



## OVERVIEW

As part of the Falmouth Positive Engagement Plan Immediate Tasks Public Realm phase, the Falmouth Town Team (the award-winning partnership between Falmouth Town Council and Falmouth BID) have designed and installed a wide range of sanitiser stations, safe distance markers, posters and information boards through the town and literature for businesses. All bespoke and in line with the strong Falmouth brand.

This extensive tranche of work sits alongside the rollout of a regional marketing and video campaign, a pedestrian priority traffic management plan that enables safe distancing COVID guidelines to be adhered to, national lobbying efforts and wide-ranging business to business support and comms.

This is a very active and fluid situation containing numerous activities and initiatives, all aimed at responding proactively and dynamically to Government guidelines.

## COMPONENTS

### 1. Branded Sanitiser Stations

- The Town Team have installed 6 free standing and 6 wall mounted sanitising units around Falmouth for the public to use. These have been imaginatively designed to incorporate the Falmouth brand colours:



- Please see the following for locations of each unit:

**Free standing, Falmouth-branded foot pump sanitising units:**

- 1) The Moor – on the lower end, close to Falmouth-branded information signage
- 2) Market Strand – adjacent to bus lay-by on Prince of Wales Pier
- 3) Prince of Wales Pier – outside the toilets at the top of the access ramp.
- 4) Church Corner – adjacent to King Charles the Martyr Church
- 5) Grove Place – adjacent to the public conveniences, left of the cash machine
- 6) The Dell – at the bottom of Falmouth Town Station ramp
- 7) Gyllyngvase Beach – on the left-hand side entrance to the beach

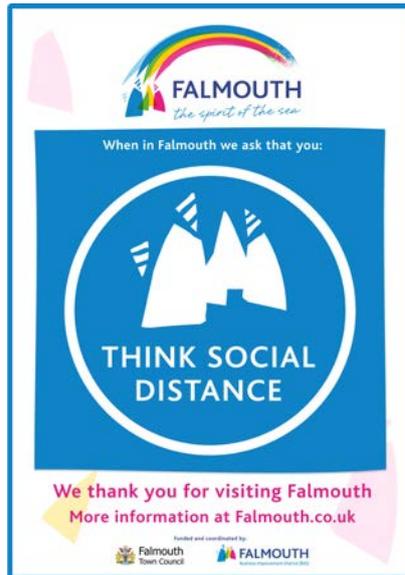
The intention is to brand the free-standing units utilising the vibrant Falmouth colours.

**Falmouth branded sign-mounted sanitising units:**

- 1) Quarry Car Park – adjacent to the ticket machine
- 2) Church Street Car Park - adjacent to the ticket machine
- 3) Custom House Quay - adjacent to the ticket machine
- 4) Well Lane Car Park - adjacent to the ticket machine
- 5) Kimberley Park – adjacent to the public conveniences (left hand side)
- 6) Swanpool Beach – opposite the public conveniences

## **2. Signage**

- 15 X A2 COVID-related information, safe distance, welcome poster boards.
- 7 X A3 COVID-related information, safe distance, welcome poster boards.
- Located at key entrances, walkways and exit points to all the main streets and public areas in the town centre.
- All bespoke Falmouth-branded designs (a few examples below):



### 3. Surface Dressing

Two variations:

#### 1. 'Think Social Distance'

- 300+ Falmouth-branded 'Think Social Distance' stencils drawn along the main streets and public areas in the town centre.
- You will see the following floor markings across Falmouth:



## 2. Pedestrian Flow

- In addition, 140 'Keep left' floor decals, again in branded colours, applied at pinch points/narrow street areas around the town, in particular around Arwenack and Church Street:



## 4. Shop Floor/Window Decals

Two variations:

### 1. Social Distance

- 500+ Falmouth-branded 'Think Social Distance' window/floor decals distributed to Falmouth businesses:





## 2. Face Covering

- 200 Falmouth-branded 'Please wear a face covering' window decals distributed to Falmouth businesses:



## 5. Bus shelter sites

- Falmouth-branded safe distancing and COVID-related information adverts installed at 20 bus shelter sites across Falmouth

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**Looking for help or information on Coronavirus?**

Do you need support with food or medicines?  
Call Volunteer Cornwall on 01872 265300  
or email [requestforhelp@volunteercornwall.org.uk](mailto:requestforhelp@volunteercornwall.org.uk)

See the latest updates on Coronavirus, the community and Falmouth businesses:  
[Falmouth.co.uk](http://Falmouth.co.uk)

Cornwall Council contact email for Coronavirus: [covid19@cornwall.gov.uk](mailto:covid19@cornwall.gov.uk)  
For further informaton visit: [Cornwall.gov.uk](http://Cornwall.gov.uk)

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**WE LOOK FORWARD TO SEEING YOU IN FALMOUTH TOWN**

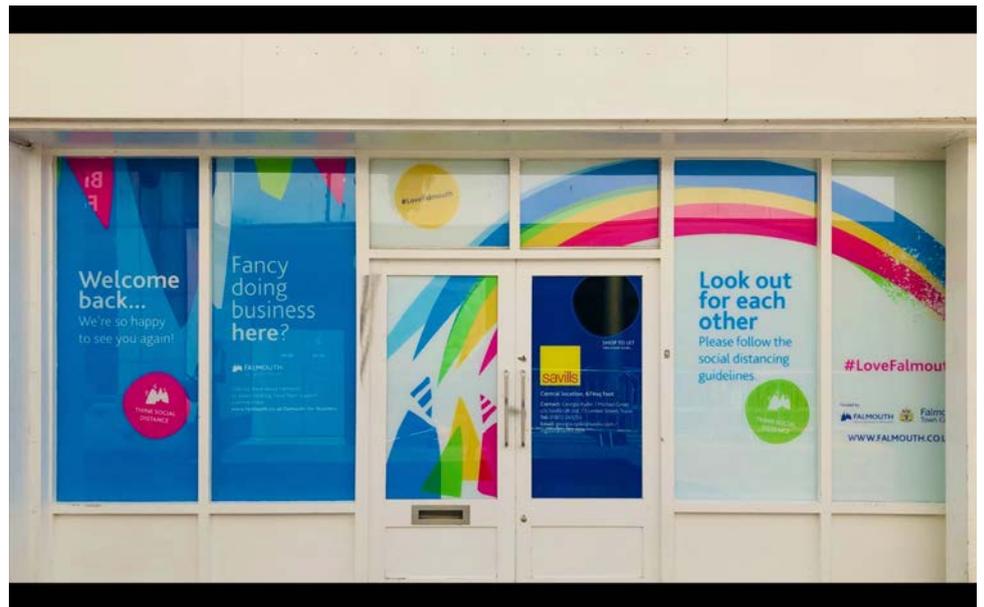
**#THINKSOCIALDISTANCE**



## 6. Empty Units/Large Scale Ideas

### Ex-Pandora site

- Proactive use of the ex-Pandora site in Falmouth to display safety messages in a colourful and impactful way
- Further large-scale designs and information points are being planned



### Cross Street banners

- Two 5m x 1m cross street banners have been installed at two key town locations
- Displaying 'Welcome to Falmouth' and 'Think social distance' messages



## 7. Traffic management

Sitting alongside the above, has been a wider traffic management plan, in order to safely manage pedestrians, deliveries, waste collection and other traffic, while at the same time adhering to Government guidelines. The key points are:

- Road closures and therefore pedestrian priority, in place for the town centre which incorporates High Street, Market Street, Church Street and Arwenack Street
- This follows the current Highways 11am-4pm pedestrian priority order
- Infinitus Security are working alongside the Town Team on managing the process.
- The situation is being constantly monitored and reviewed, with the team able to amend accordingly based on community and business feedback or Government policy

**For further information on the Falmouth Positive Engagement Plan and more, please visit [www.falmouth.co.uk](http://www.falmouth.co.uk).**



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