Contents

03 Chairman’s introduction
04 Communications
   Campaign explanation
   Signage options
   Example artwork
   Message matrix
08 Operations
   Proposed activity and initiatives that will be put in place across
   the BID area (town centre and Waterfront)
09 Business Support
   Checklist for re-opening
   Guidance and advice package
14 Government & Industry Guidance on Safely Reopening Businesses
   Guidance from World Health Organisation
   UK Government & Ipswich Borough Council
   Guidance from industry bodies

In conjunction with the Ipswich Vision Partners:

HM Government  European Union
European Regional Development Fund

In conjunction with:

Ipswich Borough Council
Suffolk Chamber of Commerce
Suffolk County Council
TOM HUNT for Ipswich
University of Suffolk
Suffolk & Suffolk Unlimited
ALL ABOUT IPSWICH
EAST ANGLIA’S WATERFRONT TOWN
Chairman’s Introduction

In the lead up to being able to welcome staff and visitors back to Ipswich town centre after the COVID-19 emergency, Ipswich Central has been working with key partners and stakeholders to help create a Covid-Secure, safe and sustainable reopening plan. The plan has been given the name ‘Ipswich: Together We Can’ as it relies upon us all doing our part to look after one another. It is that spirit of community and shared objective that has been so evident in the past few weeks and which will serve us well as we begin to return to normality. We are grateful that Ipswich Borough Council have agreed to fund the production and publication of this document out of the Reopening High Streets Safely Fund.

In readiness for the lifting of restrictions, we have been assisting Ipswich Borough Council in ensuring that business grants were made available and helping the Police ensure that your premises remained safe and secure. We have also sent out weekly insights e-newsletters, transformed our visitor website www.allaboutipswich.com into a Virtual Ipswich platform, created the TOWN TALKS podcast, updated businesses weekly on Government policy and guidance, and hosted webinar sessions to discuss local issues and share best practice.

But, alongside all of this, we have been developing detailed plans for the restarting of our town centre economy.

This document provides details about our plans, as well as guidance and considerations for you to think about. It is intended to be read alongside the Government’s COVID-19 recovery strategy.

We are keen to provide a safe and secure town centre for everybody who wishes to visit Ipswich. If you have any feedback or ideas that may help us achieve this, please contact us on info@ipswichcentral.co.uk

Please do your part to help us to reopen Suffolk’s County Town safely and for the benefit of all who will use it.

Thank you

Terry Baxter
Chair, Ipswich Central
Communications

Campaign explanation

Working with partners, we have developed a clear and consistent message which will be used to reassure visitors and workers as they return to the town centre.

**Ipswich: Together We Can** aims to provide:
- clear information
- reassurance
- support to businesses
- a welcoming and safe environment

It is built upon a ‘social contract’ where town centre users are encouraged to act in everyone’s best interests. Contactless contact will be the new way forward and we believe it can work to recreate the same town centre environment that we have all become so proud of.

The **Ipswich: Together We Can** message will feature on:
- Posters
- Bollard and barrier covers
- PVC Banners
- Floor vinyls
- Vacant unit vinyls
- Strut cards
- Floor stencils
- A-boards
- Lamppost banners
- Car park posters

Town centre businesses can download posters incorporating core messages from: [ipswichcentral.co.uk/togetherwecan](https://ipswichcentral.co.uk/togetherwecan)

There is also a range of other items available to order, such as floor vinyls and tape.
Communications

Signage Options

Posters

Ipswich: Together We Can
Stay Apart

Ipswich: Together We Can
Shop Local

Ipswich: Together We Can
Support Each Other

Floor Stickers

Stay Apart

Keep Left
Communications

Example Artwork

Lamppost Banners

Ipswich: Together We Can
#staysafe

Ipswich: Together We Can
#staysafe

Ipswich: Together We Can
#staysafe

Ipswich: Together We Can
#thankyou

Ipswich: Together We Can
#thankyou
# Operations

The **Ipswich: Together We Can** messages provide reassurance by:

<table>
<thead>
<tr>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleansing</td>
<td>Town centre cleaning will be maintained throughout the week to enhance cleanliness and provide reassurance for users, particularly in busier areas.</td>
</tr>
<tr>
<td>Signage</td>
<td>Signage will promote physical distancing and walking directions in streets with the advice being to 'keep to the left'.</td>
</tr>
<tr>
<td>Queuing</td>
<td>Posters, floor stickers and other communication collateral for windows, barriers and pavements will help to promote safe queueing. We will work with businesses on their own queue management protocols. Wherever possible, queues should form to the left of each premises.</td>
</tr>
<tr>
<td>Hygiene</td>
<td>Where possible, businesses should provide hand sanitisers for customers.</td>
</tr>
<tr>
<td>Public Space</td>
<td>Upper Brook Street will be closed to traffic between 10.30am and 4.30pm each day. Some smaller alleyways will be taken out of use and made 'access only'. We will assist with traffic management.</td>
</tr>
<tr>
<td>Street Rangers</td>
<td>The team will adopt a reassuring role, providing advice to businesses and visitors where required. RadioLink should be used to contact Rangers throughout the day.</td>
</tr>
<tr>
<td>Parking</td>
<td>Crown Car Park will be free 10:30 to 16:30 from 15th June to 3rd July (5 hours max).</td>
</tr>
</tbody>
</table>
Business Support

Checklist for re-opening

A simple checklist for your business will need to begin with your own risk assessment and this might result in considerations such as:

### Retail
- Risk assessment
- Physical distancing
- Signage / communication
- Store layout
- Entry and exit points
- Number of customers inside store
- Customer movement inside store
- Queue management
- PPE provided for staff
- Plastic screens on counters
- Payment methods
- Opening hours
- Stock handling

### Office
- Risk assessment
- Physical distancing
- Signage / communication
- Split staff rota
- Staggered arrival times
- Staggered lunches
- Office layout
- PPE provided or available
- Enhanced cleaning
- Travel
- Meetings
- Who is permitted entry into building
- Sharing equipment

### Café/Restaurant
- Risk assessment
- Physical distancing
- Signage / communication
- Provision of outside dining
- Reduced table number / number of customers
- Queue management
- PPE provided for staff
- Plastic screens on counters
- Enhanced cleaning
- Payment methods
- Use and management of toilets
- Opening hours
- Takeaway/delivery
Business Support

Guidance and advice package

Key points | Advice / Guidance
--- | ---
Risk Assessment | A separate COVID-19 risk assessments is a legal requirement for every business as part of showing customers you are staying Covid-Secure. The link below provides information for the HSE guidance on workplace risk assessments and includes some useful case studies.

https://www.hse.gov.uk/risk/casestudies/

Physical Distancing | This must be in accordance with Government guidance which evolve and so should be checked regularly.

Things to think about are:

- Floor markers to indicate safe distance.
- Notices to be clear and in obvious places e.g. at entrance points, queuing areas, till points etc.
- Appropriate changes to floor layouts to facilitate safe distancing. Desks positions, size of rooms, screens, hallways etc will need to be considered.
- Limiting the number of staff within the premises at any one time by splitting shifts, staggering arrival/departure/lunch breaks etc.
- Use of outdoor spaces should take into account the layout of the areas, positioning of tables and chairs, sneeze screens between tables.
- Remove all unnecessary obstacles.

Signage / Communication | ‘Ipswich: Together We Can’

Businesses are encouraged to use the same messages and these need to be available to staff and customers. Clear guidance will include:

- Physical distancing.
- Hand washing (for 20 seconds with soap and water, or hand sanitiser).
Business Support

continued... Guidance and advice package

Key points | Advice / Guidance
---|---

**Signage / communication**

‘Ipswich: Together We Can’

- Limits to the number of customers inside store at any one time
- Queue to the left.
- Contactless payment methods wherever possible.

Please click here for the *Ipswich: Together We Can* signage templates and items which can be purchased.

**Premises layout**

Consider the layout of each premises including size, design, number of rooms, ventilation etc. Consideration should be given to:

- One-way routes around the premises with users asked to ‘keep left’.
- How entry and exits points can be different.
- Maximum number of persons permitted in the premises at any one time.
- Room sizes and how physical distancing guidelines can be adhered to.
- Rotation of staff who are in the office at any one time e.g. splitting staff into teams, creating a rota with no overlap etc.
- Where an isolation area be made available.
- Whether any areas should be closed e.g. kitchens, canteens etc.
- Limiting meetings and, where possible, using other means of engagement.
- Outside dining and working provision for staff as well as minimising risk of people dining together inside.

continued overleaf...
### Business Support

**Guidance and advice package**

<table>
<thead>
<tr>
<th>Key points</th>
<th>Advice / Guidance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Queue management</strong></td>
<td>• At times queues will be forming outside premises and businesses must ensure that they are managed responsibility with physical distancing maintained. Wherever possible queues should be formed to the left of any entrance and numbers of people in the queue at any one time restricted. Areas for queueing should be clearly marked.</td>
</tr>
<tr>
<td><strong>PPE equipment</strong></td>
<td>Some staff may be considered frontline in terms of customer-facing. PPE provision should be made available. Consider what is the correct personal protection equipment (PPE). Government provides information on this. Examples of PPE: • Disposable face masks, these will give customers and staff reassurance that they are protected and safe • Gloves • Hand sanitiser • Screens between desks/tables and at till points The New Anglia LEP has a list of suppliers, the link is at the end of this document. This has been collated by the LEP.</td>
</tr>
<tr>
<td><strong>Payment methods</strong></td>
<td>Businesses should consider removing ‘pay by cash’ options recommend contactless methods. Changes to payment methods should be communicated to customers and staff. Clear signage will help with this.</td>
</tr>
</tbody>
</table>

*continued overleaf...*
## Business Support

### Guidance and advice package

<table>
<thead>
<tr>
<th>Key points</th>
<th>Advice / Guidance</th>
</tr>
</thead>
</table>
| **Staff and wellbeing** | Staff should be trained and aware of any new rules, regulations and guidance that your business puts in place. These may include:  
  • Personal hygiene guidance and assurance on what personal protection equipment (PPE) will be provided for staff  
  • New rules around the cleaning of surfaces, product, and payment methods.  
  • Recommendations of the safest ways to travel to and from work e.g. Taxi allowances, guides to safe walking/cycling routes or flexible hours to avoid limited capacity on public transport  
  • Recommendations for staff wellbeing during working hours and break times, such as promoting open spaces and parks near your business.  
  • Video comms is a simple way of communicating this to your team |
| **Opening hours**     | Modified 'normal hours' should be considered. Changes should be communicated to customers and staff.                                                                                                                                                                                      |
| **Enhanced cleaning** | Enhanced cleaning regimes might include:  
  • More frequent cleaning.  
  • Periodic deep-cleaning, where appropriate e.g. between team shift changes etc.  
  • Communicate cleaning processes to reassure staff and customers.  
  • Cleaning between each customer e.g. chairs, tables, condiments etc.  
  • Enhanced and more frequent cleaning of doors/handles/toilets.  
  • Provision of disposable hand towels rather than hand dryers.  
  • Messaging to promote good hygiene e.g. frequent handwashing.                                                                                                               |
Government & Industry Guidance on Safely Reopening Businesses

Guidance from World Health Organisation, UK Government & Ipswich Borough Council and Guidance from industry bodies

**Coronavirus:** guidance for employees, employers and businesses [Click here]

**Working safely in shops and branches during COVID-19** [Click here]

**Working safely during COVID-19** [Click here]

**5 steps to working safely** [Click here]

**Government FAQs** [Click here]

**World Health Organisation:** Getting your workplace ready for COVID-19 [Click here]

**Public Health England:** Guidance for employers and businesses on coronavirus (COVID-19) [Click here]

**Health and Safety Executive:** Help and information to keep people safe and healthy at work [Click here]

**Health and Safety Executive:** Example COVID-19 risk assessment template [Click here]

**Department for Business, Energy & Industrial Strategy:** Social distancing in the workplace during COVID-19: sector guidance [Click here]

**British Retail Consortium:** Guidance on Social Distancing in Stores and Warehouses [Click here]

**UK hospitality** [Click here]

**Ipswich Borough Council:** Coronavirus (COVID 19) [Click here]

**MIND:** Mental Health & Wellbeing support [Click here]

**Suffolk MIND:** COVID 19 advice and helpful resources [Click here]

**Our plan to rebuild:** The UK Government’s COVID-19 recovery strategy [Click here]

**Guidance:** Staying safe outside your home [Click here]

**Coronavirus:** cleaning of non-healthcare settings [Click here]

**New Anglia LEP** [Click here]

**Buttermarket Centre** [Click here]

**Sailmakers Shopping Centre** [Click here]
We have committed to working with partners to ensure the safe restarting of our town centre economy. Some difficult decisions, such as limited road closures, have been required. Our plans will continue to evolve.

However, we can only achieve our objectives if we all work together. So, here are the top 10 things that we need you to do to help us and everyone else in our community:

1. Adopt the ‘together we can’ message as your own.
2. Act responsibly and ask your staff and customers to do likewise.
3. Carry out your own detailed risk assessment and make modifications that will benefit and reassure others.
4. Walk and queue to the left in town centre streets.
5. If staff are coming in to your premises, consider their travel to work by bicycle, car or on foot.
6. Provide clear instructions to staff and customers on maintaining social distancing.
7. Think of the safety of others as you plan staff shifts, breaks and lunch hours.
8. Encourage a clean environment in and around your premises.
9. Watch out for and help to communicate changes as our plans evolve.
10. Stay safe and help us to ensure the safety of others.

Terry Baxter, Chairman
Terry.baxter@ipswichcentral.co.uk

Paul Clement, CEO
Paul.clement@ipswichcentral.co.uk

Fiona Wright, Director
Fiona.wright@ipswichcentral.co.uk

Sophie Alexander, BID Manager
Sophie.alexander@ipswichcentral.co.uk

Jack Cripps
Brand and Marketing Manager
Jack.Cripps@ipswichcentral.co.uk
Ipswich: Together We Can

We are grateful that Ipswich Borough Council have agreed to fund the production and publication of this document out of the Reopening High Streets Safely Fund.

#thankyou

HM Government

European Union

European Regional Development Fund