COVID-safe communities: customer confidence toolkit

Press release template

**New scheme aims to increase consumer confidence and encourage visits to local shops and venues**

Regional lockdowns have had a major impact on local businesses and consumer confidence has not yet fully returned. [INSERT name of local authority] has launched a new scheme to support local businesses and give shoppers the confidence they need to return to retail and hospitality in the area.

The aim of the *Let’s be safe together* scheme, which is free to join, is to reassure customers that an establishment is doing more that the Government requires to reduce the risk of spreading COVID-19. [INSERT name of local authority] hopes that this will provide people with the reassurance they need to return to shops, bars, pubs, cafes, restaurants and other venues, and boost the local economy.

The scheme has been designed to support Step 4 of the roadmap. An applying business will have to demonstrate it has a system in place for communicating the risk assessment to staff and for reviewing to accommodate any future changes in circumstances. The risk assessment looks at areas of the business such as how well ventilated the premises are, how regularly they are cleaned, whether sanitiser is available and so on.

[INSERT Councillor Name], council member for [INSERT area/specialism] said: “The pandemic has had a major impact on our local businesses and consumer confidence has been slow to return.

“The aim of the *Let’s be safe together* scheme is to help reassure the public that customer facing businesses have reasonable measures in place so that customers and staff feel safe”

For more information on the free scheme and how to take part please visit [INSERT council webpage].