

*Let's try something different*



Steve Sylvester, Commercial Protection Manager

**LANCASTER**  
**CITY COUNCIL**

Promoting City, Coast & Countryside

# Lancaster Covid Safe Award

## Objective:-

- Promote the return to high street shops
- Review Covid safety in small retail
- Promote customer feedback – Covid safety
- Check ongoing compliance
- Enhanced customer confidence
- Increased footfall to the high street

We've been declared

# COVID SAFE

by Lancaster City Council



Was your visit  
COVID Safe?



Business Name:

Date:

Business ID:

Signed:



**Lancashire**  
County Council



Lancashire  
Enterprise Partnership

LANCASTER & DISTRICT  
**Chamber**  
OF COMMERCE

**BID** | LANCASTER  
BUSINESS  
IMPROVEMENT  
DISTRICT



**LANCASTER**  
CITY COUNCIL  
Promoting the Growth of Lancaster

# Application Process

- Online application
- Simple - self assessment
- Robust :-
  - photographic evidence
  - Covid Risk Assessment
  - Cleaning schedule
  - Correct products and use



# Compliance

- QR code customer feedback instant feedback – simple survey
- Covid Information Officer feedback
- Observations from routine compliance checks
- Unannounced Audit checks

# Business Response

- 129 applications with 127 awards
- Mostly smaller independent retailers
- Circa 100 customer feedback responses
- Some reluctance from larger stores



# LUSH

FRESH HANDMADE COSMETICS



COVID SAFE

Wash your FACE MASK

It's great to see you back...

## exchange

(Lanarkshire Ltd)

COVID SAFE

COVID SAFE

COVID SAFE

JOSEPH & CO.

# Learning

- Dealing with doubters – *"it's not what we do"*
- Online option never as simple as you are promised
- Be prepared to offer help – makes a big difference
- More promotion needed to encourage feedback



# What next?

- Further work needed to market the award
- Likely to be needed for next 12 months maybe longer?
- A street with all businesses displaying the award
- QR code feedback for other purposes?  
e.g. Food safety, Licensing objectives?

# Questions?



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