

Worcestershire – ‘Safe and Open for Business’

We know as the 4th of July ‘opening’ date looms, some of you will be well ahead of the curve, while others are still grappling with the Government’s guidance and trying to work out ‘what that means’ for your business.

With seemingly very few right or wrong answers, here at Visit Worcestershire we wanted to share with you some of the information we have found useful and some of the campaigns we will be supporting in the coming weeks.

Visit England – ‘We’re Good to go’

If you take one thing from this email – please sign up to Visit Britain’s were ‘good to go’ campaign and consumer mark.



If you have read and implemented the Government’s COVID-19 reopening guidance, understand the guidance from Public Health England and have a COVID-19 Risk Assessment in place, you can apply for the industry standard mark by simply completing a self-assessment through their **online platform**. This includes a checklist confirming you have put the necessary processes in place. You will then receive a certification and the ‘We’re Good to Go’ mark to display on your premises and online.

As a County – we will be promoting the mark and any businesses who successfully completes it. So for additional free publicity, celebrate your ‘mark’ on Social media and tag us in for retweets and shares across our platforms.

We will be promoting the County as ‘safe and open for business’ in wider national campaigns which all ties back to your individual business so please get involved and share content.

For more information from Visit Britain, visit: https://www.visitbritain.org/business-advice/were-good-to-go-industry-standard?utm_source=vbve_businessrecovery_30_6_20&utm_medium=email&utm_campaign=business_adaptation_30_6_20

Worcestershire Regulatory Service’s Sessions:



We will be hosting some ‘FAQ’ and support sessions with Worcestershire Regulatory Services who will be implementing the Government’s guidance - so you can ask your question direct.

To register your interest in these sessions and to ask a question please email visitworcestershire@worcestershire.gov.uk

Information will be circulated in the next week.

Visit WorcsRegs for general Covid Guidance: <https://worcsregservices.gov.uk/covid-19.aspx>

To review the formal Government Guidance for your sector, visit: for pubs & restaurants [here](#), visitor economy [here](#), hotel accommodation [here](#), heritage attractions [here](#) and finally the reopening checker [here](#).

Support with the Guidance:

If you are struggling to make the guidance relevant to you or need inspiration on how to open most effectively, we have pulled together the best blogs and support we have seen:

Sutcliffe and Co. Insurance Company - based in Worcester has created a number of risk based 'check lists' for safe re-opening. From retail, to hotels and food outlets – these quick visual checklists should help you think about what you need to do and what you have left to do – these are available for [free](#) on their website:

<https://www.sutcliffeinsurance.co.uk/businesses-served/covid-19-hub/>



Food Standards Agency – have compressed the Governments guidance into easily digestible sections and can be found here: <https://www.food.gov.uk/business-guidance/adapting-restaurants-and-food-businesses-for-takeaway-and-food-delivery-during-covid-19>



Worcestershire Business Central – are offering a series of free webinars. Not specific around the Tourism industry but generally around how to come back stronger and to market yourself in a post covid market. You can read more and sign up here:

<https://www.business-central.co.uk/events/categories/coronavirus-webinars/>

Visit Britain – are also offering a free Webinar service with topics that are relevant to the sector – to sign up visit:

https://www.visitbritain.org/visitengland-business-recovery-webinar-programme?utm_source=vbve_ews_01_07_2020&utm_medium=email&utm_campaign=vbve_01_07_2020

Other Updates:

A 'bounce back' plan of trade measures for the agriculture, food and drink industry has been announced by Government to help support businesses that have been impacted by coronavirus. Please visit: https://www.gov.uk/government/news/bounce-back-plan-for-agriculture-food-and-drink-industry-launched?utm_source=GFirst+LEP+Newsletter&utm_campaign=058bdb82e0-EMAIL_CAMPAIGN_2020_04_17_12_54_COPY_01&utm_medium=email&utm_term=0_7537d87148-058bdb82e0-151195445

For all of you who are opening this weekend or over the coming weeks – good luck! We look forward to visiting you soon 😊