



Safe to Trade Scheme

Hospitality Consumer Insights Report





Purpose:

To understand consumer awareness, perception and requirements in terms of hospitality sites managing COVID-19 standards of compliance. And also, what communications consumers need to see to build their confidence to enter a hospitality business.

The research was commissioned by Shield Safety Group, administrators of the [Safe to Trade Scheme](#). The Safe to Trade Scheme is independently verified & validated by the [Safe to Trade Body's](#) Governance Board, Advisory Committee and the Administrator. All underpinned by the Safety Charter.

Methodology:

Sent to a database of c.20,000 consumers throughout the UK and Ireland, the survey is nationally representative, giving both quantitative and qualitative data. To date there have been 1,945 responses.

The survey was conducted by Service Monitor, the market research agency specialising in customer feedback for the hospitality, leisure and retail industries.



Awareness

There has been an explosion in awareness of health & safety in public venues with **91%** of respondents more aware than before the COVID-19 pandemic. This is to be expected given the media coverage, and we are quite surprised that the figure is not nearer to **100%**.

As media attention has been focussed more on social distancing, cleanliness and PPE, it is not surprising that the increased awareness of food safety (**85%**) is lower than health & safety awareness. This being said, **85%** of respondents being more aware and conscious of food safety is a substantial number.

Interestingly, awareness of Food Hygiene Ratings was **86%**



Question

Since the start of the COVID-19 pandemic do you feel you are more aware and conscious of health & safety in venues?



Are you aware of Food Hygiene Ratings?



Since the start of the COVID-19 pandemic do you feel you are more aware and conscious of food safety in venues?

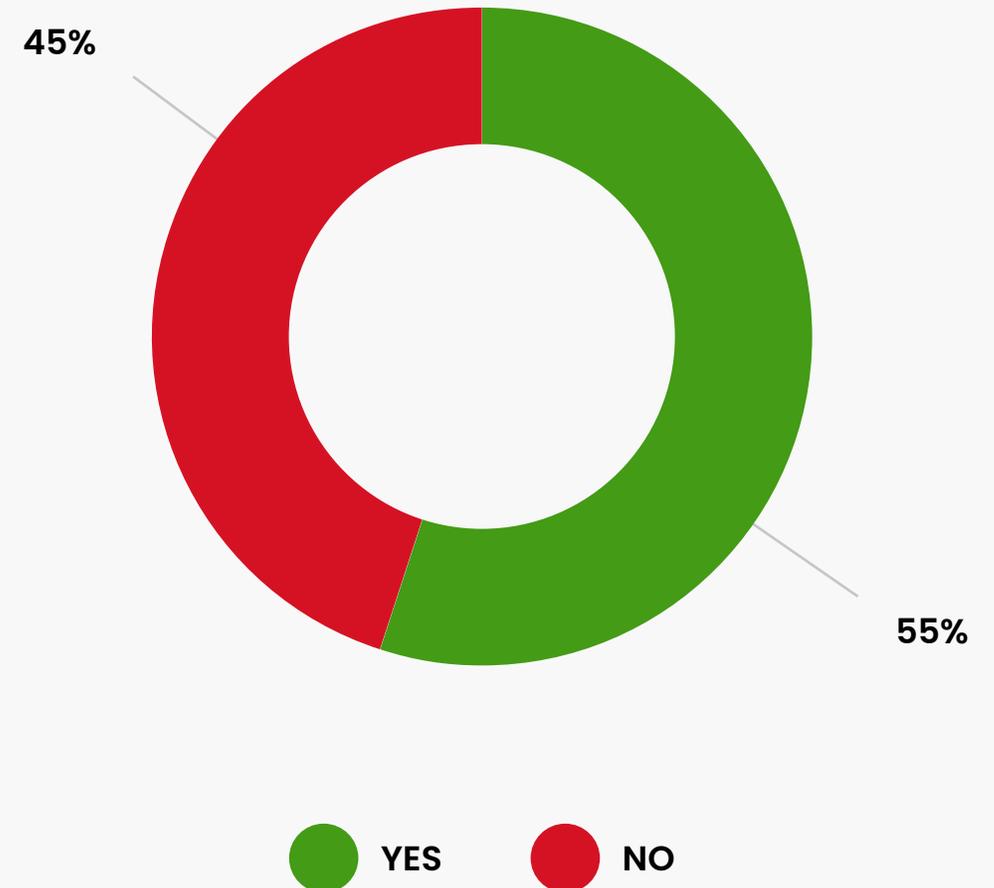


Knowing enough about the safety measures

The fact that **45%** of respondents don't feel they do know enough is rather alarming. Whatever the reason – possibly confused messaging – it represents an opportunity to help the public understand what to expect.



Do you feel you know enough about the safety measures food and drink venues have to put in place to ensure they are COVID-19 safe when they open?

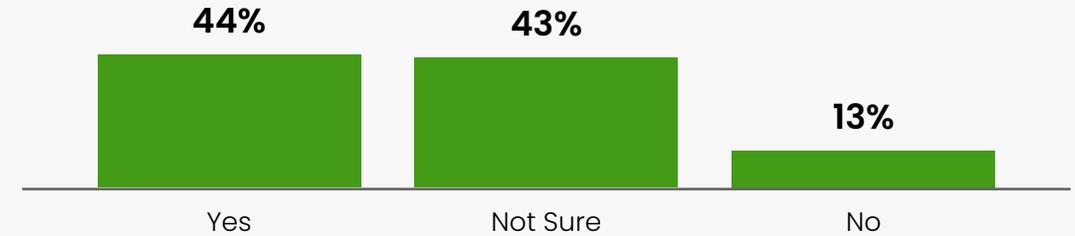


Confidence that Government guidelines go far enough to ensure consumer safety

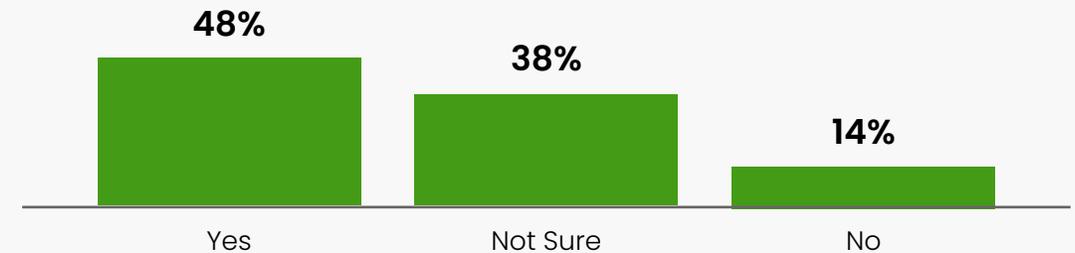
56% of respondents were unsure or not confident that the guidelines put forward by the Government went far enough to ensure consumer safety. Even those that were confident showed high levels of uncertainty specifically around people at risk or people who are shielding.



Are you confident that the government guidelines for opening food and drink venues go far enough to ensure your safety?



Do you think they go far enough to ensure the safety of those people shielding or are deemed as high risk?

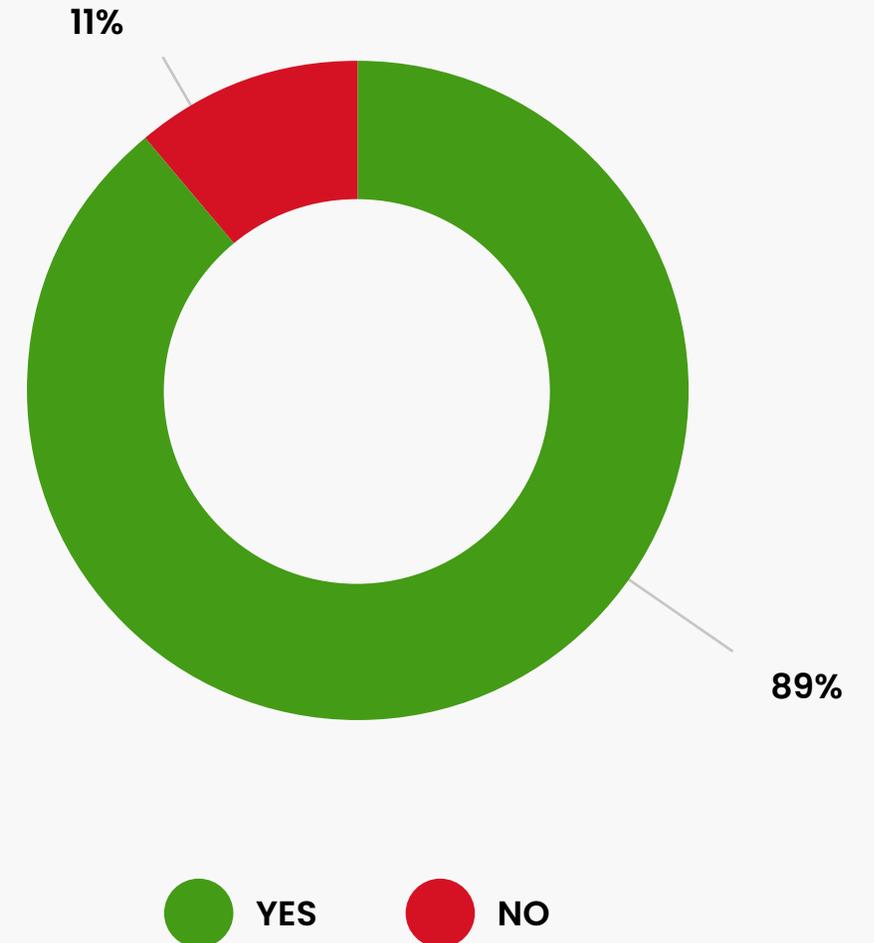


Choosing a venue over another if it clearly showed it conformed or surpassed government safety standards

Government reopening safety standards only go so far. **89%** of respondents would choose one venue over another if it could clearly show that it conformed to (and surpassed) government safety standards in relation to COVID-19.



Would you choose one venue over another if it could clearly show that it conformed to (and surpassed) government safety standards in relation to COVID-19?

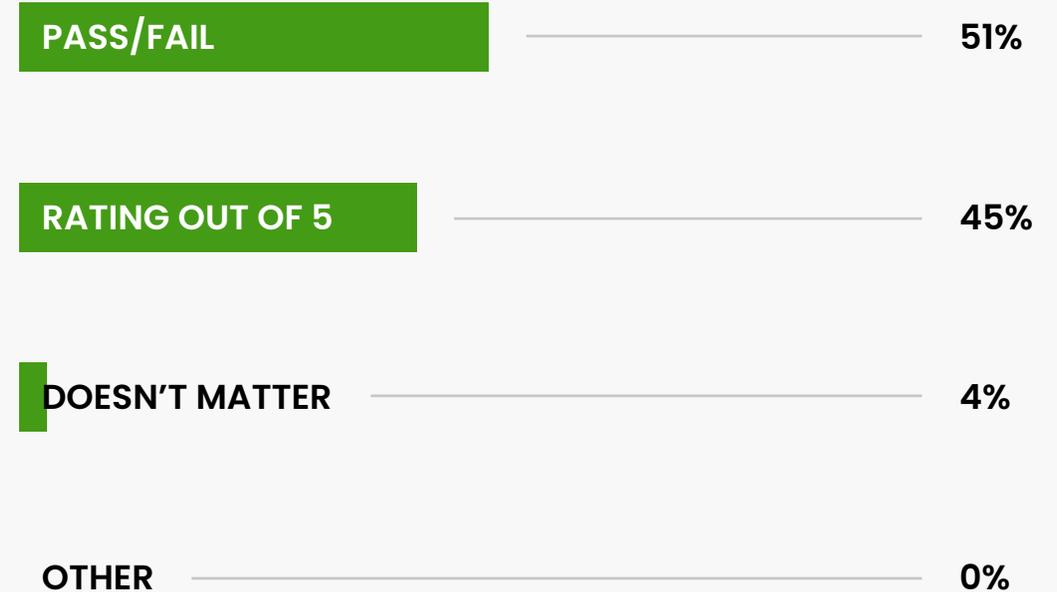


Perceptions of how should a venue be rated on compliance

Consumers want to see an easily understood rating system for compliance. Most popular was a 'Pass/Fail' rating, and **45%** of respondents would like to see a rating out of 5.



How should an outlet be rated on their compliance?



Confidence through management systems and conformance

95% of respondents feel it's important or very important that the venue conforms to all COVID-19 safety and cleanliness measures

92% of respondents said they would feel confident or very confident if they saw the Safe to Trade Scheme sticker in the business window



Transparency and feedback

87% of respondents said it's important or very important to see visible confirmation – a sticker or signage – that a venue has conformed to COVID-19 safety and cleanliness measures

91% of respondents feel it's important or very important to have a clear and easy system to provide feedback on COVID-19 management

86% of respondents were likely to provide feedback if you feel a venue is not complying to best practice regarding COVID-19 protection

9 in 10 respondents thought it was important or very important that feedback left is made available for other potential customers to view, to help them to decide which venues to visit

Businesses must go above and beyond Government guidance

91% of respondents said one that is regulated or backed by a Government Body and/or Local Authority was important or very important

Almost **90%** said one that I can easily find out what measures and procedures are in place to award the safety scheme pass to the venue was important or very important

94% of respondents thought it was important or very important that advice from industry experts is made available to venues to help them protect customers and their employees

It was important or very important to **86%** of consumers that it should have a visible online presence to allow consumers to search for compliant venues

9 in 10 respondents said it was important or very important to them that clear information (via a website or written materials) is made available on how a venue is tackling COVID-19 and the measures they have in place

88% of respondents felt it's important or very important that it is independently verified, validated by an Industry Body & goes above and beyond government requirements

91% thought it was important or very important that the government makes it very clear what a venue should do to protect customers

Almost **94%** of consumers thought it was important or very important that a venue which they loved to visit, showed practical changes to minimise risk related to COVID-19 prior to opening up to the public again

And **85%** thought it was important or very important that customers can provide feedback about their own experience in that venue

88% thought it was important or very important to see that a venue went above and beyond the government advice to provide maximum protection

Safe to Trade Scheme

Build consumer confidence and speed up the recovery of your business

The Safe to Trade Scheme, administered by Shield Safety Group, supports businesses reopening, allowing them to establish trust and build confidence, creating a safe and secure environment for your employees and customers. Government guidance can be confusing, and the Safe to Trade Scheme helps clarify the ins and outs of the new regulations.

When you join the Safe to Trade Scheme you will get access the COVID-19 telephone advice line, a COVID-19 eLearning course for managers, a COVID-19 risk assessment, a self-assessment checklist, a health declaration, a reopening checklist, a remote audit, access award-winning compliance software through our app, a window sticker, certificate and digital assets to use and your business will be listed on the Safe to Trade Register, which is available to Local Authorities.



How the Safe to Trade Scheme will help your business

Safe to Trade is all about establishing trust and building confidence, creating a safe and secure environment for your employees and customers

- Consumers will be confident to safely trade with your business
- Provide evidence to customers and colleagues that their safety is paramount
- Demonstrate collaboration within the hospitality industry to effectively manage COVID-19 and social distancing
- Businesses will receive the latest and most relevant expert advice
- Management of due diligence checklists and ongoing controls via our app
- Protect your business from the risks associated with COVID-19
- Proudly display your Safe to Trade status on any marketing platform

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Sign up today

or for more information on the Safe to Trade Scheme visit:

shieldsafety.co.uk/safe-to-trade

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