

Guidelines / Advice on Writing Your COVID-19 Policy

You should have a COVID-19 Policy in place in a way that is visible, so your customers know you are responding to the situation to put them at ease for current and potential future visits. Key areas to include are;

- ✓ **Reassure your customers that you have their wellbeing at heart**
- ✓ **Tell customers about the additional hygiene measures you have put in place**
- ✓ **Be clear what your cancellation policy is**
- ✓ **Make it easy for customers to contact you**
- ✓ **Make your policy visible**
- ✓ **Be flexible**

Here are some examples of points to consider under each heading and you can find more information in the Operational Guidance section of the [COVID-19 webpage](#).

Reassure your customers

Let guests know that you are taking the COVID-19 situation seriously and that you and your staff are taking the necessary precautions to keep everyone safe.

- **Be clear and concise** in your messaging
- Let customers know the **key steps** you are taking to ensure their wellbeing
- Consider **ongoing communications** with future customers and mailing lists
- Assure customers that you are ready to **welcome them now and into the future** where they will experience the level of service and hospitality they would usually expect.

Tell customers about the hygiene measures you are taking

Let customers know about the **additional measures** you are taking to make your cleaning protocols even more rigorous.

Following HSE / WHO guidelines, you might decide to implement and include containment measures such as:

- We are ensuring that **proper hand etiquette** is adhered to
- We have increased the **frequency of preventive cleaning and disinfection** in key areas including '**hand contact hotspots**' such as door handles, access touch pads, telephones to avoid cross contamination
- We are ensuring a **healthy customer environment** e.g. sanitisers in rooms, fresh-air systems, display of indoor air quality
- We are changing the **placement of cutlery** so that customers cannot handle cutlery that other customers may potentially use
- We are engaging in **social-distancing** i.e. furniture placement to facilitate social distancing in common areas, floor markers in queues so that people don't stand too close to one another
- We are offering **materials in multiple languages** to educate customers in various languages about proper hand hygiene and cough etiquette
- We are offering **contactless payments** to avoid handling of cash

Take a long-term approach to your cancellation policy

- Clear information on **removal of any cancellation fees involved**, opportunity for deferrals etc.
- Give thought to your **long-term approach to managing future relationships** with customers.

Make it easy for customers to contact you

- Put your **contact number clearly on your website** and invite customers to call with any queries.

Make your policy visible

- Put your **policy front and centre of your business** e.g. on the home page of your website, social media channels and display on-site at the property.
- Ensure customers **see what you promised in action** throughout their visit.
- Make sure **staff are well briefed** so they can answer any questions and also understand any new processes in relation to hand-shaking etiquette, social distancing, etc.

Be flexible

- The **situation is evolving**. So too will your policy so be sure to update as needed.

Some good examples of COVID-19 policy in action

Communicate the message to your customers in way that highlights that you are adhering to HSE guidelines and you understand the seriousness of the issue. However, your message, tone and language can also be tailored to match the personality of your business.

- **The Lake Hotel Killarney:** <https://www.lakehotelkillarney.ie/covid-19-policy.html>
- **Renvyle House Hotel:** <https://www.renvyle.com/en/covid19-precuations/>
- **Daly's Pub in Mullingar:** <https://www.facebook.com/Dalymullingar/photos/a.270815069949149/1058732934490688/?type=3&theater>
- **Kate's Kitchen in Sligo:** <https://www.facebook.com/KatesKitchen/photos/a.201184480465/10158385313255466/?type=3&theater>