YOUR **REOPENING OF THE WORKPLACE** GUIDE

SUPPORTING EMPLOYERS ON THE REOPENING OF WORKPLACES POST COVID-19 LOCKDOWN.

Ensuring you're business ready

HR, Health & Safety, Accountancy, Coaching, Marketing and Sales advice to ensure that your business can go back to work safely and in line with Government procedures

AN UNKNOWN MARKETING RESOURCE, DESIGNED BY MORE THAN JUST DESIGN

COVID-19

RETURNING BACK TO WORK

The returning to work guide of what to do (and what not to do) on your return to work.

We know this is still a worrying time for many businesses, with the new Government guidelines encouraging some businesses to reopen, many businesses are rightly concerned on how to protect their workforce, visitors and suppliers and how long this might go on for.

In this guide, you will find HR, Health & Safety, Accountancy, Coaching, Marketing and Sales advice to ensure that your business can go back to work safely and in line with Government procedures to put your mind at rest. We set out to find business experts in their respective industries, to supply you with their guidance and if you need any further assistance, they are all there for you! You are not alone.

Hope you find this useful.

Joe Yates
Managing Director
Unknown Marketing

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Health & **Safety**

KEN **BIRCH**

Risk Assessment Solutions

If your business is preparing to re-open, it is useful to remind you of the symptoms of Coronavirus.

The signs and symptoms of Coronavirus:

- Fever / High Temperature
- Dry Cough
- Shortness of Breath
- Breathing Difficulties
- Loss of Sense of Smell and Taste

If you do not manage the return to work preparations successfully and one of your employees contracts the disease and comes into work with it, it is likely that they will pass it on to at least one or more other persons, which would then mean quarantining all staff for 14 days thus bringing your business to a halt, therefore the advice is:-

- Tell your staff if they have any of these symptoms they should apply for and take a test; they should not be at work and not return for at least 7 days after they are symptom free.
- Do not go to the doctor or present at A&E. Call 111 and follow advice.

How can I protect my Staff and Myself

- Cover your mouth and nose with a tissue or you sleeve (not your hands) when you cough or sneeze, i.e., Catch It, Bin It, Kill It;
- Put used tissues in a plastic bag and bin straight away;
- Wash your hands with soap and water often for at least 20 seconds – use hand sanitiser gel if soap and water are not available. Use paper towel if possible and dispose.
- Try to avoid close contact with people who are unwell;
- Clean and disinfect frequently touched objects and surfaces;
- Do not touch your eyes, nose or mouth if your hands are not clean;
- Do not share desks, laptops, computers, pens, telephones etc.

Masks or Face Coverings

- If you wear a face covering and cough or sneeze the droplets will be contained within your face covering.
- If someone else coughs or sneezes when not wearing a face covering the droplets will travel a minimum of 2-3 metres and you may inhale them even if you are wearing a face cover. You may even touch a work surface containing infected droplets.
- Therefore, wearing a face cover is a courtesy to everyone else, not to protect you.
- General Advice
- Deep cleaning so all occupants feel safe in the building.
- If the building has been unoccupied, water systems may have contaminated with legionella. Run them all thoroughly and/or seek further professional advice.
- Clean and disinfect work surfaces, keyboards, mouse, screens, door handles and toilets every day and after every use.
- Initiate a clean desk policy every day and empty the desk top at the end of the day.
- Install hand soap, sanitiser and cleaning wipes. Use paper towels and dispose.
- Activate social distancing of 2 metres if possible. Generally, this will reduce the number of staff in any office by 50%. If this is not possible use polyplex screens to separate persons.
- Bag, seal and safely dispose of waste daily.

Communication

- Give your employees clear and consistent messaging around re-opening plan.
- Listen to their ideas – they may offer useful insights or a better way of working.
- Stagger arrival, breaks and departure times.
- Sharing and emphasising new ways of working.

Signage

- Place signage to cue behaviours relating to heath and safety (e.g., hand washing, sanitiser, maintaining appropriate distances).
- Clearly signal any building changes or restrictions.

Coffee Stations/Kitchens

- Make your own tea/coffee only. Wash your own mug. Do not share cups, mugs or spoons, knives forks or food.
- All surfaces to be kept clear and cleaned after use every time.

Finally

- Doing nothing is not an option.
- You need to convince your staff that you are taking sufficient precautions to protect their safety to gain their confidence in the return to work process.
- If you need further advice specific to your business contact:

Risk Assessment Solutions
Telephone: 01785 330032
kb@rams.org.uk

Legal **Considerations**

RICHARD **MILWARD**

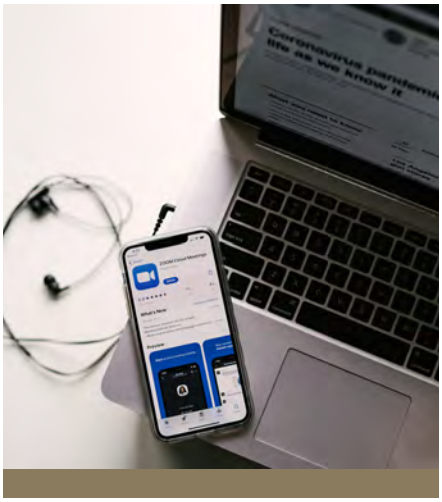
RMHR

What are the Legal Considerations?

Employers should give staff a 'reasonable' period of notice of requiring them to return to the workplace – consider childcare & other responsibilities.
Ensure payroll staff/provider are aware that furlough has ended and staff should return to full pay – consider National Minimum rate increases from April.
What criteria will you use to recall staff? – Remember not to use discriminatory criteria. Be fair and inclusive.
Your business may decide all of the existing workforce are not needed, what are you options? Agree reduced working hours with some or all staff. This is a temporary contractual change so will need agreement in writing. It is possible to legally impose change but it's a complex process and could destroy any goodwill.
Furlough staff for a further period and/or intro flexible furlough– consider rate and any supplement at business expense. Check Furlough letters, do they include a specific end date?
Consider strategies including natural wastage, recruitment freezes, stopping or reducing overtime, offering early retirement, sabbaticals, pay freezes and short time working.
Consider redundancies - Follow the correct legal process. Individual consultation and Collective consultation.

Dealing with Other Groups of Staff – You may need to consider:

Staff who are advised to shield or self-isolate – Allow them to continue to work form home or look at extending furlough period.
Staff who have suffered a bereavement – No statutory right to bereavement (other than child) so be sympathetic to requested for additional time off.
Managing holidays after the return – staff are allowed to carry forward holiday over the next 2 years. You can enforce staff to take their annual leave if needed.



Communication with your staff is key.

Keeping people informed of what your business is doing – whether it is good or bad news for individuals. This will help them to make their own decisions and give them some degree of security in very uncertain times.
Knowing they are valued and supported by their employer and that you continue to prioritise their health and safety will be pivotal to their well-being.
Good People, Good Business.

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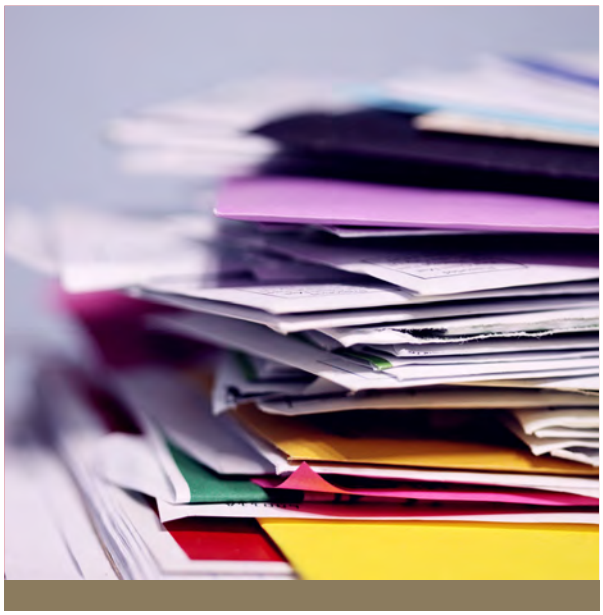
ACCOUNTING



The Importance of Keeping Good Financial Records

What has been the biggest bugbear for all accountants, including myself? That's easy – clients' record keeping! For some business owners the term has meant throwing receipts into a carrier bag, or recording business transactions in a little book or an Excel spreadsheet. For many these methods have resulted in not knowing how their business has been doing until up to 18 months after the start of the trading period, and for many this meant an unexpectedly high tax bill or even worse, that they had been working incredibly hard but had made little or no profit.

Many business owners rely only on seeing what's in the bank as success – money = success; no money = doing badly. This is by no means a criticism as few business owners have spent years learning the intricacies of accountancy and probably started in business because they were really good doing something else. However, the longer you're in business the more you realise the importance of the numbers and what they mean.

There is a light, it no longer needs to be like this as it is easier than ever now to keep accurate and up-to-date information. The big game changer has been the introduction of cloud-based bookkeeping packages, Xero, FreeAgent, and Quickbooks to name but a few.

So why is cloud accounting so different? The simple answer is because you can access cloud-based software from any device with an internet connection and your software can link to other internet-based information, eg your online business banking account. Bank transactions appear in your package very quickly so they can be reconciled in seconds.

Testimonial

"Carthy Accountants are like no other accountants I have ever dealt with. Their team's attitude to our business is far away from other professionals we have dealt with in the past. They consider our business every month, not just once a year, and are always offering great specialist hands-on advice in order to facilitate our growth.

I can thoroughly recommend them to any SME as an accountant is for every month... not just for January!" John M

Carthy Accountants

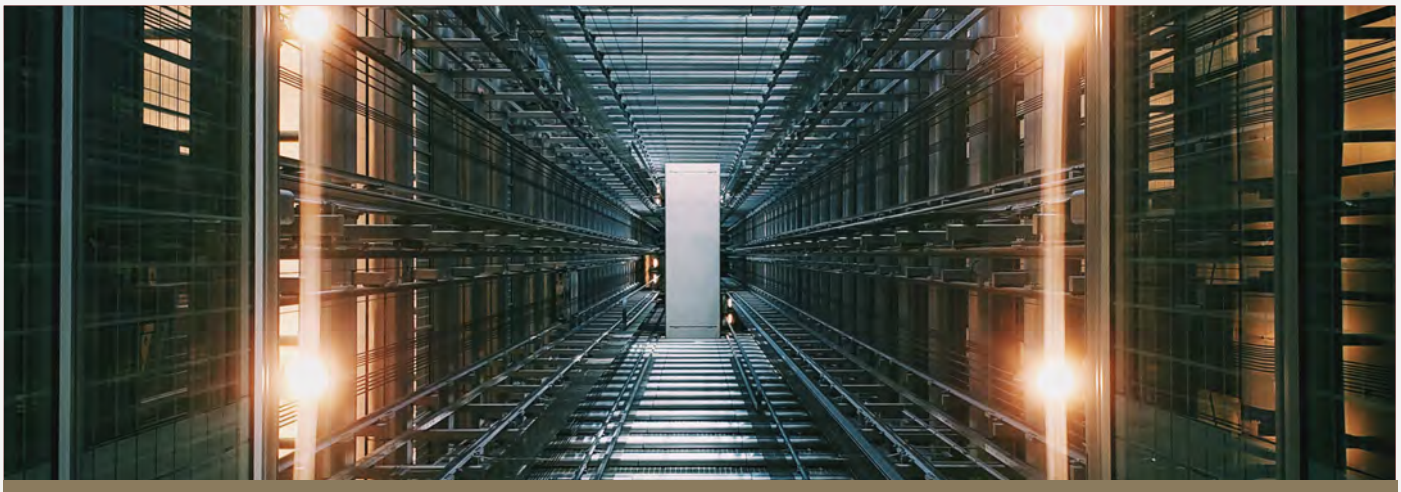
You will get your evenings and weekends back as your bookkeeping can be kept up to date during your working day. Everything can be done from your mobile and you are more likely to remember what you spent money on the same day than you are 4 months down the line for example when you are doing your VAT return.

Those who've already made the transition have found it revolutionary – with may increasing dramatically their understanding of their business and its financial activity. Real-time information is available, so each time you log in you see your bank balance, what monies are owed to you and what payments are due to go out - all critical information for effective cash flow.

During Covid-19, cloud accounting has proved invaluable and has kept people in touch with their cash situation, as ultimately it is a lack of cash rather than a lack of profit which will determine whether they will survive this crisis.

Another plus during this time has been the ability to stay connected to their accountant, and staying connected with the right accountant means access to great advice in a timely manner, not 6 months after the year end when it's too late to be of value.

In conclusion cloud-based bookkeeping will save you massive amounts of time; will improve efficiency in your business; and will provide you with up to the minute financial control and understanding of your business finances. If you're not doing this, you should seriously consider taking advantage of the new technology available. If you need help Carthy Accountants would be happy to support you on this journey.



ACCOUNTING

Business Recovery Planning

Every business has been impacted to some extent by the Covid-19 pandemic. We want to ensure that not only all of our clients, but also all local businesses recover as strongly as possible from the pandemic.

A business recovery plan is the first step along the way and we recommend that all businesses routinely work to a business plan to keep them on track. We work really closely with some clients to help them to create their plan for the next 5 years, and then identify what they need to do in the next 12 months to achieve that, and subsequently what should be done in the next 90 days to achieve their one year plan.

Our experience shows us that this planning is very effective in driving a business forward in terms of growth, profit and owner satisfaction.

At the end of March everything changed and the carefully laid out plans for most businesses went out of the window. A new survival and recovery plan was now necessary to cover the short term, as what a business does in the next 90 days can mean the difference between survival or not. The longer-term plan will need to be revisited once the landscape is more certain, and may need some tweaks as a result of the full impact of Covid-19.

What are the Benefits of Business Recovery Planning? It helps you to:

- understand the full impact of the Covid-19 crisis has had on your business;
- identify risks and the strategies available to mitigate these risks;
- identify areas to reduce personal spending to minimise the pressure on your business to provide income;
- analyse your budget and cashflow and set realistic targets to maximise cashflow and profitability;
- establish a plan that maximises opportunities and addresses your most critical challenges;
- identify goals for each are of your business to maximise efficiency and outcomes;
- prioritise key goals and opportunities to maximise your recovery;
- set timeframes and accountability for achieving goals;
- give your business the best chance of recovery;
- develop a framework from which to monitor and measure your business recovery.

Who should have a Business Recovery Planning session?

Only the incredibly lucky thrive without a business plan, therefore all businesses should plan their recovery from this crisis. We can help you with this but we are aware not all businesses can afford this support at this time. Therefore, in the first instance we have a free Business Recovery Action List available which should point you in the right direction. If you would like a copy of this document, please email us on **clientservices@carthyaccountants.co.uk** .

If you would like more hands on support please contact us on the above e-mail and we will contact you to discuss your needs and agree a fee for that support. You can also email if you would like a quote for more in-depth support via a Business Strategy Meeting.

COACHING

Utilising a Business Coach

Utilising the services of a Business Coach can catapult the success of your business. At times, we all need to speak to somebody not directly connected with our business, a critical friend who will ask challenging questions, the questions that we don't actually want to answer. A Coach will do this for you. Successful business coaching brings together the business needs of the individual and the organisation. It defines the Purpose of the organisation, as well as the Values. But Coaching is not a soft option. It is not cosy chats over a coffee and a cake, it is having focused conversations in which the individual feels both strongly supported and effectively challenged and stretched.

All Business Leaders as well as their team members will receive great benefit from Coaching. When team members understand their individual contribution to the purpose of the organisation and feel valued, then that organisation becomes unstoppable. But you can't coach knowledge, that is mentoring. Coaching is all about facilitating and challenging the thought process for the individual to find their own answers. It is not about having a fixed agenda, sometimes the most effective coaching comes from having a safe space to discuss business issues in a non-judgemental arena.

Successful business coaching brings together the business needs of the individual and the organisation.

Some people are put off from engaging with the services of a Coach for a variety of reasons. Coaching can be seen as a bit 'pink and fluffy' at times and can be seen as a nice to have rather than an essential business service. Some Business Owners may have tried coaching but have not seen much success. Coaching is actually not very hard, and it is quite simple to create a coaching culture within organisations. The basic principles are around staying curious longer and rushing to action slower. Everybody can have coaching conversations in 10 minutes or less as long as they follow a few very basic principles. Organisations that adopt a coaching culture are ones which are nimble and can adapt to any changing situation.

Unfortunately, there are a huge number of Business Coaches in the marketplace, some who have simply bought a franchise to start coaching, some who just think it would be a good idea to be a Coach. The professional Coaches, the ones who take the profession seriously and will add value to your business will be accredited with a professional body like the European Mentoring and Coaching Council and will hold qualifications in Coaching, like the Level 7 Executive Coaching and Mentoring qualification from the Institute of Leadership and Management. It is essential that the Coach you select has some credibility in the business world, but it does not have to be in your particular business sector. In fact, the most successful business coaching relationships are when the Coach is not familiar with the business sector, as then they can ask what may be come across as obvious questions but are designed to make the individual think and challenge the status quo.

Selecting the right Coach can take some time to get right. Professional Coaches should offer the first session free of charge. Sometimes this session is called the Chemistry Session, as both parties need to feel comfortable working with each other. When this chemistry is right, magic starts to happen, and success is guaranteed.

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DESIGN FOR THE **RETURN**

Designing for the return back to work.

Returning back to work to the new normal; we're still discovering problems, designing solutions and delivering exceptional results but obviously covid-19 has changed the world. We're entering back into this "new normal" and rather than a blip, it seems like we need to revaluate for a long-term change. Businesses must reopen and it's the prevention of the spread and the protection of the customers that we must focus on.

Don't think of the new social distancing as a burden but as a chance to help your colleagues and clients, this will help you begin your journey back to normality. There's new opportunities to help to persevere with social distancing and keeping covid-19 at a distance. From printed wares to the digital video chats there's a whole range of opportunities.

Business's must be Covid-secure. That means adapting and preparing; adhering to the regulatory and the social rules that will be coming soon; from social distancing to hand sanitising, protective screens to masks. Your customers and colleagues need to be safe and feel safe. But this responsibility is a burden and can feel baffling. More Than Just Design are a team of creative thinkers ready to help you design and visually communicate those changes whether that be Desk Dividers, Face Masks, Flags, Hand Sanitising Stations, Posters, Room Dividers, Sneeze Guards, Video backgrounds and lots, lots more.

It might be a good idea to write down what you want to achieve as a starting point once you return to the new normal, considering your team and clients.

MORE
THAN JUST DESIGN

Communication is key

You need to be communicating what this new normal is and ensuring that it is clearly, concisely and consistently told. Making sure you're clear about anything that has changed along with removing any possible anxiety points by educating about what to expect. This needs to be communicated in print on site and digitally; email signatures, e-shots, flyers, social media and online on your websites. You'll need to consider internal and external communication points. The more clients and colleagues hear from you, the more likely they're going to feel confident about the return, considering any touch-points that occur will help you here.

Emailing all staff members before there is a return to work with what is expected will help more than a last-minute plan, ensure they are prepared for the strategy on return. Plans might not be set in stone and government advice seems to be changing daily; you just need to ensure you're ready

to adapt. Video calls are an extension of your business and brand, speaking to customers or furloughed staff, establishing your brand is set up is key for future-proofing your business.

If your social media has been a little bit quiet for a while, make sure your message is shared digitally as well as on your website or e-shots, the use of infographics could really help get your clients engaged.

Safeguarding your clients' needs.

Your clients may not have heard from you in a while. They themselves might be busy navigating this new normal. Make it easy for them to understand how you're operating and how to do business with you. You might consider a printed flyer or postcard, you might want to gain interest from vouchers or offers to the special customers or clients, or let them know it's now by appointment only.

Have a strong presence

Is your premises matching your online presence in regards to your plan? Ensuring it's all updated to match your new policies will help your clients greatly. Having an option for a sign up; to an 'opening newsletter' or 'keeping up to date' e-shot could be a great idea

Make it clear that your premises is Corona virus secure. According to the recent updates it seems you'll be adhering to the social distancing measures at your premises. When people walk or drive by your work do they know you're open, and would they want to come in? If you've had to put measures in place, make sure they're obvious, this could be floor markings, window signage or an a-frame for example. Printing signs on your office paper and hanging with the last piece of sellotape won't look professional and can result in a loss of business and damage your brands percieved value, make sure you look as competent as you are. You can always share the signage on social media or your website too.

Show that safety is your priority

Preparing for the apprehensive staff and customers returning will mean safety policies being updated. Having this visually in place will help you attract them back. Using floor markings as reminders to the two-metre distancing and dividers to shield team members will help prevent the cross contamination. Continuing to hold video meetings where possible and creating one way systems are all ways to increase safety at work. Hand sanitizer stations, safety posters and even branded facemasks to match uniforms can all be part of the package.

Making customers feel comfortable at your workplace might take some time again as safety will be at the top of their mind. Showing the procedures, you've in place clearly will help alleviate any worries. If there has been a risk assessment performed, showing this will also remove stress for the return of your customers as we can't assume that they will know what to do. Visual cues and reminders will help with one way systems and door handles being wiped clean.

If you would like help designing for a return back to work, get in touch with **More Than Just Design** on **01782 479768** or email **studio@morethanjustdesign.co.uk**

ESSENTIAL **WEB**

10 essential website health checks you can perform yourself

Does your website pass its health checks?

As businesses are starting to return back to work due to Covid-19 restrictions being slowly lifted, its essential that you are making sure your website is in its finest condition. Here are 10 essential health checks that you can perform yourself to make sure your website is ready for more users:

1. **Check your company name in Google**
   It's likely that you rarely search for your own business in Google. However, if a customer, or even a potential customer, wants to get your contact details or look something up on your website, they will type in your company name rather than entering your website address. This means they will see your Google listing before going to your website. It's therefore really important to take the time to have a look and check that you're happy with what comes up. If your business doesn't come up first in Google or your Google MyBusiness listing doesn't show up, then you have some work to do here.
2. **Check your Google Reviews**
   When you perform check 1 above, your Google Info panel should show how up on the right-hand side of the search results. A really important aspect of the information within your info panel is your Google review star rating. If you don't have a health score you could be missing out on new customers. Important steps to a healthy Google review star rating include a) asking for Google reviews b) replying to each review c) learning from reviews, so if you are getting negative reviews, taking actions to improve your product/service.

3. **Check if your website passes the 5-second rule**
   Ask a few people who don't know your business very well to look at your homepage for 5 seconds. Now close the website and ask them what you do and what makes you unique. If they can't, you need to look at simplifying your messaging.
4. **Check every page on your website to make sure it's still relevant**
   Our businesses evolve over time. People come and go, our products/service/prices change and we win/lose customers. Take the time to have a read through every page of your website to make sure all the information on it is still relevant, up to date and promoting your business.
5. **Check that it's clear you're open for business**
   With all the changes in our businesses and lives that we've had to make since Covid-19, we need to communicate what's happening in our businesses and if we're open. Use your home page, contact page or a dedicated 'Covid-19' page to let your website visitors know what you're doing in response to the pandemic, what's changed in your business and how you are continuing to help customers.
6. **Check your opening hours are correct**
   Following on from point 5, you may have changed your opening hours. Take a look at your Google MyBusiness listing to make sure your opening hours are correct so customers know what time they can visit you.
7. **Check your Social Media profiles link to your website**
   With social media being such an important source of traffic for our website, it's important that ALL our social media accounts link to our website. In most cases, you'll want to make sure they link to the home page of your website.
8. **Check for broken links**
   A broken link is where you click on a link in your website menu or content and it goes to a URL (website page address) that doesn't exist - usually because the page address has changed. This is harmful to both user experience and search engine ranking. Use a broken link checker such as www.deadlinkchecker.com to make sure you don't have any on your website.
9. **Check your enquiry form is working**
   Most of us have enquiry forms on our website that we rely on for new business enquiries. Try and get in the habit of checking your website enquiry form each month so you're confident it's always working. The most common issue with enquiry forms is email getting sent to your junk/spam folder and you missing the enquiry.
10. **Check your website's SSL certificate**
    An SSL certificate gives your website the green or closed padlock symbol in the address bar. This shows website visitors that your website is secure and any data they submit through it, is encrypted. As things change on your website or your SSL expires (they need renewing every year usually) your SLL can stop working and your website can show as 'Not Secure'. This will put visitors off contacting you so it's import to check.

Thank you for reading, if you have any questions please don't hesitate to get in touch -
Rob. - rob@redboxweb.co.uk

LEAD **GENERATION**

Social media is a great way to keep your audience engaged with your business and buying from YOU. Social media is instant, it tells your audience that you are open and ready for business. So, how exactly can you use social media to help your business thrive past the C word. Well, you asked for it, here are my top 5 tips:

Tip 1. **Be Authentic -** Don't post about Covid19 **-** Don't ask for sympathy because you can't go back to "normal". What people want to see on social media is positivity and value. With all your posts, focus on giving value.

Tip 2. **Post Engaging Content -** Try these: Become an expert in your niche, Educate your customers, Help your customers, Take a different angle, Write for the enthusiast, Create and share great videos, Leverage consumer reports data, Tell stories, Watch the news, Showcase your brand's personality. These are all way's that you can adapt your social posts to help you fly above your competition.

Tip 3. **Start Paid Social Campaigns -** Paid campaigns allow you to target your ideal clients. Imagine you want to target business owners with 5-10 employees, you can with the right targeting. Imagine you want to target people who are interested in kitchens, you can. Imagine you want to target people who have visited your website, you can. This is the best way to thrive right now!

Tip 4. **Build a community -** When you are posting content every day, have you ever thought why? The unique benefit of social media marketing for small business is that it allows you to talk directly to customers and followers. You can build relationships over time, rather than asking for a sale upfront. More than 40% of digital consumers use social networks to research new brands or products. Part of that discovery is getting to know who you are as a brand and what you stand for.

Tip 5. **Have a strategy -** How can you achieve a goal without a focus? Have you even got a goal? In business, you have a business plan right, even if it's not written down, you still have one in your head. Take the same approach with your marketing. Have a think of your goals, what you want to achieve, why you want to achieve it and how you could get there. From that point, you can build a detailed strategy about how exactly you are going to get there. This way you know, what you need to do and how you are going to do it.

If you need further help with your social media or marketing, we would love to have an initial consultation with you. Just simply drop me an email at **hello@unknownmarketing.co.uk** or go to **www.unknownmarketing.co.uk.**

Joe Yates.

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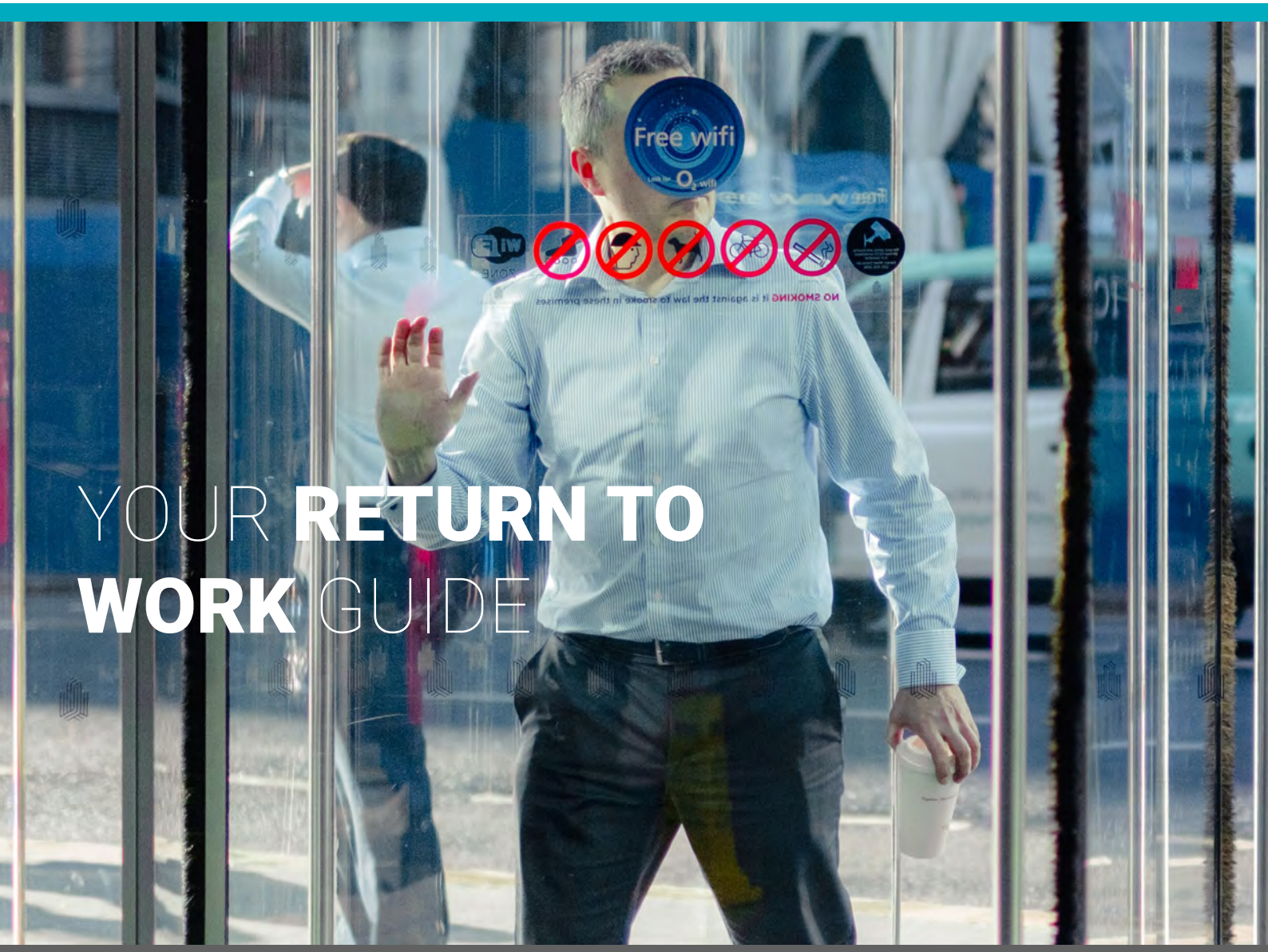
This guide has been put together by a group of professional individuals, it is designed to be a helpful resource to aid you in your return to work. There is lots of things to consider when returning back to work, here's a few helpful articles for the journey.



YOUR **RETURN TO WORK** GUIDE

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