



BAROD AMDANI WE'RE GOOD TO GO

Mehefin 2020

June 2020

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- In response to widespread calls from across the industry we have worked across the UK at a Visit and Government level to develop a common industry, “We’re Good to Go” standard which will confirm a tourism business is committed to complying with Public Health and industry standards in terms putting in processes to mitigate against Covid 19.
- Examples already in place in Portugal, Spain, Singapore, Turkey, Thailand and Israel
- WTA and UK Hospitality supportive

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- A call to action from across the industry;
- To give confidence to the businesses, support and encourage them to put clear processes and protocols in place;
- To give reassurance to the visitor – clear consumer messaging isn't enough and needs to be backed up by a consistent process to be followed by businesses;
- To aid reassurance to local communities and residents – that tourism businesses are taking the whole issue of reopening seriously; and,
- Avoid confusion in messaging and recognition by offering a nationwide consumer 'mark' that the whole industry can get behind.

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- Free of charge
- Open to all tourism and event businesses
- To obtain the mark businesses must complete a self-assessment (approx. 20 minutes) through an online platform including a check-list confirming they have put the necessary processes in place, before receiving certification and the 'We're Good To Go' mark for display in their premises and online.
- A call-handling service will provide support
- Queries referred to industry bodies or the Visits
- Random compliance checks to ensure businesses are adhering to the guidance.

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- Who can apply?
- Tourism and event businesses who have read and implemented the relevant COVID-19 reopening guidance, understand the guidance from Public Health Wales and have a COVID-19 Risk Assessment in place can apply for the industry standard mark by filling in the form on the site.
- Visit Wales are aiming to issue guidance on Friday which will link to detailed industry guidance to inform risk assessments (guidance already out there e.g. <https://www.pascuk.co.uk/standards>)

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- Businesses will need to register and login and agree to T&Cs
- Core set of questions (14 in total) including....
- Have you read the relevant Public Health guidance and do you understand how it applies to you?
- Do you have a Risk Assessment specifically related to COVID-19 been completed for your business?
- Have you implemented social distancing measures?
- Is there a process in place to communicate to visitors/guests changes on the premises applicable to COVID/19?
- Have you implemented frequent and regular processes for cleaning your businesses premises, including disposal arrangements for cleaning products?

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- Sector specific questions
 - Accommodation: self-catering
 - Accommodation: B&B/Hotel
 - Accommodation: Holiday & Caravan Parks, Campsites, Glamping
 - Visitor Attractions
 - Outdoors (e.g. national parks, forests etc.)
 - Tour & Coach Operators
 - Food Outlets (including pubs)
 - Business Conference & Events Venues
 - Other
- Multi businesses will need to complete the application for each element

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Self-Catering

- Have you implemented or do you already have appropriate social distancing or contact free check-in and check-out procedures?
- Have you implemented or do you already have appropriate social distancing or contact free procedure for guests to contact you during their visit?
- Have you provided information for your guests on what to do in the event that they develop COVID-19 symptoms?
- Is there a procedure in place for allowing the room to be cleaned during a guest/s stay, whether by housekeeping or the guest/s themselves with cleaning materials provided by you?

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- Successful completion
 - Certificate
 - 'We're Good To Go' mark for display in their premises and online
- Not successful – opportunity to discuss with Call Handling service
 - Queries referred to industry bodies or the Visits
 - Revisit gaps
 - Re-apply

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- What happens if the guidance changes?
- Businesses will be sent a notification of those changes and confirmation will be required that they have understood and made those relevant changes.
- Signing up has a compulsory requirement that we have a key contact at the business so that we can continue to up-date on any changes in guidance that a business needs to address.

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Dilys 2020

Safon Diwydiant COVID-19

Mewn partneriaeth â;

Sefydliadau Twristiaeth Cenedlaethol Prydain Fawr a Gogledd Iwerddon

I gydnabod bod y busnes hwn wedi cadarnhau ei fod wedi dilyn canllawiau COVID-19 y Llywodraeth a'r diwydiant, gan sicrhau bod prosesau ar waith i gynnal glanweithdra a chynorthwyo pellter cymdeithasol/corfforol.



Valid 2020

COVID-19 Industry Standard

In Partnership with;

The National Tourist Organisations of Great Britain and Northern Ireland

In recognition that this business has confirmed that they have followed government and industry COVID-19 guidelines, ensuring processes are in place to maintain cleanliness and aid social/physical distancing.



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A GUIDE TO USING THE "WE'RE GOOD TO GO" INDUSTRY STANDARD



Where To Display Your Certificate

You should display the certificate in a high impact location that is clearly visible to your customers.



At the point-of-sale in your business



Industry Standard?

It is recommended to include the marque on your marketing channels or promotional collateral which may include:

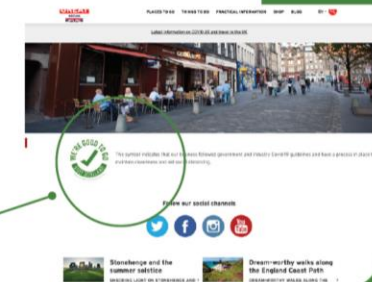
Social media posts



Social media account header



Website



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- What next....
- Industry guidance end of this week
- Good to Go Platform available next week
 - www.goodtogowales.com
- Marketing and communications to support the standard

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- Any questions?