

Case Studies – Elgin BID

Covid 19 Business Support

“Getting Ready for Business – A Useful Resource Guide”

Engaging our business members and businesses across the Region has been at the heart of all our activities within the Covid 19 project. We firmly believe we have an obligation to establish from the businesses how they are coping and what help they need. To do this we have surveyed the businesses twice, since lockdown began. First was to assess their situation and ensure they knew about grant funding on offer, second to establish if they were beginning to plan for reopening (within the constraints of the information on offer) and to ask what practical help and support they wanted to help them prepare.

It became obvious that despite a lot of information being on offer, there was a lack of practical resources, to help them;

- Review their current situation
- Assess the risks to the business, staff, customers and supply chain
- Consider Social Distancing and how it would work in practice within the business
- Plan the way forward

Having listened to the businesses views and opinions, we set about creating a practical resource guide and toolkit. Feedback to the Guide has been positive and Business Gateway Moray have asked if they can offer it to their networks. It has been distributed to partners across the Region to business representative organisations and we have been asked to speak at a Webinar about “Sharing Best Practice” hosted by Moray Chamber of Commerce to highlight it.

In addition to giving guidance and highlighting consideration points, the guide also contains

- Risk Assessment Template – which is subsidised with bullet points to help the business begin to plan
- Social Distancing Review – which guides the business through the process of looking at their physical make up, how to manage it and keep people safe
- Action Plan – to help them take the points they have identified and create a clear, simple, timebound and accountable action plan for moving forward.

In addition to these documents the Guide also contains downloadable posters that the businesses can print off and use in their business. This is further supplemented by a comprehensive guide to using Canva, a free tool to help them develop their own messaging packages and posters.

The posters offered are for

- Social Distancing
- Number of customers allowed within the business at any one time
- Handwashing guide
- Hand sanitising station notice

Additionally, the Guide supplies links to information and advice from Scottish Government, UK Government, Health and Safety Executive, professional bodies and industry representatives.

At all stages the aim has been to provide the businesses with a series of practical guides that they can use as they prepare to move towards the “new normal”.

The link attached takes you directly to the Guide – please feel free to use this resource if it can be of any use - <https://bit.ly/EBIDGRBLeaflet>