

HOME DELIVERY GUIDANCE FOR LOCAL SHOPS



This guidance is designed to provide reassurance to convenience store retailers who want to carry out local grocery deliveries. There are regulations that can easily be followed through normal business practice, including on how you:

- Take orders and payments
- Manage data
- Keep food safe
- Physically deliver products

This guidance explains what these regulations are, and provides simple advice on conducting deliveries in a way that best promotes good hygiene and limits the risk of passing on Covid-19 and other viruses when doing so.

How do you take an order?

You can receive an order on the phone, through your own website or another online platform, for example Whatsapp, email, text, a Twitter direct message or a Facebook message.



Whichever approach you use, there are some important principles to consider:

- If you're providing a shopping list or order form, make sure it's clear what you're selling, the quantity (ACS Fair Trading Guide [here](#)) and food allergen information (ACS Managing Food Safety and Hygiene Guide [here](#)).
- If you're taking generic orders, try to confirm specific details eg brand, quantity; it is acceptable to make a reasonable substitution.

Home delivery service available

■ We are offering a temporary home delivery service for our customers.

■ Contact us to place your shopping order:

Phone:

Store website:

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■ Please be considerate in the way you shop.
 ■ Please do not buy more than you need and there will be enough for everyone.

ACS | the voice of local shops

You can promote that you are offering a temporary delivery service for customers using this template poster for your store and on your social media platforms.

(Download the poster [here](#))

How do you take payment?

You can take payment by any method, including:



'Card not present' payments - this means manually entering the customer's long card number and security code on your terminal. You can find out more information on 'card not present' payments [here](#).



Use a virtual terminal provider like Paypal or FIS Global (Worldpay) and other online systems.



Cash is perfectly acceptable and for best hygiene practice you should separate handling of cash and food preparation (ACS Managing Food Safety and Hygiene [here](#)).



You can offer credit at your discretion but you cannot add on a fee or a charge interest. Typically speaking this will mean allowing customers to take delivery of goods and pay you the agreed amount at a later date.

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How to deliver to customers?

- Check your vehicle insurance. Standard car insurance policies may not cover the use of the vehicle for business purposes and you may need to update your policy. Contact your insurance provider/broker to check if they can extend your business and vehicle insurance to cover home delivery.

- Chilled food can be kept at ambient temperature for a **maximum of four hours** in one continuous period, so you do not have to have a chilled compartment or box for a short journey. However, if a chilled product is kept at a temperature of more than 8°C for more than four hours, it should be destroyed.

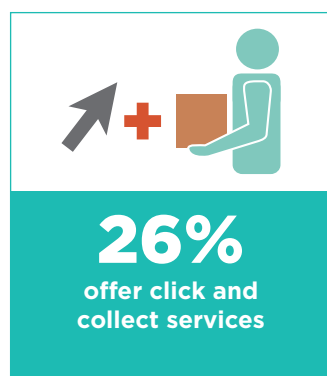
- Courtesy to other residents and drivers should be considered when making deliveries, and this sign can be printed and placed on your dashboard. Download the sign from ACS' website [here](#).



- Parking restrictions apply as normal. The Ministry of Housing, Communities and Local Government advise that good practice in parking enforcement allows for a 10 minute grace period.

How to operate a collection service

All of the guidance on making deliveries will also apply to offering a collection service for customers, their neighbours or family, and local volunteers.



Best practice to reduce the spread of Covid-19 and other viruses

You should minimise the risk of spreading infection from Covid-19 or any virus. Good practice that should be followed at all times includes:

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Adopt sensible measures to minimise risk especially when delivering to people who have stated they are self-isolating, notably by leaving deliveries at the front door. Do not enter their home or directly hand the delivery to them (see the Government's Stay at Home guidance [here](#)).
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Washing hands for a minimum of 20 seconds every time you return to the store, and at least every two hours.
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Avoiding shaking hands or direct contact with customers and others when delivering products.
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Cleaning on a regular basis surfaces you regularly touch, including phones, car steering wheels, bicycle handles and car handles.
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A charge of 10p per single use carrier bag applies for all businesses delivering to customers.

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Charging for delivery

Delivery charges

It is completely acceptable to charge a fixed, reasonable delivery fee to consumers. This should be made known to the consumer in advance.

You may wish to reduce or waive this delivery fee for vulnerable consumers or other groups (your ordering processes should include information about how these consumers can identify themselves).

Delivery prices

Any price displayed on the image of the product shown on your website or advertising materials must be the actual price you charge to consumers for the goods.

If you advertise the goods online and the picture doesn't have a price shown on the goods then you can set the price (as long as it's reasonable).

There may be times when the consumer receives goods that have a price marked on them but have paid a higher price. If this does happen you should provide information with the delivery or on your website explaining the reasons for this (for example having to use different suppliers due to product shortages). You should be aware that this practice may attract consumer complaints so communication and transparency are key.

Plastic bag charging

If you are providing single use plastic bags for deliveries, there is a 10p charge on each plastic bag provided. Bags provided to separate items that are at risk of contamination or leaking are not subject to the charge.

About this guidance

This guidance has been developed in consultation with multiple Government departments, Surrey and Bucks Trading Standards, and Woking Borough Council. ACS Assured Advice guides referenced here are part of ACS' Assured Advice scheme with Surrey & Bucks Trading Standards, Woking Borough Council and Bridgend County Borough Council which means that ACS members are protected in law if they follow this advice. All retailers can freely access this advice and follow it as good practice backed by national and local government departments.

How do you manage data security?



We recommend all retailers follow good practice in handling customer data. Retailers should ensure their systems are secure, and only retain customer details as long as it is justifiable to do so. Article 6(1)(e) states "processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller". For more information, visit the ICO website [here](#).

Age restrictions

All product age restrictions apply, for more details on which products are age restricted and for specific policies on checking age for deliveries, see ACS' Preventing Underage Sales Guide [here](#).

Delivery Partnerships

You can operate all parts of online deliveries yourselves, from offering products for sale online, to taking orders and payments, picking products from your shelves or stockroom, and delivering these products to homes and workplaces. You can also partner with businesses who perform some or all of these tasks.

To keep abreast of options for delivery partnerships, keep an eye on ACS communications and trade press, and ACS members can access an online portal which includes webinars, conferences, research, third party information and other learning resources including some related to the opportunities and issues linked to offering delivery services. You can also speak to your wholesaler or symbol group which may have a preferred partner or other offers and advice available. Important things to discuss with partners include:

- Are there exclusivity agreements and/or restrictions on the ways that you can take orders from customers?
- Who owns the data related to purchases for delivery and are there any conditions related to its use?
- Does the customer order through a system owned and branded as your store, or as your partners' business?
- Who is liable for customer redress in the event of incomplete deliveries, or in the event that the law is breached?