

Getting back to your Roots can help businesses in coronavirus outbreak

Appeal Launched To Help Increase Homeless Protection Against Virus

A popular West End business has appealed for continued support for independent outlets during the coronavirus outbreak, while launching an appeal to help homeless people be better protected against contracting the disease.

Roots Deli and Salad Bar in William Street voiced concerns shared by many small businesses who face a potential massive downturn in trade as city centre footfall decreases.

Roots owner, Catriona Spence-Ishaq, said: "At a time when the entire world is nervous, scared and extremely cautious, we are aware that eating out or buying a coffee may not still be a part of people's daily routine.

"Last week, we already experienced a change in footfall, and this week, more dramatically so, with a drop of almost 25% in business. We are preparing ourselves and our team, as much as possible, for the impact that this awful virus is having on people's lives, but also the effects it will have on the economy and small businesses, such as ours."

Catriona pleaded with staff and employees who continue to go to work in the West End to consider choosing smaller independent businesses when buying snacks and lunches as they are more vulnerable than multi-national chains.

She said: “We simply do not have the same funds or resources to survive a worldwide event of such magnitude, and rely exclusively on this custom for our very survival. A drop in business of just 15% can be enough to force a small business to close its doors for good, so please consider shopping local and independent.”

At the same time Catriona appealed for donations of soap, handwash and clean towels which will be distributed to rough sleepers around the West End.

She said: “We are acutely aware that we are in a far better position than so many others, and in true Roots fashion, we plan to moan less and act more.

“So, we shall be collecting soap, hand wash, and clean towels, to be distributed around our rough-sleeping friends, in order to support some of the most vulnerable through this utterly terrifying time, when access to hand washing facilities is limited, and the ability to self-isolate is virtually impossible.

“Anyone who has an extra bar or bottle or a clean towel that they can survive without, can drop it in to us at Roots and we shall distribute them via our various partners and directly to our chums in the street.

www.rootseinburgh.co.uk



Roots owners Catriona and Mark Spence-Ishaq