

Dear business owner,

With many businesses in Staffordshire set to reopen their doors from 12 April, now is the time to make sure you are ready to welcome both staff and customers safely.

It is fantastic to see lockdown gradually lifting, and we need your support to make it work, keep businesses open and get life moving once again.

One of the most effective ways of doing this is by promoting regular rapid testing, both to your own staff and to the people who use your services.

Everyone in Staffordshire is being urged to get a test twice a week, and it is now easier than ever to get tested:

- People can book a test at one of the county council's Community Testing Centres, and then collect up to two packs of seven tests for use at home.
- Tests can also be collected at national testing sites in the county, with packs available for anyone living with children or staff at nurseries, schools and colleges
- Full details of all the options and how to book can be found at [www.staffordshire.gov.uk/testing](http://www.staffordshire.gov.uk/testing)

A range of posters have been produced and social media assets that promote regular testing to both staff and customers. These can be downloaded from the Borough Council website <https://www.newcastle-staffs.gov.uk/all-services/business/business-information/business-support-and-advice>. There are also included some 'top tips' to help you make your business as Covid-safe as possible.

I hope these assets will be useful to you, and wanted to wish you all the best for your reopening on 12 April.

Yours sincerely,

Dr Richard Harling  
Director for Health and Care  
Staffordshire County Council