

New industry standard will provide 'ring of confidence' for Derby tourism and hospitality businesses

Derby City Council, along with Visit Derby is urging its visitor-facing businesses to apply for the new 'We're Good To Go' industry standard to reassure customers they are Covid-secure.

VisitEngland, in partnership with VisitBritain, has launched the UK-wide industry standard and consumer mark to provide a ring of confidence for tourism and hospitality businesses as the sectors prepare to reopen from 4th July.

The We're Good To Go industry standard and supporting mark means businesses can demonstrate they are adhering to government and public health guidance, have carried out a Covid-19 risk assessment, and checked they have the required processes in place before they reopen.

The scheme is free to join and open to all businesses across the industry.

A number of Derby businesses have already signed up and have been successfully accredited with the standard. These include Derby Museum and Art Gallery, Derby Cathedral, The Coach House, Elements Tea and Coffee House, and The Tap public house. Others are still in the process of applying.

Councillor Robin Wood Cabinet Member for Leisure, Culture and Tourism said: "We're really pleased to get behind the Visit England initiative, and are actively encouraging our local tourism and hospitality businesses to apply and gain this important accreditation. Giving visitors confidence about their personal safety when coming into the city is our priority, and by applying for this accreditation, businesses can help restore confidence, reassuring visitors that they can visit safely and that they have been working hard to make sure that suitable social distancing and hygiene measures are in place, to safely welcome people back to Derby."

Mohammed Suleman, Derby Museum and Art Gallery said: "The We're Good To Go mark is such a fantastic way to show to the public and staff that we are safe and have the necessary processes and procedures in place to ensure a safe and

enjoyable visit. It was easy to complete and ensures you have done everything needed to meet this standard. We hope that when you come to Derby Museums to see the beautiful galleries and exhibitions and visit our unique shops and cafes that you will feel safe and well looked after by our amazing staff so that your experience is as close to the previous high standard our visitors expected and revived. We also hope that lots of businesses in Derby will sign up to this to give confidence to visitors to Derby that it's a safe city to visit, to shop, to eat and to enjoy. “

For more information on accredited businesses in Derby, and applying for the accreditation, go to the Visit Derby <https://www.visitderby.co.uk/derby-tourism-industry/were-good-to-go/>