

**SOCIAL SAFETY**  
RESPECT SOCIAL DISTANCE

**ActiveOffice**

EVERYTHING YOUR BUSINESS NEEDS IN ONE PLACE

# GUIDE TO IMPLEMENTING A **SOCIAL DISTANCING PROGRAM INTO STORES & PREMISES**



# Everything you need to know



# COMPLETE GUIDE



# AN Introduction

Active Office are a specialist in safety signs and products. With over 25 years manufacturing experience we pride ourselves in not only supplying quality product, but keep up to date with all things safety to provide advice, expertise and share knowledge with businesses we work with.

As Social Distancing of their premises becomes top of mind for many, businesses are having to re-think the layout on their premises to not only help customers still be served efficiently, but to also provide peace of mind to both their staff, customers and visitors, that their safety and health is a priority by enforcing the Government guidelines to stay 2m/6ft\* apart.



\*2m/6ft apart guidance quoted in this document is from the government website

# Why 2 Meters?

Social distancing is a term and tool currently being implemented across the world. Public health organisations recommend that 2m (6 ft)\* is a competent control measure to slow down, limit or eradicate the spread of the coronavirus or any other pathogen. The social distancing is proving to be the best control measure the government can implement. It's seen as so important as the virus spreads when an infected person coughs droplets into the air. Somebody within the 2m\* distance could potentially inhale this causing the infection to be developed.

Simply put, 2m\* means people stay far away enough from each other to prevent any cross contamination.

We still don't know everything we need to on the virus itself, hence why there's so much information on everyone's idea of best practice. However, we want to help you deliver the measures which do work and are being recommended from WHO (World Health Organisation).

\*2m/6ft apart guidance quoted in this document is from the government website



# A Highly Effective Product Solution

Active Office have developed an extensive range of social distancing safety signs that provide a simple way to communicate and provide instructions to visitors on any site.

The range includes,



## FLOOR GRAPHICS

A highly effective tactic for directing and instructing people on your premises



## WALL MARKERS & WINDOW VINYL

Grab attention with eye catching signs that visitors will take notice of.



## TRAFFIC LIGHT FLOOR GRAPHIC PACK

**Green** - Please stand here.

This graphic would be situated next to a cashier bench or reception area so a far enough distance is created to keep the worker safe.

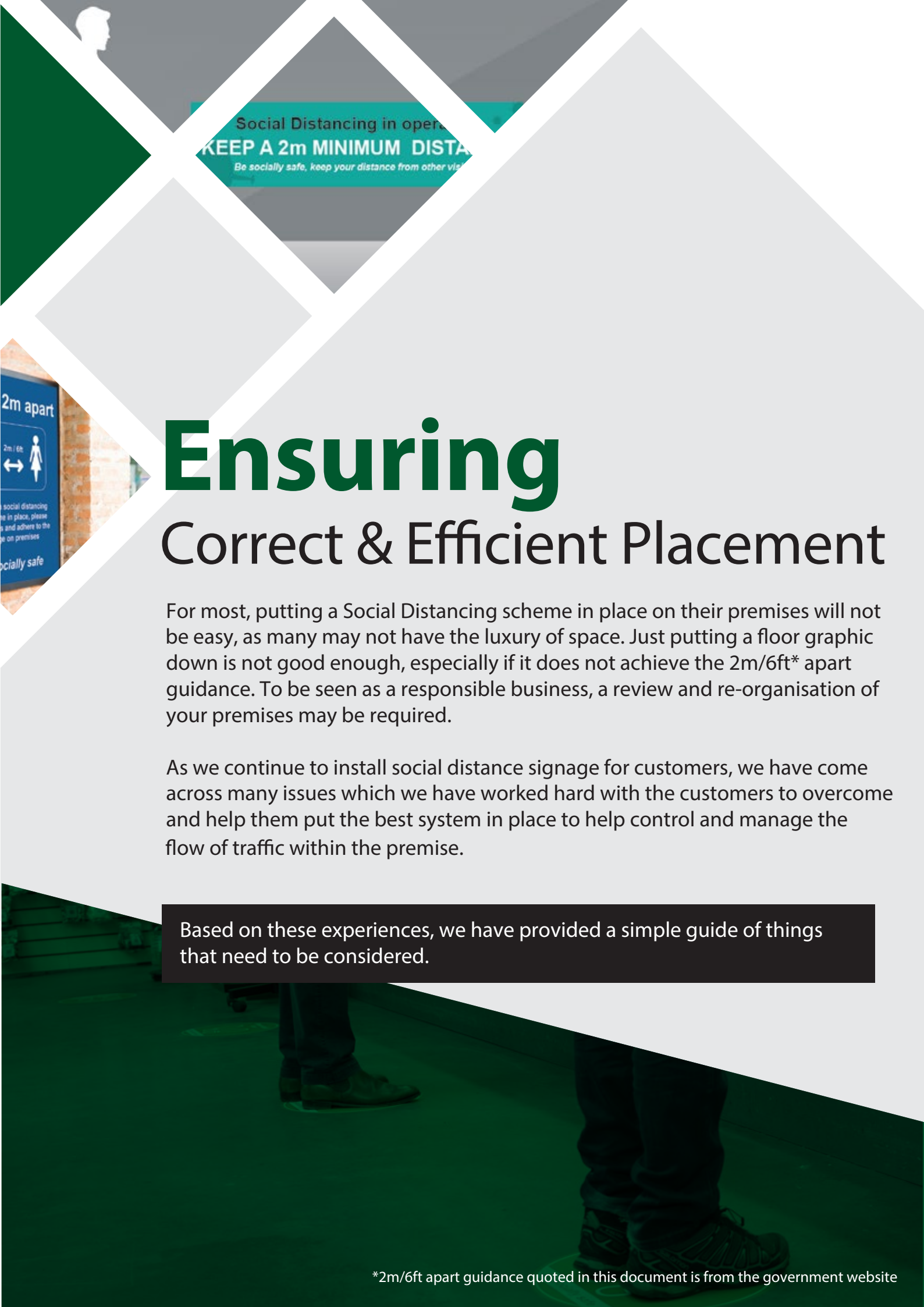
**Amber** - Please wait to be served.

This would be situated 2ms behind the green graphic.

**Red** - Keep 2ms\* apart.

This graphics should be situated prior to reaching the staff contact area.





Social Distancing in operation  
**KEEP A 2m MINIMUM DISTANCE**  
*Be socially safe, keep your distance from other visitors*



# Ensuring Correct & Efficient Placement

For most, putting a Social Distancing scheme in place on their premises will not be easy, as many may not have the luxury of space. Just putting a floor graphic down is not good enough, especially if it does not achieve the 2m/6ft\* apart guidance. To be seen as a responsible business, a review and re-organisation of your premises may be required.

As we continue to install social distance signage for customers, we have come across many issues which we have worked hard with the customers to overcome and help them put the best system in place to help control and manage the flow of traffic within the premise.

Based on these experiences, we have provided a simple guide of things that need to be considered.

\*2m/6ft apart guidance quoted in this document is from the government website

# 1

## Step 1 – Till Point / Counter Area

The distance from the frontline member of staff is very important, both for the safety of the customer/visitor and the employee.

If you also have more than one person behind the counter at any one time, it is important to position their work areas to be 2m/6ft\* apart. In some instances this may not be possible, therefore you may need to only allow one person behind the counter at a time.

Counter areas cannot necessarily be moved, but tills or computers may be easier to move, so by starting with this area first, you can then identify where your customers are then likely to form a queue.



### Customer Case Study

*This customer has a very long serving counter area, allowing multiple staff to serve employees, but the first thing that was noticeable was they were not 2m\* apart. Advising them to move till points further apart, was then our starting point to work out where customers would stand.*

# 2

## Step 2 – First Customer Please

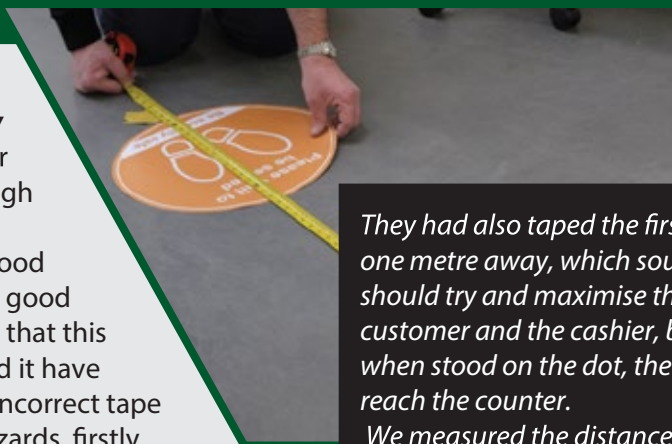
Once your counter area points are identified, you then to measure 2m\* from this point (including the depth of the counter). This will identify and mark where your first customer / visitor will be stood from the counter.

If this is too far to carry out the transaction, you may need to review other options to enable the transaction to take place safely. A option could be to introduce an acrylic guard to protect both the customer / visitor and the employee.



### A Customer Case Study

A temporary taped floor was in place and although this showed that the customer has made a good start and were showing good practice, the reality was that this was not right, nor would it have lasted long. Using the incorrect tape could create its own hazards, firstly it doesn't contain anti-scuff/anti-slip properties and secondly, once it started to peel up, would only take a matter of days, it would also be a trip hazard.



*They had also taped the first dot next to the counter one metre away, which sounds perfect as you should try and maximise the distance between the customer and the cashier, but the reality was that when stood on the dot, the customer could not reach the counter.*

*We measured the distance from the staff member, including the depth of the counter, meant our first standing point floor graphic was positioned around 700mm from the edge of the counter.*

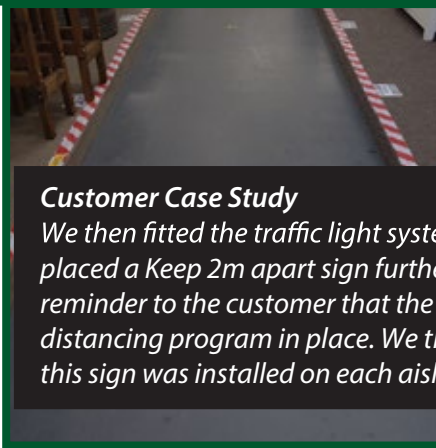
3

### Step 3 – Forming the Queue

The next step is to then define the next 2m\* spacing point. Take a look around your premises to identify where the queue is likely to form.

Are there any obstructions such as racking or displays that may need moving to create clear aisles? You will also need to consider if you have queues forming down an aisle where others may also be walking up and down, that people are still 2m\* apart, or you may need to restrict people from walking down that aisle until they get to that point within the queue.

To raise awareness of this and encourage people to respect the 2m\*social distancing, position reminder signs at the entry point to each aisle and down the aisles.



#### Customer Case Study

We then fitted the traffic light system of floor graphics and placed a Keep 2m apart sign further along the aisle as a reminder to the customer that the store has a social distancing program in place. We then recommended that this sign was installed on each aisle.

4

### Step 4 – Point of Entry

As people enter your premises you need them to follow a flow system. Entrances, similar to counter areas, are often prime retail or information spaces, which means lots of people can gather at these points. Re-organising these displays or sacrificing them may be required to ensure safe distances are maintained. Placing chevron graphics on the floor can help guide customers and create an effective flow. Featuring Social Distancing signs at entry helps to reinforce the message to your customers and visitors, educating them that you have a system in place and asking them to follow this process.

Another thing to consider is a cleaning point. Providing hand sanitiser at entry / exit points as well as cleaning wipes for basket or trolley handles, also helps to stop germs passing from one individual to another.



#### Customer Case Study

The store operated a one-way shopping experience, which is great for social distancing, they did however have a problem with bottlenecks at the entrance. We advised the customer to relocate point of sale at this point and replaced this with an audible social distance stand which tells the customer as soon as they walk in to stay socially safe and also placed chevron floor graphics to direct the customer the flow they needed to take

# 5

## Step 5- Provide a Constant Reminder

You now have an effective flow system in place and have highlighted the 2m\* apart points for customers / visitors to adhere to.

However, communication outside of your premises is also important. You need to make people aware that you are operating a social distancing scheme and that you require people to adhere to this process. This form of signage also highlights to your customers, how many people are allowed onto the premises at a time or they are likely to experience a delay.

People are not going to be able to move around your premises like they used to.



*If you have private land and are applying a queue system outside, you need to apply the same social distancing markers outside.*

*Using post sleeves to help provide information to customers / visitors whilst they queue are also a useful tool.*

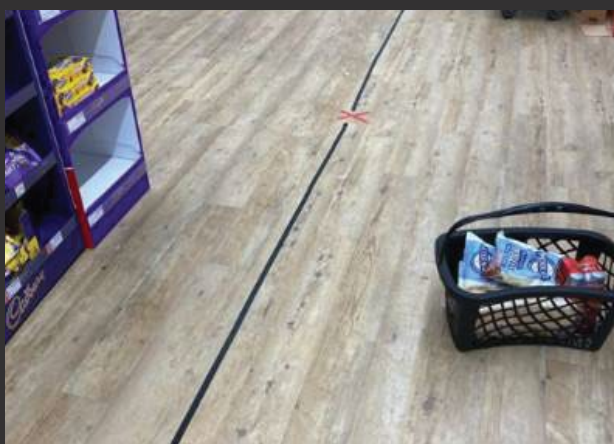


# Stop On The Spot!

Social distancing is not in our nature and means enforcing new habits with everyone. In many installations we have carried out, we have seen customers not wanting to stand on the markers, which means they are not safe distancing. As well as putting constant reminder points on your premises, it is the duty of all staff to help enforce the rule until it becomes second nature.

## Just Making Do!

Many businesses are attempting to put a social distancing scheme in place on their premises by using make-shift items. At the time of compiling this guide, we don't know how long we will have to adhere to the Social Distancing practices, and although this shows that they have made a good start and are showing good practice, the reality is that this is not right, nor would these make shift items last long or stay in place. A need for a more formal and managed process to show a responsible safe distancing scheme for staff and customers / visitors is required at this site.

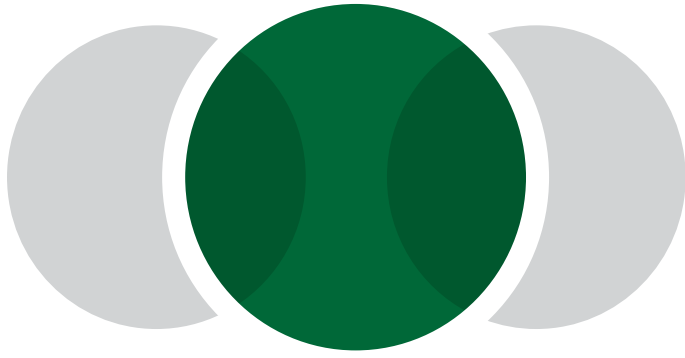




# Closed

## Until Further Notice

As previously mentioned we don't know how long we will be in this situation. Once we do start to see measures lifted, many will be looking at how we manage this safely to ensure this does not start all over again. Social Distancing is likely to be with us for a while after this, so for businesses who are currently closed, there could be an opportunity for them to assess their premises and look at applying this system when they are allowed to open their doors again.



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