



NIGHT TIME ECONOMY  
SOLUTIONS

Considerations  
when reopening a  
Licensed Premises  
after COVID-19

# Aim of this session

Many of you will have reopened on or after 4<sup>th</sup> July and this session is designed to provide you with updates on emerging issues and provide you with the opportunity to ask questions and discuss issues and concerns.



# The challenges

So many challenges as you plan to reopen and more once you start trading

- The hospitality sector is driven by sociability
- Whilst Social or Physical distancing is being promoted as an effective block against the virus it will effect the viability and profitability of your businesses even with 1m distance
- Catastrophic effect on our industry 30,000 pubs and restaurants may never reopen, and a further similar amount may cease trading
- Planning and partnership working are essential



# Specific Challenges

- One of the last sectors to reopen – financial challenges
- Maintaining welfare, safety & hygiene for customers & staff
- Consumer confidence and trust
- Physical distancing challenge
- Staying on brand and attractive to customers
- Adhering to operational requirements & risk assessments
- Staff challenges – availability, bringing back from furlough, effect of staggered breaks, etc.



# Specific Challenges

- Perception of disorder spike vs reality of quiet evenings
- Opportunities for alternative income from digital/online
- Predicted rise of local vs city centre pub visits
- Variable premises layouts – uneven playing field
- Practical considerations – legionella, restocking, etc.



# Venue challenges

- Transformation of Business offer
- Cashflow
- Operating schedule
- Risk assessments
- Product availability
- Health
- Operating viably under government requirements
- Timing of reopening
- Position and marketing a new business offer
- Staff Training and Management



# Overview of the session

- Track and Trace Procedures and Case Studies
- Face coverings
- Social distancing management
- Indoor activities (Pool, Snooker, Darts & Pub quizzes)
- Outdoor events
- Dealing with customer anxiety
- Q&A



# Overview

## From 4<sup>th</sup> July

- Restaurants and pubs can reopen. Limited to table service and with minimal staff and customer contact. Customers will also have to give contact details when they enter kept 21 days
- People should stay "one-metre plus" where a distance of 2m is not possible
- Two households of any size will be able to meet in any setting inside or out. The government does not recommend meetings of multiple households indoors because of the risk of infection
- Outdoors, people can meet in groups of up to six - but two households can meet regardless of size
- You can have more than 30 in your venue, they just cannot be gathered together
- Stay overnight in self-contained accommodation away from home, as long as shared facilities are kept clean



# Overview

## From 18 July:

- Local authorities have new powers to close specific premises, shut public outdoor spaces, and cancel events

## 1 August:

- Employees will have more discretion about whether staff should return to the workplace (subject to the workplace being covid secure). Employers should consult closely with their employees, and only ask people to return to their place of work if it is safe.
- Most remaining leisure settings, namely bowling, skating rinks and casinos will re-open
- Indoor performances to live audiences will resume (subject to the success of pilots), and large gatherings in venues like sports stadia will be piloted with a view to wider re-opening in the Autumn.
- Nightclubs and soft play areas remain closed for now – although this will be kept under review.



# Overview

## September

- Schools, nurseries and colleges will be open. Universities are also working to reopen as fully as possible.

## October

- The Government intends to bring back audiences in stadia and to allow conferences and other business events to recommence – changes must be done in a Covid Secure way, subject to the successful outcome of pilots



# Track and Trace



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# Trace and Track – Customers and Visitors

- You should advise customers and visitors Tell customers why you need this information and what you will do with it; this is a key part of data protection law.
- You should take customer details and store for 21 days
  - On booking
  - On entry
- Details that you should gather (reasonable and necessary)
  - Name
  - Address
  - Phone number and or email address
  - Date of visit, arrival time and, where possible, departure time
- Methods this data could be taken and stored – Apps, individual cards, books
  - data protection still remains an important issue.
  - If a pen and book method ensure items cleaned after each use.



# Trace and Track – Customers and Visitors

- Make sure the data is secure and cannot be seen by anyone else.
- Kept for 21 days. Destroyed securely i.e. Do not throw in a bin etc.
- The data can only be used for the purposes of contact tracing and must **not** be used for marketing purposes, shared with anyone else etc. this is a breach of UK data protection laws.
- If a customer or visitor informs you that they do not want their details shared for the purposes of NHS Test and Trace, they can choose to opt out but best practise would be to refuse them entry
- The accuracy of the information provided is the responsibility of the individual. You do not have to verify an individual's identity.
- Make sure that all staff understand the law and the process.



# Trace and Track - Staff

- Names of staff who work at the premises
- A contact number for each member of staff
- Dates and times that staff are at work
- Health declarations or temperature checks



What to do if a customer or staff member confirms a case of COVID-19



# Dealing with an Outbreak

## 1. Risk Assessment:

- a. Ensure you have performed a risk assessment
- b. Ensure signage is placed around your venue and on booking instructing those who feel unwell or who are experiencing COVID-19 symptoms to stay at home
- c. Ensure that there is adequate signage around your venue and on booking detailing what to do if a customer falls ill within 7 days of visiting your premises.
- d. Advise your staff what to do if they fall ill or someone that they have been in contact with falls ill. Ensure all employees monitor their health and inform their line manager immediately if they experience symptoms however mild. Sick members of staff must not come into work and must be sent home immediately if symptoms develop
- e. Regularly review this to ensure it complies with the latest guidance



# Dealing with an Outbreak

## 2. Identify the source:

- - a. Staff
  - b. Customers

## 3. Gather information:

- You should be keeping customer and staff records for 21 days. This will help to assist NHS Test and Trace with data requests if needed, thus helping control and contain outbreaks.
  - a. Staff:
    - i. Name and contact details of all the staff that have come into contact with the staff member who has COVID-19
    - ii. Dates that they worked together
  - b. Customers
    - i. Name and contact details of all the customers who were in the building on the dates that the infected customer or staff member(s) were in the building



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# Dealing with an Outbreak

## 4. Contact Public Health England:

### a. Staff:

- i. You should report the suspected outbreak to your local Public Health England health protection team
- ii. You should report the suspected outbreak under RIDDOR
- iii. Providing the above with all the gathered information from above including rotas

### a. Customers:

- i. Name and contact details of all the customers who were in the building on the dates that the infected customer or staff member(s) were in the building



# Dealing with an Outbreak

## 5. Assist Public Health England Trace and Track

- Follow official advice your local Public Health England health protection team will advise you on next steps.
- Implement control measures as advised by Public Health this may include
  - Closing your venue (You should only close your venue if you have written advice from Public Health England forcing you to. Any other circumstance will not suffice as an insurance policy trigger)
  - Putting staff who have been in contact with the virus on sick leave for two weeks
  - Contacting HMRC to claim back the statutory sick pay
  - Deep cleaning your venue
  - Publishing the outbreak on your social media
  - Writing to all customers and staff who were in the venue on the identified days
- Assisting with staff and customer communications
- Reviewing your risk assessment to see if any further steps could be put in place to prevent a similar incident occurring in the future.



# Face Coverings



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# Face Coverings for Staff

- Not Mandatory BUT
- It will be mandatory to wear face coverings in shops from 24<sup>th</sup> July
- Rise in Personal Injury Claims
- Perform a risk assessment considering the number of people that they will be in contact with in one day
- 50.3 % said staff wearing masks was helpful 27.2% said that it was required (Leftlion survey of 6,000 people)
- Consult your staff
- Health declarations / temperature checks
- PPE make it available train people how to use it



# Face Coverings for customers

- Not mandatory BUT
- It will be mandatory to wear face coverings in shops from 24<sup>th</sup> July
- Rise in personal injury claims
- Health declaration on entry
- Toilets
  - Covid-19 lives in human poo for 33 days after someone has tested negative
- Hotel corridors
- Lifts
- Pinch Points



# Social Distancing Management



# Social distancing

- People should stay "one-metre plus" where a distance of 2m is not possible
  - Family groups
- Two households of any size will be able to meet in any setting inside or out. The government does not recommend meetings of multiple households indoors because of the risk of infection
  - 2 meters should be facilitated
- Outdoors, people can meet in groups of up to six - but two households can meet regardless of size
  - 2 meters should be facilitated
- You can have more than 30 in your venue, they just cannot be gathered together
  - Weddings and funerals
- Prevent people grouping, gathering, shouting and dancing
- Train your staff to deal with conflict



# Activities and Events



# Entertainment

The Government guidance has stated that live entertainment should not be undertaken.

All venues are required to take steps to avoid people needing to unduly raise their voices, refraining from playing music or broadcasts that may encourage shouting, anything that makes normal conversation difficult.

Discussions have been undertaken with regards to the showing of **live sporting events** and other broadcasts. At this time, these are not 'banned'. However, consideration to risk assessing each event is necessary. For example a local football 'derby' would no doubt cause voices to be raised, again the volume of this has to be a factor.

# Indoor Games

- Indoor games such as pool, snooker and darts are should be discouraged as they are not in the spirit of the guidance
- The intent of the guidance is to prevent customers walking around indoors, customers should be seated unless going to the toilet or bar (to make an order or to pay).
- However some local authorities are allowing pool and snooker halls to open as long as they have risk assessed

# Gaming Machines

- Gaming machines can lead to people walking around unnecessarily within the venue and the Covid-19 guidance aims to prevent this.
- Advice is that consider placing a stool at the machine so the customer is seated.
- Supply appropriate cleaning materials to ensure cleaning after every use.
- Consider the location of the machine, will it cause people to pass closely when visiting the toilet for example.
- Gaming machines should be clearly visible from the bar to enable legal age-verification checks to be carried out.

# Outdoor events

- Performing arts can now take place outdoors from 11 July with a socially distanced audience present
- Risk assessment (also consider disabled users)
- A reduction in capacity to ensure social distancing can be maintained
- Social interactions should be limited to a group of no more than two households (indoors and out) or up to six people from different households (if outdoors).
- Any individual groups should not interact with anyone outside of the group they are attending with
- All tickets must be purchased online and venues are encouraged to move towards e-ticketing for help with track and trace
- Clearly communicated social distancing marking in place
- Increase deep cleaning (Toilets and Hand sanitisation)

# Outdoor events

- Stagger entry and exit times to prevent queues forming
- Ensure you have the correct license to operate (TENs)
- Informed your local authority
- In the case of drive-in performances, only allowing cars to park sufficiently far apart to ensure social distancing is maintained, for example by clearly marking available parking spaces
- No cloak rooms
- In seat service
- Performances should be scheduled to allow sufficient time to undertake deep cleaning before the next audience arrives
- Singing and the playing of brass and wind instruments in groups or in front of an audience is limited to professionals only
- Performers, conductors, musicians must observe social distancing wherever possible
- Staff safety (face coverings, hand washing, social distancing)

# Dealing with customer anxiety



# Dealing with customer anxiety and build trust

Left Lion Survey 6,000 people

76% want to see temperature checks on entry

59.5% want door staff to control entry at all times 30.5% some of the time

74.6% want to see hand washing or sanitisation on entry 77.2% want to see hand sanitise and wipes around the venue

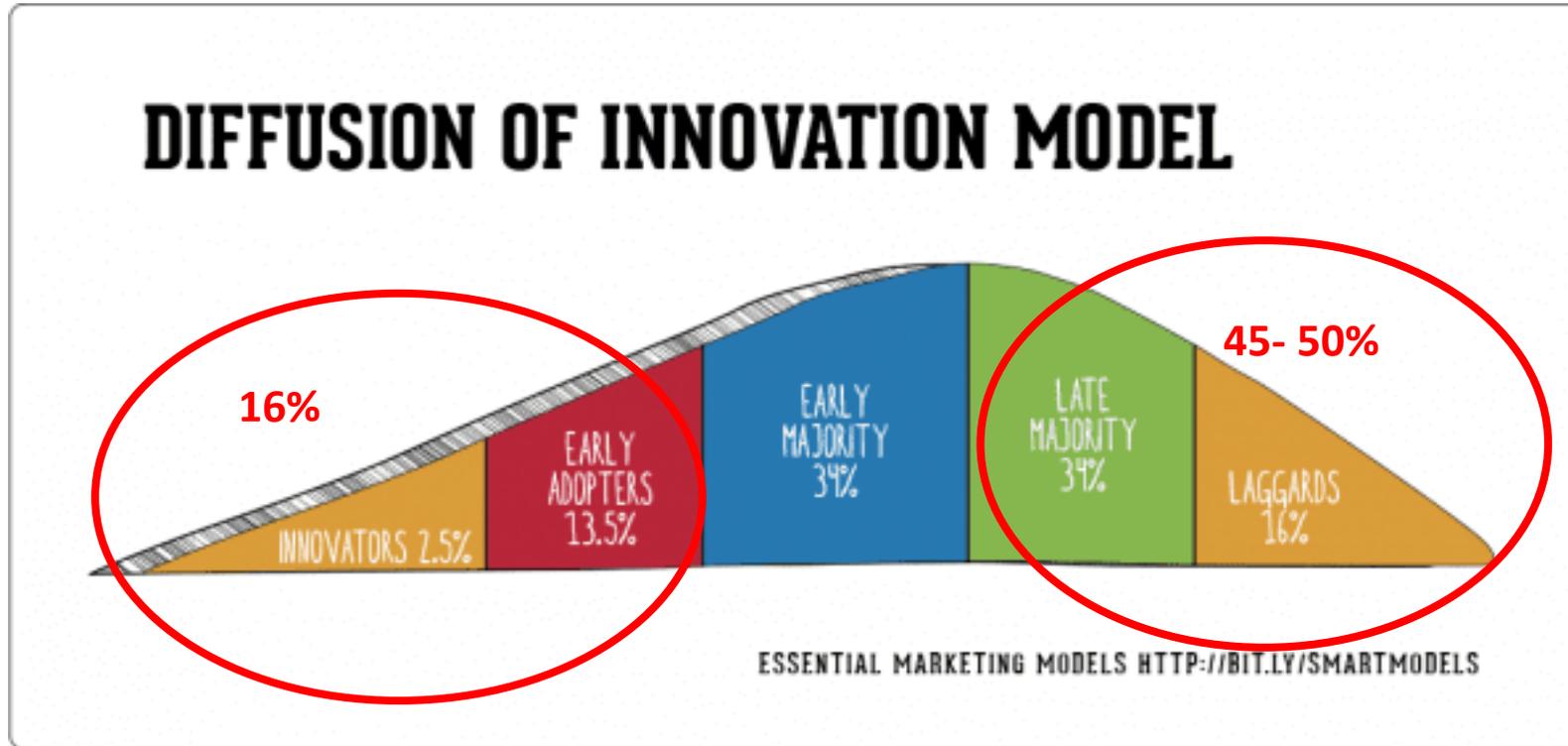
88.3% want to see visible cleaning of tables, chairs, surfaces, toilets etc in venues

81.7% said contactless payments were fine

64.4 % said mobile ordering was helpful and 23.9% absolutely necessary

# Dealing with customer anxiety and building trust

- Marketing



# Dealing with customer anxiety and building trust

Left Lion Survey 5,000 people

## Having a Drink

34.4% want to go out asap

35.9% want to wait a week or so

29.7% will not go out for a month, few months or longer

## Eating out

27.5% want to go out asap

38.1% want to wait a week or so

34.4% will not go out for a month, few months or longer

# Dealing with customer anxiety and building trust

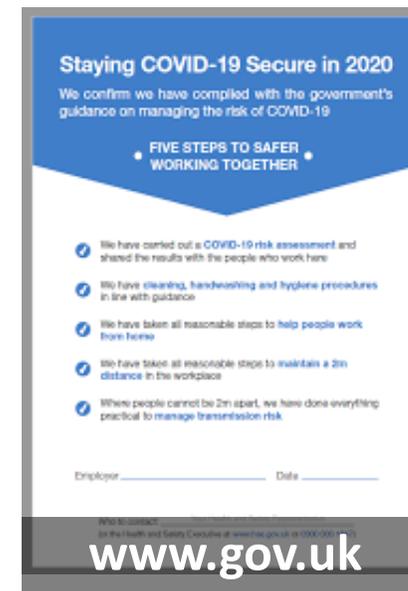
- Customers are looking to the companies they rely on for guidance and clarity
  - Videos, Photos and narrative to show what steps you are taking
  - Consumer journey from arrival to departure
  - Risk Assessment & Relevant Policies on website/social
  - Trial run with a select few customers
  - Gather and use customer feedback
  - Create and test a seamless journey
  - Cancellation policy
  - Marketing



# Staying COVID-19 Secure Posters / Accreditation



[www.foodalert.com](http://www.foodalert.com)



[www.gov.uk](http://www.gov.uk)



[www.visitbritain.org](http://www.visitbritain.org)



[www.theaa.com](http://www.theaa.com)

# Tourism - Inbound

- A near-total shutdown in international tourism to/from the UK
- As of June 3rd, Visit Britain expected a decline of 59% in visits to 16.8m and 63% in spend to £10.6bn. This would represent a loss vs the pre-COVID forecast of 25.3m visits and £19.7bn spend.
- Quarantine period (which is for all international arrivals to the UK, except for those from the Republic of Ireland and for those in a short list of exemptions, to be required to self-isolate for 14 days).
- Tourism numbers are forecast to gradually rise throughout the remainder of 2020 although are still very likely to be well below normal



# Tourism - Domestic

- VisitBritain have also run a domestic impact model for 2020.
- The forecast modelled each of the four journey purposes for overnight tourism (holidays, business, visiting friends and relatives and miscellaneous journeys) and day trips
- Forecast for England in domestic tourism, down 48% compared to 2019 from £75.9bn. This comprises £10.0bn from overnight tourism, down from £19.5bn in 2019, and £29.1bn from day trips, down from £56.5bn in 2019.
- Representing a decline of 48% for both overnights and leisure day trips, although the pattern of the recovery will be different.
- Representing a loss of £36.8bn (£9.4bn from overnights and £27.4bn from day trips)
- Two specific assumptions made are:
  - No major second wave of the virus necessitating national lockdown;
  - By early 2021 we are unlikely to be back to baseline (pre-COVID) levels in any purpose/category. Due to economic factors, supply loss, social distancing, and traveller sentiment.



# Q & A



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