



# Reopening Hospitality in Sheffield - now including business meetings and events

## A Guide for Businesses



**European Union**  
European Regional  
Development Fund



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## Introduction

Sheffield City Council is working closely with partners on the phased plan to support businesses, employees and visitors as Covid-19 lockdown restrictions are lifted further.

It is important that we all work together to create a safe and secure reopening of the hospitality sector.

The following information is aimed at supporting businesses in making the necessary preparations to bring back staff and welcome visitors.

It also includes details of national and local initiatives (led by Visit Britain and Marketing Sheffield at Sheffield City Council) to help businesses begin to stimulate demand.

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# Government Guidance

For hospitality, begin by referring to the following sections. Businesses must **translate** this guidance to their own specific circumstances.

## Visitor Economy

- Hotels and other guest accommodation (including self-catering accommodation, B&Bs, hostels, camping, holiday homes, caravan parks, boats and other types of accommodation including short-term letting). This guidance should be read in conjunction with the working safely in hotels and other accommodation guidance.
- Indoor and outdoor attractions (e.g. arcades, guided tours, theme parks, family entertainment centres, funfairs, zoos, and aquariums).
- Business events (e.g. conferences, exhibitions, conventions, consumer/trade shows and other events and meetings).

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>

Live Performances (people who work in performing arts, including arts organisations, venue operators and participants).

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/performing-arts>

Keeping workers and customers safe during Covid-19 in restaurants, pubs, bars and takeaway services (people who work in or run restaurants, pubs, bars, cafes or takeaways).

<https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/restaurants-offering-takeaway-or-delivery>

These should be read in conjunction with

- Working Safely During Coronavirus.
- Safer Travel Guidance.

Government has said that most hospitality business can now reopen. The exception to this is meetings and events of more than 30 people. It is expected that from 1 October events will be allowed, in line with guidance set out in section 2.2.3 of the above guidance, and dependent on whether the virus remains around or below current levels into the autumn.



# There are eight key areas you must address

## Checklist

1. Thinking about risk.
2. Keeping your customers and visitors safe.
3. Who should go to work.
4. Social distancing for workers.
5. Cleaning the workplace.
6. PPE and face coverings.
7. Workforce management.
8. Inbound and outbound goods.



# Public Health Messages and Social Distancing

Government guidance includes a comprehensive checklist of your obligations in 8 key areas. This includes assisting the NHS Test and Trace, carrying out an appropriate risk assessment, managing risk and social distancing.

## Public Health Key Messages

- Maintain social distancing measures.
- Promote good hand hygiene.

Where the social distancing guidelines cannot be followed in full, in relation to a particular activity, businesses should consider whether that activity needs to continue for the business to operate, and if so, take all the mitigating actions possible to reduce the risk of transmission between their staff.

Further mitigating actions include:

- Further increasing the frequency of hand washing and surface cleaning.
- Keeping the activity time involved as short as possible.
- Using screens or barriers to separate workers from each other and workers from customers at points of service.
- Using back-to-back or side-to-side working (rather than face-to-face) whenever possible.
- Reducing the number of people each person has contact with by using 'fixed teams or partnering' (so each person works with only a few others).
- Finally, if people must work face-to-face for a sustained period with more than a small group of fixed partners, then you will need to assess whether the activity can safely go ahead. No one is obliged to work in an unsafe work environment.
- Providing clear guidance on social distancing and hygiene to people on arrival, for example, signage, visual aids and before arrival, such as by phone, on the website or by email.
- Encouraging customers to use hand sanitiser or handwashing facilities as they enter the venue.
- Maintaining social distancing (2m, or 1m with risk mitigation where 2m is not viable, is acceptable) from customers when taking orders from customers.

## Who can sit/dine together?

*Indoors* - Groups of up to 2 households (plus their support bubble) may sit together indoors.

*Outdoors* - Groups of up to 2 households (plus their support bubble) may sit together, or up to a maximum of 6 people from different households may sit together outside.

If anyone is ill then they must stay at home.

Each premises must complete a risk assessment and on completion of such can display the certificate **5 Steps To Safer Working Together** on their website or in their windows.

**Staying COVID-19 Secure in 2020**

We confirm we have complied with the government's guidance on managing the risk of COVID-19

**FIVE STEPS TO SAFER WORKING TOGETHER**

- ✓ We have carried out a **COVID-19 risk assessment** and shared the results with the people who work here
- ✓ We have **cleaning, handwashing and hygiene procedures** in line with guidance
- ✓ We have taken all reasonable steps to **help people work from home**
- ✓ We have taken all reasonable steps to **maintain a 2m distance** in the workplace
- ✓ Where people cannot be 2m apart, we have done everything practical to **manage transmission risk**

Employer \_\_\_\_\_ Date \_\_\_\_\_

Who to contact: \_\_\_\_\_ Your Health and Safety Representative  
(or the Health and Safety Executive at [www.hse.gov.uk](http://www.hse.gov.uk) or 0300 003 1647)

## Toilets

Public toilets, portable toilets and toilets inside premises should be kept open and carefully managed to reduce the risk of transmission of COVID-19. To ensure that toilets are kept open you must ensure/promote good hygiene, social distancing and cleanliness in the toilet facilities. The guidance link below includes a checklist of steps that will usually be needed.

## Queues

Each venue needs to have an appropriate queuing system in place, ideally outdoors rather than indoors, maintaining social distancing and ensuring that the queuing systems don't cause risk to individuals, other businesses and add to additional security risks. The guidance link below includes a checklist of steps that will usually be needed. (See page 5 - **Stay Smart Stay Apart.**)

Full guidance can be downloaded here:

<https://assets.publishing.service.gov.uk/media/5eb96e8e86650c278b077616/Keeping-workers-and-customers-safe-during-covid-19-restaurants-pubs-bars-takeaways-230620.pdf>

# Supporting NHS Test and Trace

How it works:

1. Anyone who develops symptoms of coronavirus (COVID-19) can quickly be tested to find out if they have the virus. They must follow the rules to self isolate with other members of their household and order a test to find out if they have Coronavirus. Tests can be ordered immediately at [www.nhs.uk/coronavirus](http://www.nhs.uk/coronavirus) or by calling 119 for those with no internet access.
2. Close recent contacts of anyone who tests positive for coronavirus will be contacted and must self-isolate if the **NHS Test and Trace** service advises them to do so.
3. If you test positive for coronavirus, you must share information promptly about your recent contacts through the **NHS Test and Trace** service to help us alert other people who may need to self-isolate.

## What is a close recent contact?

Any close contact with anyone other than members of your household. We are interested in the 48 hours before you developed symptoms and the time since you developed symptoms. Close contact means:

- Having face-to-face contact with someone (less than 1 metre away).
- Spending more than 15 minutes within 2 metres of someone.
- Travelling in a car or other small vehicle with someone (even on a short journey) or close to them on a plane.

As many premises will be using the 1 metre plus rather than 2 metre social distancing guidelines it is likely that someone (staff or customer) may have encountered a 'close contact' during their visit and therefore need to comply with the **NHS Test and Trace**.

## Ask of the hospitality industry

Keep a temporary record of your staff, customers and visitors for 21 days in a way that is GDPR compliant and manageable for your business. Assist **NHS Test and Trace** with requests for that data if needed.

Many businesses that take bookings already have systems for recording their customers and visitors. If you do not have such a record the requirement is that it is GDPR compliant. GDPR compliance would include the safe retention of the information whilst ever it is current and required by law (in this case, 21days). The information should not be left unattended (i.e. so that it can be accessed by anyone other than the appropriate persons which would be relevant staff members and business owners) and should not be used for any other purposes than it is intended for. A password protected spreadsheet saved on a secure computer or paper documents retained in a locked space and securely destroyed after the elapse of 21 days will meet the requirements. **NHS Test and Trace** will work with you to ensure that information is shared in a safe and secure way. The local authority will not be resourcing the provision of a database for this purpose. More information can be found at:

<https://www.gov.uk/guidance/maintaining-records-of-staff-customers-and-visitors-to-support-nhs-test-and-trace>

## Information required

- Name of each guest (or the lead group member).
- Phone number of each guest (or the lead group member).
- Date of visit, arrival time and, where possible, departure time.

## Practical tips

1. Advertise the social distancing and **NHS Test and Trace** guidelines on your web page, booking site and at your venue so that customers are fully informed of the requirements.
2. Only take bookings once you have received all the necessary information for each member of the party.
3. Number your tables and have a floor plan so that you can identify where someone was sitting (this will help identify guests and/or staff that might have been a close contact)
4. Record the time of arrival and departure (where practical) of the guests (this will help identify guests and/or staff that might have been a close contact)
5. Explain to customers and visitors why you are asking for this information and how they are playing their part.



# Be Smart Stay Apart

Sheffield City Council has implemented **Be Smart Stay Apart** in the city centre and district centres. The following recommendations are made to local businesses on queuing and social distancing.

1. Businesses should discuss their queuing procedures with their neighbouring businesses, in order to work together to successfully promote social distancing. It is the responsibility of individual businesses to manage the queues outside their own premises.
2. Wherever possible, manage queues within your own premises and surrounding land if available. Use areas such as car parks, waiting rooms or reception areas temporarily.
3. In instances where the pavement is less than 3 metres wide, please be mindful of queues forming and the impact on pedestrians having to walk around whilst adhering to social distancing rules. Avoid diverting passers-by onto nearby roads or creating obstructions for those with mobility issues. As a general rule always allow at least 2m from the queue to the edge of the pavement.
4. Consider using appointment systems or staggered arrival and leaving systems for visitors to your premises to minimise the amount of people waiting outside at any one time.
5. If possible limit the number of entry and exit points to your premises. Consider one way systems or having separate entrance and exit points if possible.
6. Consider whether temporary barriers are needed on your premises taking into account proximity to roads and other pedestrian routes.
7. Apply clear signage/ stickers explaining the social distancing measures in place that customers should follow. Do not use any permanent markings or paint.
8. Consider whether your own staff can provide effective queue management or whether additional security staff are required to support your workforce.



# Legionella

**Public Health England** identifies a potential health risk of Legionella in water systems that haven't been used during lockdown.

You can download the advice leaflet here:

[https://cdn-cms.f-static.net/uploads/3259032/normal\\_5ed90f167c096.pdf](https://cdn-cms.f-static.net/uploads/3259032/normal_5ed90f167c096.pdf)



Public Health  
England

Food, Water and  
Environmental (FW&E)  
Microbiology Services

## Important information

For all organisations  
that rely on a safe  
water supply to  
undertake their  
business activities

### What is the risk?

During the COVID-19 lockdown, many businesses have had to close to protect public health and reduce the spread of the virus. However, as businesses start to consider re-opening, as restrictions are lifted, it is important to ensure that public health continues to be protected. A potential health risk relates to Legionella in water systems that have not been used during the lock down period.

Buildings should have in place a risk assessment and a Water Safety Plan, but dormant water systems will result in bacterial growth, especially in warmer weather. Legionella, which is naturally present in water systems, causes Legionnaires' disease which is fatal in 10% of cases. This can be avoided by following appropriate advice.

### Who needs to take action?

- dental practices
- hair dressers
- hotels
- gyms
- sports clubs
- office buildings (especially those with shower facilities)
- any organisation that has a water supply and is currently shut down

### What action will reduce the risk?

Regular flushing of the premises water system throughout the shut down period is required. However, all aspects of the water management system need to be reviewed before re-opening the business, and necessary action will be dependent on the complexities of the system. This may be done by a combination of workers employed by the organisation if they have the necessary skills and knowledge. However, if a water system requires disinfection then a water consultant will be needed.





## Pavement Café Scheme

Sheffield City Council's Pavement Café Scheme allows businesses to quickly apply for seating and tables outside their premises to expand their service area.

It is a temporary scheme until the end of the year and is at no cost to the businesses. The application form is available here.

<https://www.sheffield.gov.uk/pavementcafes>

We have a limited supply of café barriers with tap rails to assist visually impaired people, for businesses to use in their outdoor café areas. These are branded with the **Make Yourself at Home** campaign and demand for these has been high. We are allocating on a first come first served basis, and currently can only supply independent businesses who have been approved for the temporary pavement licence scheme and are within the city centre. We are looking to widen the criteria in the near future. For more information and to apply please contact [citycentre.management@sheffield.gov.uk](mailto:citycentre.management@sheffield.gov.uk)

## Why Let Good Times Turn Bad

It is the duty of everyone to promote responsible drinking. For help with problem drinking and to access support contact:

<https://www.drinkaware.co.uk>

**Sheffield Treatment And Recovery Team**

<https://www.shsc.nhs.uk/services/alcohol-service-sheffield-treatment-and-recovery-team>

Or phone **START** on **0114 305 0500** or by email at [sct-ctr.fitzwilliamcentreferrals@nhs.net](mailto:sct-ctr.fitzwilliamcentreferrals@nhs.net)

# VAT: reduced rate for hospitality, holiday accommodation and attractions

VAT registered businesses can now apply a temporary 5% reduced rate of VAT to certain supplies relating to:

- Hospitality.
- Hotel and holiday accommodation.
- Admission to certain attractions.

The temporary reduced rate will apply to supplies that are made between 15 July 2020 and 12 January 2021.

Find out more here:

<https://www.gov.uk/guidance/vat-reduced-rate-for-hospitality-holiday-accommodation-and-attractions>

- Telephone enquiries : 0300 200 3700. Outside UK: +44 2920 501 261
- Email enquiries: [VATtourismandhospitality@hmrc.gov.uk](mailto:VATtourismandhospitality@hmrc.gov.uk)

## Register your establishment for the Eat Out to Help Out Scheme

To encourage people to return to eating out at restaurants, cafés and pubs a new **Eat Out to Help Out** discount scheme has been set up by Government. You can apply now and then use the Eat Out to Help Out Scheme to offer a discount to diners and encourage them to eat at your establishment.

You can use the **Eat Out to Help Out Scheme**:

- All day, every Monday, Tuesday and Wednesday from 3 to 31 August 2020.
- To offer a 50% discount, up to a maximum of £10 per person, to diners for food or non-alcoholic drinks to eat or drink in.
- To claim the money back from the government.

There is no limit to the number of times customers can use the offer during the period of the scheme. Your customers cannot get a discount for someone who is not eating or drinking.

Alcohol and service charges are excluded from the offer.

Registration will close on 31 August.

Register and find out more here:

<https://www.gov.uk/guidance/register-your-establishment-for-the-eat-out-to-help-out-scheme>

# Tips on maintaining accessibility

- Ensure that accessible toilets remain open for disabled people only.
- Ensure hand sanitiser units are placed at an appropriate height for wheelchair users and are in accessible locations.
- Provide extra seating in areas where social distancing queues are likely (providing you can ensure this is not encouraging people to wait in areas unnecessarily).
- Ensure there is sufficient designated accessible spaces at payment points.
- Ensure plexiglass or Perspex screens have contrasting markers for the visually impaired.
- Promote the Sunflower Lanyard hidden disabilities identifier to staff and citizens. <https://hiddendisabilitiesstore.com/about-hidden-disabilities-sunflower>
- Adaptation/adoption of existing good practice can be found <https://www.visitengland.org/access>



# Specific guidance for meetings and events from 15th August

- Meetings of up to 30 people indoors are allowed in permitted venues if social distancing can be maintained and the venue can demonstrate it has followed the COVID-19 guidance. If permitted venues have multiple, separate meeting facilities, these can be hired out simultaneously for separate meetings/events if social distancing can be maintained, groups can be kept separate, and the venue can demonstrate it has followed the COVID-19 guidance. Business meetings and events of over 30 people should not currently take place in any venue. Banqueting and private dining events should not currently take place in any venue (separate guidance is available for wedding receptions see bullet point 4)
- Exhibition and conference centres that have small, separate and directly accessible meeting facilities as part of the site may be used to host business meetings and events of up to 30 people if social distancing can be maintained, groups can be kept separate, and the venue can demonstrate it has followed the COVID-19 guidance. They are also allowed to show small groups (of up to 30 people, with social distancing requirements) around to view the facilities and plan future events, and to enable government backed pilots to take place. Business meetings and events of over 30 people should not currently take place in conference centres and exhibition halls.
- Basic catering can be provided at meetings and events, following the COVID-19 guidance for bars, pubs and takeaway services. However, it is advised not to hold extended sit down meals for large groups (see MIA guidance page 16) If a banqueting venue is able to operate as a restaurant (following the relevant BEIS guidance, adhering to rules on social distancing, keeping household groups/bubbles separate, etc) this would be allowed.
- Receptions and celebrations may take place in the form of a sit-down meal, but only where they can be done in a COVID-19 secure environment/venue, and there should be no more than 30 people attending. See <https://www.gov.uk/government/publications/covid-19-guidance-for-small-marriages-and-civil-partnerships/covid-19-guidance-for-wedding-and-civil-partnership-receptions-and-celebrations>
- All guidance states that events should operate a capacity allowing for compliance with social distancing of 2m, or 1m with mitigations. **This should be the fundamental principle.** It notes that for conferences and events, venues should consider social distancing approximately equivalent to a density of 10m<sup>2</sup>, given the additional risks of large groups interacting in this specific way.

Refer to section 2.2.3 of this guidance <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/the-visitor-economy>



# Specific guidance for performing arts from 15th August

Guidance sets out a 5 stage roadmap for the performing arts sector. As of 15 August we are now at Stage Four of the roadmap. This means that socially distanced indoor and outdoor performances can take place in line with this guidance, though guidance encourages organisations to continue to work outdoors wherever possible.

- Premises or locations which are COVID-19 Secure can hold more than 30 people, subject to their own capacity limits, although any individual groups should not interact with anyone outside of the group they are attending the venue with - so in a group no larger than two households or six people if outdoors. This will mean careful consideration needs to be given to seating arrangements for any clusters of tickets purchased together.
- You should arrange one-way travel routes between transport hubs (inc. car parks) and venues.
- When members of the public are attending performances, organisers should ensure that steps are taken to avoid audiences needing to unduly raise their voices to each other, such as shouting, chanting and singing along. This is because increased volume can increase aerosol transmission. This includes, but is not limited to, discouraging singing along to music or cheering, refraining from playing music or broadcasts that may encourage shouting, including if played at a volume that makes normal conversation difficult, for example during performance intervals. Organisers can ask performers to help encourage the audience to support the overall safety of the event. You should take similar steps to prevent close contact activities - such as communal dancing in audiences. Further guidance, based on scientific evidence, to enable these activities will be published as soon as possible.
- You should ensure any changes to entries, exit and queue management take into account reasonable adjustments for those who need them, including disabled individuals, including those with sensory disabilities. For example, maintaining pedestrian and parking access for disabled customers or workers and communicating arrangements effectively.
- Where possible, you should encourage guests to purchase tickets online and to use e-ticketing. Where this is not the case, encourage contactless payment.

The full guidance is available here <https://www.gov.uk/guidance/working-safely-during-coronavirus-covid-19/performing-arts>

# Guidance for meetings and events venues opening from 1st October

From 1 October, it is expected that events of all types (e.g. trade shows, consumer shows, exhibitions, conferences) will be allowed at a capacity allowing for compliance with social distancing of 2m, or 1m with mitigation (approximately equivalent to a density of 10m<sup>2</sup> per person). Where such events involve people speaking loudly for prolonged periods of time any mitigation must include particular attention to the ventilation of the spaces. This will be subject to the latest public health advice.

You should refer to the following steps that will be needed to reduce transmission due to face-to-face meetings and maintain social distancing in meetings.

1. Preventing the attendance of anyone who is symptomatic; has recently been symptomatic; tested positive for COVID-19; or if they are a contact of someone symptomatic or has been identified by the NHS Test & Trace programme as someone who has been a close contact of a case.
2. Avoiding the potential for transmission of COVID-19 during meetings, for example avoiding sharing pens and other objects.
3. Encouraging customers to use handwashing facilities or hand sanitiser (where washing facilities are not available) as they enter the premises to reduce the risk of transmission by touching products or surfaces.
4. Ensuring that meeting rooms are cleaned thoroughly between users and the frequent touch points such as door handles and surfaces are continuously kept clean through an event.
5. Ensuring that social distancing applies to all parts of a premise where the meeting is being conducted, not just the place where people spend most of their time, but also entrances and exits, break rooms, canteens and similar settings. These are often the most challenging areas to maintain social distancing.
6. Holding meetings outdoors or in well-ventilated rooms whenever possible. See page 15 for more information on air ventilation.
7. Having socially distanced seating and/or spacing out any tables to meet social distancing requirements.
8. When indoors avoid those speaking doing so directly face to face with other participants whenever possible.
9. Taking steps to avoid loud speaking or shouting, such as using microphones and not using background music.
10. For areas where regular meetings take place, using floor signage to help people maintain social distancing.

## Conferences and events

In addition to interventions on page 14, the following mitigations should be meticulously applied when planning business and consumer trade events:

- **Crowd Density Standard:** at a capacity allowing for compliance with social distancing of 2m, or 1m with mitigation (approximately equivalent to a density of 10m<sup>2</sup> per person).
- **Controlled entry:** staggering admission to ensure socially distanced arrival.
- **Managing queues outside the venue** to ensure they do not cause a risk to individuals or other businesses, for example by introducing queuing systems, using barriers and having staff direct customers.
- **Controlled flow during an event:** introducing one-way systems and timed tickets to control flow and alleviate congestion.
- **Providing floor markings, where appropriate, and signage** to remind both workers and customers to follow social distancing wherever possible.
- **Assigning appropriately distanced seating** where events have a seated element and encourage seated events.
- **Ensuring that on site speakers are subject to restrictions on live performances.**

The opening up of the economy following the COVID-19 outbreak is being supported by NHS Test and Trace. You should assist this service by keeping a temporary record of your customers and visitors for 21 days, in a way that is manageable for your business but effective for managing disease transmission risks, and assist NHS Test and Trace with requests for that data if needed.

People are also strongly encouraged to wear a face covering in any enclosed public space where there are people they do not normally meet.

## Air extraction and ventilation measures

Ventilation is an important part of mitigating against the transmission of COVID-19. Ventilation into the building should be optimised to ensure a fresh air supply is provided to all areas of the facility and increased wherever possible.

You should consider:

- Increasing the existing ventilation rate by fully opening dampers and running fans on full speed.
- Operating the ventilation system 24 hours a day.
- Increase the frequency of filter changes.
- In the absence of known ventilation rates, a carbon dioxide sensor shall be used as a surrogate indicator to switch on additional mechanical ventilation or open windows.

Further guidance is provided in the CIBSE Guidance here: <https://www.cibse.org/coronavirus-covid-19/emerging-from-lockdown>

# Advice and support for meetings and events venues

The Meetings Industry Association has produced free guidance specifically for conference and meetings venues, which is also wrapped into the wider UKHospitality guidance.

<https://www.ukhospitality.org.uk/page/COVID19SecureGuidelines>

- Roadmap to Recovery- this assists venues to reopen and operate safely, as well as providing crucial reassurance to help encourage future trade. Based on extensive national and international research, advice considers the safety of both an operator's staff and clients throughout the entire customer journey, and guides you through your risk assessment preparations. <https://www.mia-uk.org/Safety-Resources>
- Contract guidance- a dedicated contract and cancellation guide to help the industry mitigate the impact of COVID-19 on future bookings, and ensure all parties are protected. Working with legal experts Mishcon de Reya, the step-by-step guide details all the actions venues operators should take to ensure they are totally transparent, and their cancellation policy is both fair and reasonable in all cases. <https://www.mia-uk.org/COVID-19-Contract-Guidance>

Extra support tools are also available (you must sign up as a member of the MIA to benefit from these tools. See <https://www.mia-uk.org/membership>)

- AIM Secure accreditation. AIM Secure is a mark of recognition and endorsement to help your organisation achieve recognition amongst those who deliver first-class service, excellent facilities and a total commitment to upholding legal compliance and health and hygiene protocols. Managed by the MIA, AIM Secure recognises your organisation's desire to demonstrate a professional approach to the meetings and events business. It highlights your dedication to offering an environment that is healthy and hygienic as well as your commitment to do the very best for both your customers and your staff. <https://www.mia-uk.org/AIM>
- MIA TrustedTrace tool enabling venues to manage the tracking and tracing of delegates. The system produces a link to a dedicated event area which can then be shared with your event organiser to ensure all the relevant delegate contact information is collected correctly. On the day of the event, venues can use the system to cross-check the delegate list accordingly, to ensure a precise record of attendees is held. After 21 days, the data will be automatically deleted in-line with GDPR regulations. <https://www.mia-uk.org/miaTrustedTrace>



An assurance of excellence in  
business meetings and events  
Service. Safety. Health. Responsibility.



## Support for Businesses

Sheffield City Council's team of advisors at **Business Sheffield** are available to help businesses navigate their way through all available support.

Telephone: **0114 224 5000**

Email: **businesssheffield@sheffield.gov.uk**

Business Sheffield also hosts a series of free online workshops, webinars and virtual one-to-one sessions to help keep supporting the development of Sheffield businesses.

<http://www.welcometosheffield.co.uk/business/events>

**Business  
Sheffield**

## Redundancy Support

Sheffield City Council and other key partners offer a tailored redundancy support package for the staff of any company facing this unfortunate situation. This support is free of charge.

Find out more here:

<http://www.welcometosheffield.co.uk/invest/redundancy-support>

Or email **Anne.Brennan@sheffield.gov.uk**

**Invest  
Sheffield**



## Make Yourself at Home

Sheffield's 'Make Yourself at Home' initiative has been created for all businesses and communities in Sheffield. It is designed to be easy to adopt by all to help get our city moving again and stimulate demand, as we move into the next phase of lockdown restrictions being lifted.

There is a toolkit available for all businesses to download which includes a guide of ideas of how to integrate 'Make Yourself at Home' into our communications and marketing activity. There is a badge to use on your website, on social media and on online and printed materials.

Find out more here:

<http://www.welcometosheffield.co.uk/makeyourselfathome>



# VisitBritain

As the national Tourism agency VisitBritain/VisitEngland plays a unique role in building England's tourism product and raising Britain's profile worldwide. Marketing Sheffield works closely with them to position Sheffield and promote the visitor experience.

The organisation has launched a new industry standard and supporting consumer mark for tourism to provide a 'ring of confidence' for businesses, attractions and accommodation as well as provide reassurance to local residents and visitors that clear processes are in place and that as an industry we're good to go. The industry standard is the result of collaboration between 44 membership bodies and 79 other key bodies from the National Trust to Merlin. To obtain the mark, businesses must complete an online self-assessment before receiving certification and the '**We're Good to Go**' mark for display in their premises and online. The self-assessment process and further details are available at:

<https://goodtogo.visitbritain.com/>

In addition to the industry standard, VisitBritain will be supporting destinations with its **Know Before You Go** consumer campaign encouraging visitors to check all the latest guidance before making travel plans. You'll find more details at:

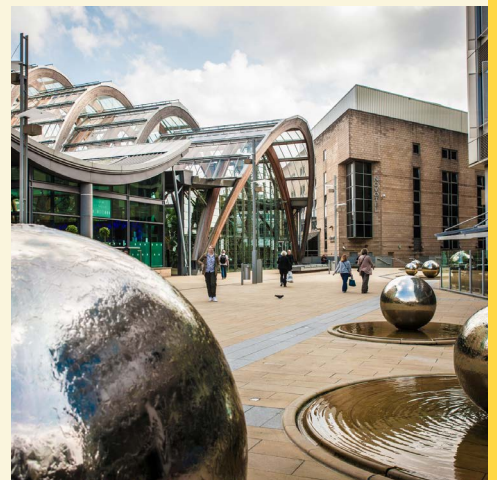
<https://www.visitbritain.com/gb/en/know-before-you-go>

VisitBritain is also conducting a weekly **Consumer Sentiment** tracker.

<https://www.visitbritain.org/covid-19-consumer-sentiment-tracker>

VisitBritain has commissioned the weekly tracking survey to understand domestic intent to take short breaks and holidays both within the UK and abroad, with particular focus around the current barriers and concerns around travel and how these will evolve over time.

Updated weekly, you'll find out the likelihood of UK residents to travel; when and where they plan to go and the types of accommodation they might choose. The sentiment tracker also gives an indication of the type of reassurances they're seeking from the sector.



# Useful links and contacts

Colleagues across the local authority and city are ready to help.

If you have concerns about how a workplace or setting is operating, the team in Environmental Health can be contacted at [healthprotection@sheffield.gov.uk](mailto:healthprotection@sheffield.gov.uk) and will follow up any queries using a three staged approach.

Colleagues in Public Health will deal with general public health enquiries regarding Covid-19. Initial enquiries should be directed to [DPHOffice@sheffield.gov.uk](mailto:DPHOffice@sheffield.gov.uk) and the team will route the enquiry to the right location.

If the enquiry is regarding licensing, including the temporary permissions for the siting of outdoor tables and chairs, these should be directed to [licensing@sheffield.gov.uk](mailto:licensing@sheffield.gov.uk)

To find out more about Marketing Sheffield support for the city's visitor economy contact the team at [visitor@sheffield.gov.uk](mailto:visitor@sheffield.gov.uk)

City Centre businesses are supported by SheffieldBid. Contact [operations@sheffieldbid.com](mailto:operations@sheffieldbid.com)

