintained

15

Consider setting up a one-way system with floor markings

19

Set up 'no contact' return and collection procedures for customers



OUTDOOR DINING: HELPING YOU TO WELCOME CUSTOMERS BACK

As part of the Government roadmap, hospitality venues can reopen for outdoor dining from 12 April. Customers wearing face coverings may use inside areas to access toilets, or if this is the only route through to an outdoor dining space. The reopening of indoor hospitality isn't expected before 17 May, and this guide will likely be updated in May to reflect any further Government guidance on social contact indoors.

Camden has so many amazing food and drinks venues and we want to support you to open for outdoor dining so that customers can enjoy what's on offer. To make it easier for you to adapt to Government guidance and reopen safely, some planning and licensing restrictions have been relaxed, at least until the end of September 2022.

Temporary pavement licences

We want to support local hospitality so temporary Pavement Licences have been introduced under the Business and Planning Act 2020 to enable food-led businesses to place removable furniture on the pavement adjacent to their premises on the public highway.

To assist local businesses to reopen, this licence application is fast-tracked and processed within 14 days. This includes a seven-day consultation period where businesses are required to display a public notice outlining their plans and a seven-day determination period. Licences are granted for any length of time up to the end of 30 September 2022. The fee for this licence is set at £100. Businesses with existing pavement licences should have been contacted about renewing their licence already. If you had an existing licence and have not been contacted, please email tablesandchairslicence@camden.gov.uk

All furniture must be removed outside of opening hours, as a standard condition of this licence. A temporary pavement licence is not required for a premises placing furniture within its own private forecourt. For more information, visit camden.gov.uk/pavement-licensing or email tablesandchairslicence@camden.gov.uk

'Stretery' or licensing for a communal outdoor dining area

For businesses looking to organising a 'stretery' with a number of restaurants or cafes using a communal area away from the premises for dining, please email tablesandchairslicence@camden.gov.uk. Provide a telephone number so council staff can contact you to discuss the proposal and requirements.



MAKING TRAVEL SAFER IN CAMDEN – GETTING CUSTOMERS TO YOU

We want our streets to have more space for everyone to walk and cycle, for people to breathe cleaner air, for children to get to and from school safely and for businesses to be able to flourish. Whether it's an essential journey like taking your children to school, getting to work or the shops or just popping out to enjoy your local park, we want people to love where they live, and to love Camden.

We are continuing to make changes to streets across Camden to boost local businesses and support your customers to walk and cycle more because we know that in London up to 80% of customers travel to their town centres by other means than cars. Most high streets and particularly small local shops and businesses serve very local communities: the majority of customers live within one mile and walk, cycle or get the bus.

Getting customers to you:

- Nearly 70% of households in Camden do not own a car.
- Cyclists and people coming on foot spend more money than those coming by car – up to 40% more a month.
- Cyclists and people coming on foot visit more often than car drivers.
- People on foot visit more shops.
- Environments that support walking and cycling generate economic uplift, and increase retail sales by up to 30%.
- People want to visit and spend time in areas that are less polluted, traffic-dominated and safe to use.

We know how important boosting customer numbers is for businesses now, so we are making it easier for people to physically distance by widening pavements across our town centres and high streets, giving more space for pedestrians and queuing systems.

To help the hospitality sector reopen safely in line with the Government's roadmap out of lockdown, we have set up a Streateries Programme. We are adding temporary barriers around new spaces in the road to provide outdoor dining, leaving enough space for pedestrians to pass safely.

By restricting through travel on some residential streets, to reduce rat-running and speeding, we are making it safer for pedestrians and cyclists to travel to their local businesses. We continue to encourage more cycling by improving existing cycle infrastructure as well as adding new pop-up cycle lanes, cycle storage hangers and dockless bike hire bays.

You can find out more about all the changes we are making on our website at camden.gov.uk/making-travel-safer-in-camden



SHOP LOCAL ON CAMDEN'S 'VIRTUAL' HIGH STREET

As the Government moves through the roadmap, there may be customers who are not as able to easily visit the high street in person. To encourage as many people as possible to shop local and support local businesses, regardless of their circumstances, the Council has partnered with My Virtual Neighbourhood to launch a shop local directory for Camden. Local businesses can list online for free using a website or social media profile. The neighbourhood pages help customers support their favourite shops, cafes and restaurants, whether they are visiting the high street or shopping online from home.

There are a range of other ways you can improve the online presence of your business. To find out more visit camden.gov.uk/shoplocal

If you have a spare five minutes:

- List your business on My Virtual Camden. Visit camden.gov.uk/shoplocal
- Update or manage your business details on Google so that your customers have the right information to find you. To find out more, visit smallbusiness.withgoogle.com
- Create a page for your business on Facebook. To find out more and how to do this, visit facebook.com/business/help
- Follow Good Work Camden on Twitter ([@goodworkcamden](https://twitter.com/goodworkcamden)) for the latest on upcoming events for business owners and employees, skills and training opportunities.

If you have a spare hour:

- Visit our partner the PopUp Business School and follow their 10 steps to setting up a simple website with maximum effect. Find out more at popupbusinessschool.co.uk
- Check out Google's guide for building your business presence online. Visit smallbusiness.withgoogle.com
- Check out Google's Digital Garage for a series of self-paced online digital skills courses. To find out more, visit learndigital.withgoogle.com

EXPLORE AND ENJOY CAMDEN'S HIGH STREETS SAFELY



Support Camden businesses and shop local



Rediscover old favourites, and see what's new



Enjoy more space to walk or cycle to our high streets



Keep a safe distance and wear a face covering, unless exempt



Wash and sanitise your hands, and pay contactless where you can



Thanks for supporting your local high street

KEEPING YOU AND YOUR STAFF SAFE

COVID-19 testing for people with and without symptoms

There are two reasons you and your staff might need to book a COVID-19 test:

1. You have developed COVID-19 symptoms – self-isolate and book a PCR test via: [nhs.gov.uk/coronavirus](https://nhs.uk/coronavirus) or call **119**.
2. You don't have symptoms but regularly need to leave home for work – book a rapid lateral flow test **online** or call the Council **020 7974 4444 (option 9)**.

COVID-19 testing for people without symptoms

Around one in three people with COVID-19 have no symptoms so we recommend that if you're regularly out and about in Camden, you have a regular rapid lateral flow test. These are tests that have been introduced to help identify people with COVID-19 who aren't showing any symptoms but are still infectious to help prevent further spread of the virus.

We highly recommend that if you're leaving home for work and regularly out and about in Camden, you have a regular lateral flow test to check you don't have COVID-19. Doing this will help to keep everyone around you safe – including your staff, customers, family, friends and the wider community.

You can either book a regular test appointment at one of many test sites across Camden or you can collect a test kit to do at home. Whatever you choose to do, all tests are free and you can expect results within 45 minutes.

Rapid lateral flow test kits are free of charge until 30 June 2021 for businesses registered before 12 April. To register, visit gov.uk/get-workplace-coronavirus-tests

Book a free test now or find out where to collect a test kit at camden.gov.uk/rapidtest or call **020 7974 4444 (option 9)**.

Anyone who tests positive should take a follow-up PCR test at a walk-in or drive-in site within 2 days to confirm the result. Visit gov.uk/get-coronavirus-test

COVID-19 testing for people with symptoms

Anyone who develops COVID-19 symptoms must self-isolate for 10 days and organise a test by going to nhs.uk/ask-for-a-coronavirus-test or calling **119**. Self-isolating means not leaving your home at all, except to get a test.

Anyone who lives with others who have symptoms of COVID-19 will need to isolate while waiting for the test result. If the test is negative, and no-one in the home has any symptoms of COVID-19, everyone can stop isolating. If the test result is positive, everyone in the home must complete the full 10 day isolation (even if they themselves test negative).

Anyone who has had close recent contact with someone who has COVID-19 must self-isolate if the NHS Test and Trace service advises them to do so.

Support to self-isolate

We know that self-isolating can be hard though so if you're employed or self-employed, on a low income and currently receiving benefits, you may be eligible for a one-off payment of £500 – called a Test and Trace support payment – to support you to self-isolate and to make up for lost income. Find out more and apply at camden.gov.uk/supportpayment or call us on **020 7974 4444 (option 9)**.

How can I help keep my employees and staff safe from COVID-19?

- Encourage and support staff to get regular lateral flow tests
- Wear a face covering
- Stay 2 metres away from others, where possible
- Regularly wash hands for 20 seconds with warm soapy water or use hand sanitiser if soap and water aren't available.

Anyone who does develop symptoms must self-isolate immediately to prevent further spread.

What should I do if a staff member tests positive for COVID-19?

If one employee tests positive for COVID-19, they need to self-isolate for 10 days and anyone they live with will need to self-isolate for 10 days. This means they can't leave the house at all so please consider checking whether they need any support to isolate. If this is support you can't provide, the Council is here to help.

If two or more staff or customers test positive for coronavirus, call PHE (Public Health England) London's COVID-19 Response Cell (LCRC) on **0300 303 0450** who will advise you on next steps. Camden Council is also here to support you so please call us on **020 7974 4444 (option 9)** if you have any concerns or questions. Employers should call the Self-Isolation Service Hub on 020 3743 6715 as soon as they are made aware that any of their workers have tested positive. Check government guidance for more information [gov.uk/guidance/nhs-test-and-trace-workplace-guidance](https://www.gov.uk/guidance/nhs-test-and-trace-workplace-guidance).

Accessing the COVID-19 vaccine

The COVID-19 vaccine is safe, effective and gives the best protection against COVID-19. It will help to reduce the number of people getting seriously ill from COVID-19 and will save thousands of lives. If you or your staff are unsure and have questions about the vaccine, we'd encourage you to visit our COVID vaccine resource library. Here, you will find answers to some frequently asked questions, recordings from webinar events with local health experts, and additional information from trusted partners including the NHS and local faith leaders. For more information, visit camden.gov.uk/covid-vaccines

When it's your turn to have the vaccine, the NHS will be in touch via letter, phone call or text message, so please make sure you're registered with a GP. You do not need proof of identification, address or immigration status to register. You can also check if you're eligible at nhs.uk/coronavirusvaccine

If you're eligible to take the vaccine, you can book your appointment online or by calling **119** for free.

WE ARE HERE TO SUPPORT YOU – GET IN TOUCH

Our Frontline Presence Team is out across Camden offering support and advice to residents and businesses on how to keep each other safe.

If you need additional advice to reopen your business safely and make it COVID-safe, you can find the latest information on our [website](#) or call our dedicated COVID-19 helpline on **020 7974 4444 (option 9)**. If you'd like to receive this toolkit in another language, please get in touch by emailing economicdevelopment@camden.gov.uk

If you're eligible to take the vaccine, you can book your appointment online or by calling **119** for free.



WHERE CAN I GO TO FIND OUT MORE INFORMATION?

Government guidance on reopening your business safely

Support and resources for businesses from the London Growth Hub

Hand washing

Health and safety risk assessment

Camden business support

Making travel safer in Camden

Planning and licensing guidance for Camden businesses

NHS Test and Trace – a guide for local businesses

The Council's Local Outbreak Prevention and Control Plan

National guidance on working safely during COVID-19

