



11 JANUARY 2021 - PRESS RELEASE

PERMANENT PARTNERSHIP-LED COVID VACCINE CLINIC OPENS IN THE CENTRE OF FALMOUTH IN A BID TO ENSURE BUSINESS AND COMMUNITY CONTINUITY

Following intensive partnership working with local and national health authorities and organisations, the award-winning Falmouth Town Team - the public/private sector partnership between Falmouth Town Council and Falmouth Business Improvement District (BID) - has secured a permanent COVID vaccine centre in the Atherton Suite, located within The Old Post Office, the office of Falmouth Town Council, right in the very centre of the town.

Conveniently situated on the Moor, the new clinic means that Falmouth residents of all ages can either pre-book appointments or simply turn-up at the new location to receive the appropriate vaccinations or boosters, depending on their status.

Until now, the closest permanent vaccine centre was at Stithians. Although well attended by Falmouth residents, given that this location is at least a 15-minute drive away or a 35-minute journey by public transport, the distance and location has meant that large numbers of people who live in the Falmouth area have struggled to get there and back. Since the start of the vaccination programme, Falmouth town centre pop-ups, also negotiated by Falmouth Town Team, have proved a major success, hence the recent work to site a permanent clinic, which, depending on demand, will now be open 4 days a week.

Falmouth's Town Team have been working tirelessly right throughout the pandemic to ensure proactive, positive opportunities for businesses and residents within the town. During the recent national surge in cases for example, the Town Team again took to the streets to deliver thousands of much needed supplies of lateral flow test kits to Falmouth businesses, the third such distribution. Over the past eighteen months, the team has developed a range of best practice systems, processes and sets of advice for businesses, residents and visitors. The Town Team also commissioned Falmouth branded hand sanitisers, window decals, signage, clean stations and promotional material which have been installed throughout the town. They also drafted in stilt walkers and actors in the busy

months to encourage everyone to socially distance and to remind everyone to stay as safe as possible, in a fun and friendly way.

Both organisations have been vital up-to-the minute information sources on additional business funding and developments, and the Town Team's COVID documents on reopening and on safe working practices through the pandemic have been adopted as templates by other towns and areas across the South West.

Falmouth BID Manager, Richard Wilcox says, "The additional pressure of the virus continues to hit us all in different ways and we have all pulled together in Falmouth time and time again to provide forward-facing strategies and practical solutions. We're already planning for a busy February half term and Easter for our business community. To ensure that the current staff shortages and challenges are minimised as much as possible, we're urging everyone to come forward to get their first and second doses and boosters asap."

Richard continues, "A huge amount of cross-organisational time and work has gone on behind the scenes to get this permanent vaccine clinic opened up in the centre of our town. The immediate availability of the vaccines and boosters to all, on publicised dates and times, will be crucial in Falmouth's mission to be a fully-operating visitor destination when the vital trading period rolls around in just a very few short weeks."

Falmouth residents can now book a jab at the in-town Falmouth vaccine clinic via the NHS booking system or simply walk-in. For information on the opening times for people wishing to use the pre-bookable or walk-in service, please visit www.falmouth.co.uk or follow the official Falmouth Facebook platform via Falmouth Cornwall UK.

ENDS

Issued on behalf of Falmouth Town Team by Excess Energy Communications. For further info, interviews or imagery, please contact Rhona Gardiner on Rhona@excess-energy.co.uk or on 07740 410052. Thank you.

Notes for Editors

About the Falmouth Town Team

Falmouth has the joint management resource of a Town Management and Business Improvement District (BID). The Town Management is funded through Falmouth Town Council while the BID is financed by 400 businesses, part of a national scheme now operating in over 300 towns in the UK.

A strong public/private partnership has been developed over the past ten years between the two bodies to provide award-winning destination marketing, year-round festivals, business support and public realm improvements.

The partnership recently won 'UK Partnership of the Year', been invited to Parliament to present on high street issues and ideas and advised numerous other areas across the UK looking to set up similar effective arrangements.

Further information via www.falmouth.co.uk/media or 01326 313553.

