



Opening-up in Non-Essential Retail

April 2021

Advice for Shops, Outlets and Other Non-Essential Retail

As we follow the steps in the Government's 'Road Map' out of lockdown, South Staffordshire Council want to support local business as they plan for re-opening.

Please note.

The following advice has been developed with the most current guidance available (as of 31st March 2021). Government guidance may be subject to change before re-opening on 12th April 2021.

General Advice for all businesses

The following information includes the key points to be aware of as you plan your re-opening. Additional advice is available on the Government's website and links are provided to this key information at the end of the document.

When can I re-open?

The Government's road map advises that your sector can reopen no earlier than 12th April 2021 (Step 2) This is subject to confirmation once the Government has reviewed the impact of the previous step in the road map.

Check the Government website for more information –

- [COVID-19 Response – Spring 2021](#)
- [Re-opening Businesses and Venues](#)

What can I do to get ready?

We know you will have plenty to do in anticipation of re-opening. Here are the key things you need to review to make sure you are working in line with the Covid control measures that will still apply to working safely in the pandemic:

1. Make sure you are up to date on the latest [Working Safely Guidance](#) for your business. These documents change regularly and include the latest guidance based on experiences in the pandemic.
2. Review your risk assessments and/or working procedures to make sure they are in line with the guidance in point 1. If you have not done a risk assessment yet, a risk assessment template is available to help you - [Business Advice and Support South Staffordshire Council](#)
3. Make sure that all your staff are instructed and trained on your controls and are aware of the latest guidance and their responsibilities.
4. Check your signage. Does it need renewing? South Staffordshire have some signage for you to print off and use at [Business Toolkit South Staffordshire Council](#)



5. Do you need to order any protective equipment, e.g., face masks, visors, gloves, etc? Make sure you have them before you reopen.
6. Do you have sufficient sanitiser, cleaning chemicals and equipment?

What are the social contact rules?

As you reopen the social contact rules will not have changed from Step 1 (29 March 2021). Outdoor gatherings must still be limited to 6 people or 2 households as in Step 1, and no indoor mixing will be allowed unless otherwise exempt. **Additional rules apply to some settings – see below for retail.**

Advice for Non-Essential Retail

To help keep everyone safe please follow the specific guidance for the retail sector.

Key Points to Remember

Face coverings

- Customers **must** wear a face covering unless they have a medical exemption.
- You must put up a sign requesting customers to wear a face covering on entry.
- Retail staff **must** wear face masks in any indoor areas that is **open to the public** and **where they are likely to come into contact with a member of the public**. These must be worn correctly covering the nose and mouth.
- If you have a substantial and suitable screen at the till areas and created a physical barrier between staff and members of the public then staff behind the barrier will not be required to wear a face covering.
- However, behind the screen barriers, and back of house, offices and in break out areas you are still required to assess the safety of staff working on site. For indoor settings, employers should assess the use of face coverings on a case-by-case basis depending on your workplace environment, other appropriate mitigations you have put in place and whether exemptions or reasonable excuses apply.
- This means if more than one member of staff is behind the screen or back of house etc. and **they are from different households they are still required to wear a face covering** if social distance working and other mitigations are not clearly present and followed.
- If **staff are all from the same household**, then they may not need to wear a face covering, when working behind the scenes, but they will do when working on the shop floor or in other customer facing areas.

If staff are exempt from wearing face covering due to health reasons, record this information in your risk assessment or procedures and inform your customers of this. Best practice is through signage.



Other

- Limit the number of customers in your shop. You could work out the maximum number of customers that can be safely accommodated in the shop by working out the total amount of floor space. Remember to take in to account doorways and any pinch points.
- Provide clear instruction and signage for customers so they know what to expect in your shop.
- Provide a one-way system, where possible.
- If a queue builds up outside, ensure that the queue is managed in a socially distanced way.
- Encourage contactless payment where possible.
- Increase the frequency of cleaning throughout the shop using your usual cleaning products.
- Provide hand sanitiser and encourage customers to use it.
- Make sure it is always available and accessible.
- Provide disinfectant cleaning materials for baskets /trolleys.
- Provide adequate ventilation. This means supplying fresh air to enclosed space where people are present. This can be natural ventilation via openable doors, windows, vents, or by various mechanical means. If mechanical, it should draw in fresh air rather than recirculated air. Further guidance is available from the HSE - [Read advice on air conditioning and ventilation from the Health and Safety Executive \(HSE\)](#)
- If you provide toilets for customer use, ensure they are cleaned and sanitised regularly, you provide effective hand washing facilities and hand sanitiser and that social distancing rules are still followed.
- If you operate a click and collect service stagger the collection times where possible.
- Where possible, let customers know about your rules before you open. Using Social Media is a good way to get the message out and manage customer expectations.

Fitting Rooms

If you have fitting rooms for trying on clothes, the following additional advice should be followed:

- Adopt a limited entry approach such as a one in one out system. Ideally entry should be managed by a member of staff, except where customers require specific assistance, including customers with children or those with disabilities.
- Limit use of cubicles to one person at a time, except where customers require specific assistance. Keep multi-occupancy fitting rooms closed.
- Leave a time gap of several minutes between one customer leaving a cubicle and the next customer entering. For stores with 2 or more cubicles, this could be achieved by alternating cubicle usage.
- Making hand sanitiser available on entry and exit.



- Using social distancing marking to help customers.
- Ensure fitting rooms are cleaned more frequently and between every use. Use normal cleaning products, paying attention to frequently hand touched surfaces. Ideally use disposable cloths or paper roll to clean all hard surfaces.
- Have a procedure to manage clothes that have been tried on and not purchased.
- Ensuring any activity which involves close contact between customers and colleagues, for example fitting assistance, is carried out in line with the [guidance on keeping workers and clients safe during COVID-19 in close contact services](#)
- Keep the facilities well ventilated. Where possible, leaving doors or curtains open in vacant fitting rooms to increase fresh air flow into cubicles that have recently been occupied before the next customer enters.

Test and Trace

Only betting shops, amongst retail stores, must keep Test and Trace records

You must continue to record customer details for Test and Trace manually or using the NHS QR poster. We understand it will remain mandatory to display the NHS poster and this will need to be positioned somewhere easily accessible for customers and where it does not cause a pinch point for queuing. You are advised to display a number of the posters around your venue.



When betting shops reopen it will now be a requirement that EACH CUSTOMER over 16 either checks in with the NHS App via the QR code or they give their details to the venue individually.

Covid Testing for Staff



It's a really good idea to get all of your staff tested for Covid before re-opening and then regularly using local testing sites. With one in three people infected not showing symptoms, it is always possible that your staff members may be infectious without you knowing. Since you were last open the testing sites have been increased and rapid testing sites have been introduced across the district. More information on the

testing sites and how to book is available from [Staffordshire County Council](#).

Checking for Coronavirus Symptoms

Turn people with any coronavirus symptoms away.



If you have any concerns that a customer has any coronavirus symptoms on arrival, they should be asked to leave and self-isolate until such time they have been able to get a PCR test.

If a staff member (or someone in their household) or a customer has a persistent cough, a high temperature or has lost their sense of taste or smell, they should be isolating. Employers must not require someone who is being required to self-isolate to come to work. Any employer asking an employee to break self-isolation to work is committing an offence.

Examples of Good Practice



Setting out queuing with separation outdoors (with cones to separate from vehicles)



Good Signage



Floor signage



Reminders of good behaviours



Clear instructions at checkouts

How we can help

If you are unsure of any of the information provided in this leaflet, we are here to help. You can contact the Environmental Health & Licensing Team via our contact centre on 01902 69600, or via email at env.commercial@sstaffs.gov.uk.

We also have our Facebook page @southstaffs and Twitter @south_staffs

We also have lots of advice in our [business pages](#) on our website at www.sstaffs.gov.uk .

Other sources of Information

[The Government's COVID 19 Response – Spring 2021](#) (including the road map) - GOV Website

[Summary of the Road Map](#) – GOV Website

[Working safely during coronavirus \(COVID-19\) - Guidance - GOV.UK](#) including for 'Shops and Branches'

[Business Advice and Support South Staffordshire Council](#)– South Staffordshire Website