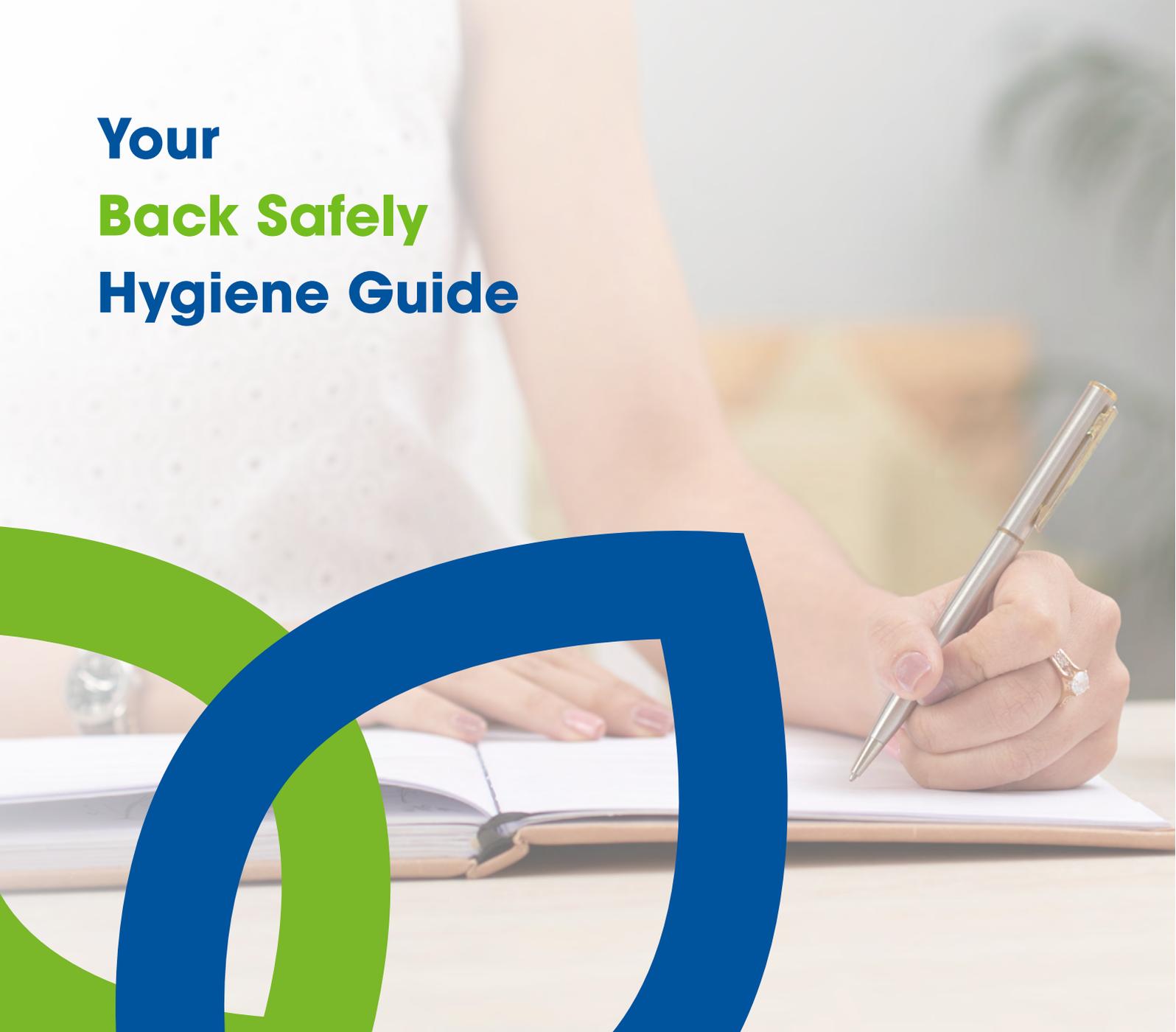




citron[™]
HYGIENE

**Your
Back Safely
Hygiene Guide**



About Citron Hygiene

Citron Hygiene are a hygiene solutions provider with a global presence in the UK, USA and Canada. We are passionate about building healthy spaces in the places where people live, work and play. Together, we want to help create safe and hygienic workplace environments for all who come and go.



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- Those businesses who will thrive in a post-COVID-19 world will be the ones that have taken the time to prepare.

Getting back to work is going to look very different to what it looked like before. The world has been changed by COVID-19 and employers have to plan for a 'new normal.' Whilst you may be looking forward to opening your doors again and getting back to a sense of normality, the reality is that you have to make sure you have taken the right steps to be totally prepared. Whether you're a business big or small, essential or non-essential; **those who will thrive in a post-COVID-19 world will be the ones that have taken the time to prepare.**

This guide is aimed at helping you with that planning. It will help you assess what measures you need to be taking as you prepare to get back to business with a handy checklist at the back of the guide. Also included in this guide is helpful marketing advice on what actions you can be taking right now and as you start to get back to 'normality.'





Getting People Back to Work Safely

When you're planning to get people back to work – **safety is paramount**. Only open your business when it is safe to do so and take the time to prepare your employees about a return to work.

Steps to take

- 
- 1. Plan how you are going to implement social distancing in your organisation >** every company is unique and the way you implement social distancing will vary. How will social distancing work in different areas such as communal kitchens and meeting rooms for example? Is there sufficient room for employees to maintain a 2m distance in office space? For restaurants and shops, do tables and equipment need to be moved to accommodate social distancing or do your services have to be reduced?
 - 2. Make sure you communicate** the social distancing measures to employees and visitors. Display communication in the right places such as outside your premises so people are aware of the measures introduced.
 - 3. Prepare employees -** have you got a plan for who will return to work and when? While you may not get back to business for some time, you may want to start getting people back to work earlier or introduce staggered shifts as recommended by the UK government. Make sure employees have had adequate communication on when they are expected to be back at work.
 - 4. Check** employees are in good health before a return to work to ensure people don't come in they don't feel well. **Make their health and well-being a top priority.**
 - 5. Set up 1-2-1 meetings with employees as they return to work.** As employees have to adapt to a new way of working, check in with them regularly to see how they are coping with changes and if they need any further support to help them do their job effectively.

Where can you get further advice?

With so many resources out there, it can be difficult to find the right information.

- Check with your local authority and use your local council website to gather business advice for your area. With changes to guidelines happening regularly, you can find updates on the latest legislation on local council sites.
- ['GOV.UK'](#) provide comprehensive guidance for employees, employers and businesses
- ['The CIPD provide guidance on HR and people practices'](#)



Hygiene in the workplace - *Make hygiene a top priority*

People's expectations are going to be higher and making sure your workplace is hygienic and safe is going to be more important than ever before. Make hygiene a top priority and consider what you need to provide to ensure a safe environment.

FACT: 44% of office workers are concerned about going back to work due to worries about appropriate hygiene and cleaning standards

- **Order hygiene supplies.** Practicing good hygiene will continue to be key in reducing the spread of infection. Make sure you have enough soap and hand sanitiser so employees and visitors can wash their hands regularly and working hand dryers.
- **Place hand sanitiser in locations round your business.** Place hand sanitiser in high traffic areas, communal areas, kitchens, entrance and exit points.
- **Review cleaning and disinfection routines.** Prior to re-opening, you may want to consider professional disinfection services. As covid-19 is a new virus it is relatively unknown how long it can live on surfaces for. Professional disinfection will properly eliminate bacteria that causes infectious diseases and give you peace of mind that your facility is really safe. For daily cleaning, encourage employees to use desk and equipment wipes.
- **Encourage good hygiene practices.** Display guidance posters around your business and explain what measures you are taking. Communicate hygiene practices to employees on a daily basis.
- **Make sure you have adequate PPE disposal facilities.** The demand and use of PPE will be greater than ever. Make sure people can dispose of PPE safely.
- **Review and re-iterate sickness policies.** Ensure people do not come to work when they are feeling ill.

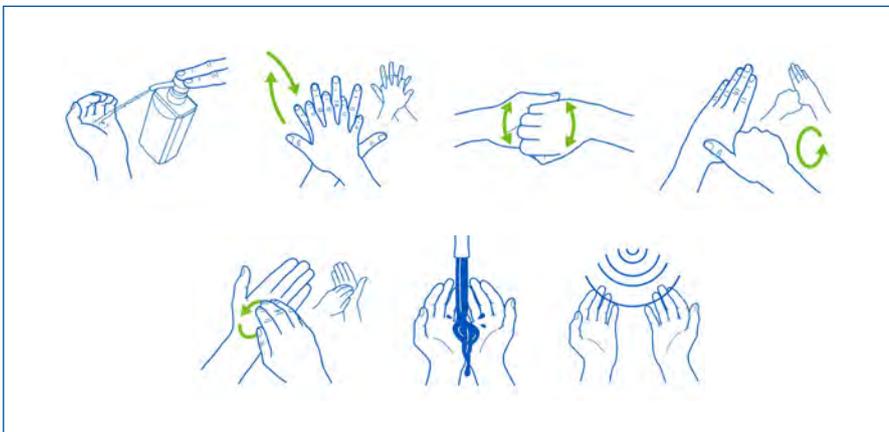


Figure 1: 7-step handwashing method



Figure 2: Hand Sanitiser Placement in the Workplace

Marketing Advice for Businesses – *Get the Word Out*

As you get back to business, developing your marketing strategy and investing in marketing is going to be key in ensuring long term success and results. It's not a one size fits all model however these tips should help you with your planning.

If you're closed

Use this time to develop an effective marketing strategy. What are your new business goals? What channels will you invest your time in moving forward? Are you needing to pivot your marketing messages to ensure the solutions you are providing are solving people's challenges right now?

Create content that is engaging and helpful for your customers. Keep customers engaged whilst you are closed with helpful content and use channels such as email and social media to promote it. By using the time effectively now by creating content, this will have a long-term positive impact.

Preparing to re-open

Get the message out there about when you are planning to re-open. Again, use channels like your website, email and social media to inform people of when you are going to re-open and also what this going to look like! To make it even more personal, you could even film some videos to camera at home to explain what measures are being taken in your business to get people back to work safely.

Update your Google My Business listing. Many people visit search engines to find out information about local businesses. Google My Business listings are free to create and they are a great way to keep your customers informed. Update opening hours, add photos and a business description, respond to messages and collect reviews from this platform. In addition to the standard post function on the platform, you can now also post special Covid-19 posts to keep people informed about what your business is doing.

Test & Evolve

Consumer behaviour is going to change vastly over the coming months. As behaviours change, your marketing strategy will need to evolve too. Take the time to test and evolve your strategy as you get back to business.



Your Back Safely Hygiene Checklist

Whether you're re-opening after closure or welcoming more employees back in the workplace, make sure you are prepared. Use this checklist that will help you get back to business in a smooth and efficient way.



Review the workplace environment and decide how social distancing will be implemented in your business.



Order the right amount of hygiene supplies including hand sanitiser, soap and equipment wipes.



Display notices round your workplace informing people of new hygiene measures being taken.



Display guidance posters around the workplace to encourage good hygiene practices as recommended by the UK government.



Order Perspex screens and directional tape for areas where required.



Check everything is in working order including internet connections and phone lines.



Place hand sanitiser in strategic locations such as communal areas, entrance and exit points.



Review your premises and arrange for professional disinfection to be carried out.



Provide hygienic waste bins for the safe disposal of PPE as recommended by the World Health Organisation.



Review your washrooms and see where changes can be made to fit touch-free accessories.



Communicate to employees the hygiene measures being taken and take the time to re-iterate sickness policies.



Engage with your customers and employees with content via email and social channels.



Inform customers about when you are re-opening and what changes you will be implementing using your marketing channels.



Update your Google My Business listing if there are changes to your business' opening hours.



Contact your hygiene services company to arrange your services prior to opening including disposal of waste that may have not been collected.

Contact Citron Hygiene

As a hygiene services company, Citron Hygiene can be your helping hand by providing a range of services to help you get back to work safely. Our solutions include PPE disposal bins, air care solutions, disinfection services and soap and sanitising solutions.

Find out more on our website: www.citronhygiene.co.uk

Call us: 08000 66 55 52

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