



Tracy Tomlinson
manager@britishfloristassociation.org

Our Reference: 202100160660

Your Reference: BFA members Scottish florist allowed to do Click and Collect for Mothers Day.

26 February 2021

Dear Tracy,

Thank you for your e-mail on 17 February 2021 which was issued to our Public Engagement Unit. I have been asked to reply as I work as a policy adviser within the Scottish Government's Business and Enterprise team.

The decision to permit some business to remain open while others are required to close is not about categorising how important they are to their communities, customers or to the wider economy. It is about recognising that, in order to reduce the opportunities for transmission of Covid-19, people should only legitimately be leaving their homes for an essential reason which includes buying food & drink, medicines and other goods and services which ensure that their homes and means of transportation can be maintained in a safe, secure way. The list of essential retailers reflects that.

From 13 January, click and collect services are only available for essential retailers and for the purchase of permitted essential goods. All other non-essential retailers must cease click and collect services but can still provide delivery of items ordered by telephone and on-line. Details of permitted collection services and how they should operate can be found on the [Click and Collect services](#) page of the Retail Guidance.

Only essential retail is able to remain open in an area which is categorised as Level 4, providing they follow and have implemented Scottish Government guidance to ensure the safety of customers and staff. A list of essential retail can be found in the question and answer section under the sub heading '[the shopping experience](#)'. This list was updated to reflect changes which came into force on

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26 December.

Retail stores that are required to close are able to fulfil orders through on-line ordering. It is important that all retailers comply with the regulations to help bring the transmission rate down so that we can reopen those parts of the economy that are presently closed.

We recognise the significant impact Mother's Day can have on florists and understand the urge to maximise sales at this time however, we cannot at this time give the virus any further opportunity to spread. Every decision we take has the objective of trying to keep the country as safe as possible and with as little harm to health and to the economy as possible. Level 4 is intended to apply for short periods of time to bring transmission down and under control.

We consider these restrictions essential in response to the emergence of a new strain of the virus that we have seen spread much faster in parts of the UK, and to minimise longer-term impacts on both public health and our economy. The higher transmissibility of the new strain of the virus is cause for significant concern and while we recognise the impact this has on sectors like retail, it is vital we take concerted action to reduce interaction between households and help protect the NHS.

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Yours sincerely

Kim Cunningham
DIRECTORATE FOR INTERNATIONAL TRADE AND INVESTMENT

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