

## COVID-19 Response Plan

Version 11

Published 06 July 2021



**This document is a proposed operating model for eat:Festivals from April 2021 onwards.**

Revisions from version 10b are shown in green

This document should be read alongside our COVID-19 Risk Assessment form and together they form our Covid-19 secure guidelines

We take health and safety very seriously.

This plan is based on our experience of delivering events during the pandemic, the experiences of market managers that have kept their markets trading during the lockdowns, both in the UK and overseas, advice from Public Health Somerset and the expert guidance of the recent appointment of COVID experts at local authority level. It has been developed in line with guidance issued by Events Industry Forum, DCMS, NABMA, NCASS, AFO, High Street Task Force, Event Safety Alliance, MIA-UK as well as UK government and WHO.

Markets are part of the fabric of towns and cities across the UK. They are the starting point for many low-risk business start-ups and are having a major role to play in the aftermath of COVID-19. This has been recognised by central Government in their High Street Task Force document:

*“Well planned markets support footfall in towns and should be considered anchors. The market location and operating hours may also be revised when new footfall patterns have developed during crisis stages.”*

The Welcome Back Fund has provided council's across England a share of £56 million from the European Regional Development Fund (ERDF) to support the safe return to high streets and help build back better from the pandemic. This includes but is not limited to place based marketing, for example, supporting safe celebration events on high streets and in local towns.

We know our events generate environmental and economic benefits by supporting family producers and farmers. We need to help their micro and small business stay afloat during this transition to the new normal for the sake of the local economic wellbeing and long terms visions of vibrant town centres.

All our 2021 festivals will operate 100% in the open air, which likely lowers the risk of spreading COVID-19. This has been recognised by central Government in their Covid-19 Spring Roadmap document:



*“Outdoor activity has been prioritised because the likelihood of COVID-19 transmission is substantially lower in the open air than indoors. This restores more freedom to people more quickly while minimising the impact on transmission.”* COVID-19 roadmap

The Government has published the report for phase 1 of the Events Research Programme (ERP). Key observations from the report include: *“Outdoor spaces are generally lower risk than indoor spaces.”*

The nature of our town centre location means that social distancing can be easier than within an enclosed shop. We are thinking of this ‘new normal’ as an alternative open-air food supermarket, well stocked with fresh produce, essential food and some treats too.

Food markets have been classed as ‘essential’ since the start of the pandemic and we have altered our operating model to focus on local produce market elements and remove the activities that encourage dwell time. We aim to promote town centres as the hub for local communities and support the safe reopening of our town centres. But we know we are working in different times and are adapting accordingly.

We will continue to review and modify this operating model in line with UK government guidance and best practice.

This operating model is split into three sections that explain our steps to mitigate the risk of transmission:

- 1 Actions and steps for eat:Festivals and the town management
- 2 Actions and steps for traders/producers
- 3 Our communication plan to visitors

All of the proposed actions will be updated and reviewed as and when Government advice changes

Our aims are to:

- to reduce the risk of transmission in the vicinity of the event site
- mitigate the risk of infected people entering the festival
- mitigate the risk of transmission between attendees and staff
- mitigate the risk of onward transmission post-festival

## **Section 1 eat:Festivals and town management**

Action 1 Stay informed about the local COVID-19 situation. Keep up to date about local COVID-19 activity including reviewing each area’s Local Response Plan. We are attending the Somerset County Council Covid Engagement board and monitoring the reported data for our areas on a weekly basis.



Action 2 Review our risk assessments in line with our latest Local Response Plan. We share this Operating Model document with the Safety Advisory Groups and key stakeholders, including Directors of Public Health whenever it is updated

Action 3 We have applied for and been granted accreditation from Visit Britain: We're Good to Go - this programme will be reviewed in March 2021. We are also the first event to be verified by Quality in Tourism – this is an external review of our mitigation and risk reduction work.

Action 4 The Operations Manager role will encompass the Infection Mitigation Coordinator pre-event tasks and follow the guidance in Section 3 of the Event Safety Alliance Reopening Guide for practices for sick workers, volunteers and responding to confirmed cases of COVID-19

### 1.1 Common plan for public spaces

The Government's High Street Task Force [HSTF] advocate: *"Bring together all of those responsible for the management of publicly accessible space to work on a common plan for managing social distancing and movement through the area following government guidance. This will include the local authority, shopping centre management, and public transport operators. This will be vital for the safety of those using the town and avoiding conflicting advice."*

To begin this activity, we have mapped our stakeholders in each town:

	Licensing	Road closure	Parking	Street cleaning	Public transport	Other stakeholders
<b>Street</b>	Mendip District Council	Somerset County Council	Clarks Village & Mendip District Council	Id Verde		Mendip Markets
<b>Glastonbury</b>	Mendip District Council	n/a	Glastonbury Town Council & Mendip District Council	Id Verde		Mendip Markets Glastonbury Chamber of Trade
<b>Wells</b>	Mendip District Council	n/a	Mendip District Council	Id Verde		Mendip Markets
<b>Shepton Mallet</b>	Mendip District Council	n/a	Mendip District Council	Id Verde		Mendip Markets



						Shepton Chamber of Tarde
<b>Portishead</b>	North Somerset Council	n/a	Private land owners	Glendale	First Bus	Portishead Marina Quays Portishead town council
<b>Honiton</b>	East Devon Council	Devon County Council	East Devon Council	East Devon Council	Stagecoach Dartline	Honiton Town Council
<b>Chipping Sodbury</b>	South Gloucester Council	n/a	South Gloucester Council	South Gloucester Council	First Group Stagecoach	Chipping Sodbury Town Council
<b>Castle Cary</b>	South Somerset District Council	Somerset Highways	Castle Cary Town Council	South Somerset District Council	South West Coaches	The Hollies, Florida Street

Action 5 We continue to review the steps that are being taken locally on the maintenance of the 'common plan for public spaces' with each stakeholder responsible for publicly accessible space. This is in order to understand the steps are been taken to manage social distancing and safe pedestrian movement through the area.

### 1.2 Public conveniences

We currently use a combination of public conveniences and hired portaloos.

6 We will understand from each stakeholder what the plan is for public conveniences including access and cleaning.

We will not explicitly direct the public to toilets

7 We have reviewed our portaloos hire: Where necessary we will provide a locked toilet for trader use only.

### 1.3 Keeping cleanliness standards high

8 We continue to review the steps that are being taken locally for enhanced cleaning and sanitising of public space, to include but not limited to benches, bins and touchpoints, i.e. high touch points.

9 Although frequent hand washing is the most effective at killing coronavirus, it is not always possible to get to a hand wash facility. We will provide hand sanitiser stations at main entry points, accessible for all. These will supplement those provided by stakeholders

10 We will provide more bins and ensure a central collection point in each town.



11 We will inform producers ahead of festival which local businesses are stocking sanitising materials.

#### 1.4 Consistent Signage

Part of the communication process with our COVID-19 controls is to visually remind and inform customers and staff of the procedures we have identified for their safety and to break the chain of infection.

12 We will supplement any existing covid reminder signage within each festival footprint. We display reminders at key points e.g.: entry points for hand washing/using sanitiser, wearing masks, distancing etc.

Signage or reminders may be in the form of signs, posters, information cards, copies of policies given to visitors and producers.

We will also identify whether any permissions or licences are required to install signage on footpaths.

We will display a COVID-secure RA poster and the latest government issued “be aware” posters

13 We will provide additional distance markers – we will use tape, chalk or spray markings depending on weather conditions. These markers will also be used to mark queuing preferences for producers, one-way systems and service boxes.

#### 1.5 Layout

Due to town centre location, we cannot limit the access points without onerous and unwelcome infringements and changes.

14 We will review our pitch layouts in each town, increasing spaces between stalls and removing pinch points. We will enable queue management and describe/show this in the pre-event logistics pack for Producers.

15 We will audit the layout to identify activity hotspots: Reviewing the popular routes people take through the festival and identify potential problem areas and eliminate them.

16 We will not book and promote the use of additional seating if that is not permitted. If we do have seating it will include any advised markings/displays to explain social distancing/support bubbles

17 Where we have indoor venues, we will plan to follow this advice from NABMA, reviewing as necessary: *“Consider having one main entrance, where circumstances permit, and control access which is likely to mean the provision of extra staffing to manage the queuing and count numbers, set an appropriate number of customers to be allowed in”*

We will prop open doors and change our layouts to widen alleyways.

It is not our current plan to have any indoor areas.

18 In any layout redesigns we will pay attention to the challenges this may present for people with diverse mobility needs.

#### 1.6 Timing

It was common for retailers to offer restricted shopping times for NHS/essential workers/older people/vulnerable groups at the start of the pandemic. After reviewing the



demographic profile of our towns, our current visitor statistics and practical management of this at other markets that have continue to trade we will not be implementing this.

### **1.7 Entertainment**

The most recent DCMS guidance has given the green-light to limited forms of entertainment  
19 We continue to review our community entertainment including walkabout entertainment, cookery classes, sponsor's stalls etc to match government guidance

### **1.8 Stewarding**

*"To ensure public places are safe to visit may require a greater physical presence on the streets for cleaning and stewarding. Co-ordinate between existing Management organisations to identify how this best can be done." HSTF*

We currently hire trained professional stewards. We will continue to do this and adapt their remit to include giving social distancing advice.

20 We will brief SW Security Ltd. in all safety aspects of this operating plan.

21 We have instructed our Stewards to actively intervene to promote social distancing, to challenge groups [Rule of 6] and to remind people at entry points to sanitise hands and to wear a mask

### **1.9 Track and Trace**

We are monitoring government guidance on supporting tracing. At present open-air markets are NOT required to collect data on visitors but we are generating and displaying QR codes at our entry points

22 Following advice from North Somerset Council we will display event specific QR codes on our tables and at the site

23 It is not mandatory for our producers to display a QR code for Track and Trace, but we are urging and encouraging them

### **1.10 Contingency plans**

24 Each local authority we operate in has been tasked to develop a local contingency plan in the event of an infection outbreak in their area. We will follow all guidance relevant to our events.

25 We will join the Covid-19 Engagement Board meetings and subscribe to the Public Health dashboard updates



Using the Government’s published road map for reopening the following guidance will apply at each event (subject the 4 steps being met that allows for progression through the steps at the advertised intervals):

	Event date	Stage of Roadmap	Rule of 6 or 2 households	Non-food & drink	30 groups allowed	Sales of alcohol by the glass	Provision of seating	Entertainment
<b>Clevedon</b>	15 May	Step 2	Yes	Yes	No	Yes	No	DJs, Strolling entertainers, Face Painter & Fairground rides
<b>Yeovil</b>	22 May	Step 3	n/a	Yes	Yes	Yes	No	As above + Circus skills
<b>Burnham-on-Sea</b>	29 May	Step 3	n/a	Yes	Yes	Yes	No	 ↓
<b>Street</b>		Step 3	n/a	Yes	Yes	Yes	No	
<b>Glastonbury</b>		Step 3	n/a	Yes	Yes	Yes	No	
<b>Wells</b>		Step 4	n/a	Yes	Yes	Yes	Yes	
<b>Shepton Mallet</b>		Step 4	n/a	Yes	Yes	Yes	Yes	
<b>Portishead onwards</b>	14 August	Step 4	n/a	Yes	Yes	Yes	Yes	



## Section 2 Traders

Extensive guidance has been issued to businesses under the umbrella of “COVID secure guidelines” by the UK government. This is the baseline that all our Producers must adhere to. These action points for producers are in addition to any government guidance and are based on our observations at other markets.

We know who will be trading at our festivals in advance and trade with many of them at several events per year. We have a close working relationship with them and with our environmental health professionals.

As food & drink producers they already have high standards of hygiene and food safety, especially regarding cross contamination. Our Producers and traders need to give customers reassurance that their practices and preparation areas are clean.

The overarching aim is to minimise the risk of transmission by reducing contact time, removing contact points and improving hygiene levels. Providing reassurance to the public that steps have been taken is vital.

**The following section applies to Step 3, see later in this document for the Step 4 version.**

### 2.1 Hygiene – preparation

26 All traders will be issued a pre-event screening questionnaire to be completed in line with latest guidance on timing before each event. This questionnaire is to establish if the trader is unwell, should be self-isolating or is awaiting a test result. It is based on the survey used and approved by the British Dental Association.

27 All traders to address external cleanliness e.g. counters, gazebos, prep surfaces etc. and have more frequent handwashing and cleaning down of surfaces. They will display prominent signage reminding staff to handwash and use a timer to remind of intervals.

28 All traders to follow EHO and latest government advice on use of face masks and gloves: this is especially important if traders wish to work within the 2m+ social distancing and they MUST have a mitigation in place i.e. physical screen or face mask.

29 Sick employees or those that are required to self-isolate should not attend work.

30 All traders to have completed a COVID-19 risk assessment – irrespective of size. Risk assessments to be provided to us before the festival and a digital and/or paper copy to be made available to the local EHO

### 2.2 Hygiene – point of sale

31 All traders to display latest ‘Working Safely During COVID-19’ poster from gov.uk. [[www.gov.uk/government/publications/staying-covid-19-secure-in-2020-notice](http://www.gov.uk/government/publications/staying-covid-19-secure-in-2020-notice)]  
eat:Festivals will continue to produce and distribute information and reassurance material for our traders to display.

32 Traders to remove shared condiments from publicly accessible areas.





### 2.3 How to purchase

- 33 All traders to promote click and collect and/or online ordering prior to the festival.
- 34 All hot food and drinks are served for takeaway only
- 35 All traders to seek to minimise cash transactions by offering and promoting contactless card payments. This should include a process for maintaining social distancing and cleaning of any contact points.
- 36 Details of training providers who can improve traders' skills, knowledge and behaviour re: covid 19 to be provided.
- 37 Traders to consider pre-packaging to enable faster service time.
- 38 The use of customers refillable containers is now permitted. The use of these and customers reusable bags is a choice for the trader to make.

### 2.4 Layout and pitch

- 39 Self-service to be removed: all traders who worked in this way to review their stall layout and to display stock behind the service desk or introduce sneeze screens and "no handling" policy.
- 40 Sneeze screens are mandatory where stock is unpackaged
- 41 We will make it explicit in our layout **packs** the direction of queues. Traders to work with us to put out markings on road/pavement clearly indicating where visitors should stand. The trader should actively manage their queue direction, in line with instructions issued, to minimise impact on other traders in line with latest guidance on social distancing
- 42 Traders to have sides up on gazebos where they are adjacent to another trader and a 2m distance cannot be maintained
- 43 Traders to use chalk boards and a-boards to give visitors a menu of options, so that approaches to the stall are minimised to those customers who are interested rather than browsing

### 2.5 Licensed stalls

We vet, book and manage a small percentage of stalls that sell alcohol. Their interactions can be in the form of:

- a sample
- a drink in a "plastic" glass for immediate consumption
- bottles or cans for consumption later

All licensing guidance and law to be abided by including age verification, keeping a refusal log, not serving anyone drunk. In addition, guidance for the reopening of licensed premises issued by the UK Government must be adhered to **(see chart at end of Section 1)**

44 As was previously the case, samples are given to individual customers who the producer is engaging with. Samples to be served in single use [though these can be washed at a high temperature and reused] cup which is handed to the customer on a tray. Customer places used cup in a clearly labelled bin. This bin must be emptied hourly.

45 Drinks can be sold for consumption on or off the premises following the guidance issued that is pertinent

### 2.6 Food and non-alcoholic sampling

46 As was previously the case, samples are given to individual customers who the producer is engaging with. Samples to be served in single use [though these can be washed at a high temperature and reused] cup or stick which is handed to the customer on a tray. Customer places used cup/stick in a clearly labelled bin. This bin must be emptied hourly.

47 All traders to eliminate 'free roaming sampling' as this increases transmission risk by increasing dwell time.

#### Step 4

### 2.7 Hygiene – preparation

48 All traders will be issued a pre-event screening questionnaire to be completed in line with latest guidance on timing before each event. This questionnaire is to establish if the trader is unwell, should be self-isolating or is awaiting a test result. It is based on the survey used and approved by the British Dental Association.

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### Section 3 Visitor messaging

We will provide an opportunity to buy produce from local producers in a well-run, safe environment. There have been multiple recommendations and guidelines issued to change public behaviour. We will amplify these to demonstrate best practice and support locally led activities.

The latest guidance from NABMA is that visitors are urged to wear a face mask

We will share with potential visitors our plans for social distancing and safe practices. We will utilise our website, social media channels, newsletters, signage and press releases in order that visitors can assess the risk of attending and behave in a suitably responsible and safe way, we will deliver the following messages our pre-publicity:

- 64 do cashless shopping by making contactless payments or click-and-collect with pre-ordering
- 65 restating the guidance on using public transport
- 50 positive encouragement regarding wearing of facemasks
- 51 “keep your market visit simple and short”
- 66 use the sanitiser stations provided
- 67 people should stay away if they are displaying symptoms or should be self-isolating
- 54 visitors should wash their purchases when they get home.

#### References:

Event Research Programme: Phase 1 findings HM Government published 25 June 2021  
COVID-19 RESPONSE – SPRING 2021 February 2021 – HM Government  
Music Festivals – Supplementary Guidance working Draft Version1 12 October 2020 The Purple Guide Website  
The Purple Guide to Health, Safety and Welfare at Music and Other Events  
Event Industry Forum “Keeping workers and audiences safe during COVID-19” Updated 22 December 2020  
WHO Mass Gathering COVID-19 Risk Assessment Tool - 10 July 2020  
WHO Key planning recommendations for mass gatherings in the context of COVID-19 Interim guidance Issued 29 May 2020  
NAMBA: A guide for market halls and social distancing V1 5 May 2020  
Face Covering Legislation UK Government Updated 4 December 2020  
High Street task force COVID-19 checklist for pre-recovery/recovery stages  
“Two metres or one: what is the evidence for physical distancing in covid-19?” Published in the British medical Journal 25 August 2020 BMJ 2020;370:m3223  
Event Safety Alliance “Reopening Guide” Updated 11 November 2020  
Government issued “Working safely during coronavirus (COVID-19)” Restaurants, pubs, bars and takeaway services Updated 7 January 2021  
Government issued “Working safely during coronavirus (COVID-19)” Shops and branches Updated 7 January 2021



Government issued “Working safely during coronavirus (COVID-19)” The Visitor Economy Updated 7 January 2021  
DCMS Guidance on Outdoor events issued 10 July 2020. This has been superseded

MIA-UK “Roadmap to reopening and operating safely” V4  
Guidance for food businesses UK Government 5 October 2020  
HSE Working safely during the coronavirus (COVID-19) outbreak

Site visits:

- Borough Market, London
- East Street Market, London
- Taunton Farmers’ Market
- Frome Farmers’ Market
- Wells Market
- Taunton Independent Market

Literature review including communications and marketing from farmers’ markets across the USA, placemaking journals, Institute of Place Management and ITCM