



Reopening Colchester Town Centre 2.0

Commencing 2nd December 2020

What did we learn from the last reopening & what do we know will be different this time?

- Longevity of some locations needed reviewing
- Social distancing measures need to be clearer and in eye site
- There needs to be more messaging around resident's responsibility around the town centre
- We are forecasting a higher footfall this time around due to Christmas
- Installations in pinch points worked for the majority but not all
- Hand sanitizer stations were well received and used a lot in all locations but mainly on Head Street and High Street (key bus hubs)

**SHOP
LOCAL**

**STAY
SAFE**

**BE
KIND**

**KEEP
LEFT**

**RESPECT
OTHERS**

Town Centre Installations

From 2nd December 2020, to be reviewed in January 2020 for continued use to next review in Spring 2021

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A4 signs across the entire town installed on posts and street lights for consistent messaging



Large floor vinyl's on Pinch Points

Eld Lane for reopening, extra's
available if needed for alternative
locations

(2.5mx1m)

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A2 window vinyl's in vacant units across the town centre

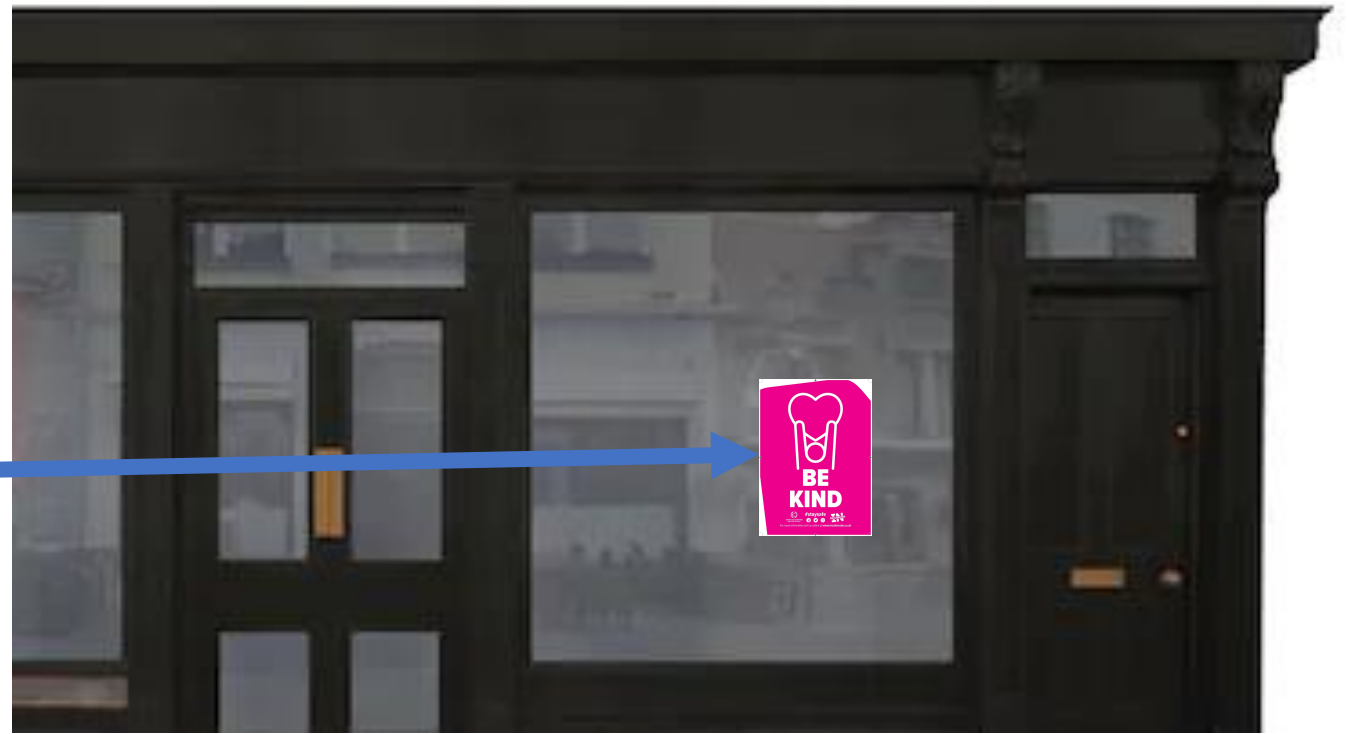
SHOP LOCAL

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RESPECT OTHERS



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Bollard Sleeves across the town centre

#staysafe



SHOP LOCAL

For more information visit us online at www.incolchester.co.uk

#staysafe



STAY SAFE

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BE KIND

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KEEP LEFT

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Repeat of floor stencilling in pinch points
- *New locations incl Trinity Square and Culver St East*

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Public Hand Sanitizer Stations

Continuation of locations:

- St Mary Car Park x2
- Head Street Bus Stops x3
- High Street Bus Stops x 2
- St Johns Shopping Centre canopy x1
- Osborne St Bus Station x2
- Britannia Car Park x1
- Vineyard Street Car Park x1

New locations:

- TBC (sanitizers ready to be installed upon need)



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Business Queue Floor Vinyls

- 500 new FOC floor vinyls are now being handed out to businesses to relay and refurb for their queuing systems.
- Over 1000 handed out for the last reopening
- Floor stencilling will also be used where necessary



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Other re-opening plans

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Re-distribution of BID Reopening Booklet

Digital

- The BID has reviewed and adapted our BID Reopening Booklet for businesses to read and implement processes for reopening if they have been shut through Lockdown 2.0.
- This will be kept on the OurColchester.co.uk website as well for easy access.



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Street Presence

- Street Ambassadors x3
- Covid Marshalls
- Town Centre Police team
- Street Wardens
- Culver Sq & Lion Walk shopping centre security teams

All the above will be on TownLink radio

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