

# CENTRE RADIO COVID MESSAGES

Latest government advice, campaigns & scripts for critical messaging and to keep you one step ahead in customer messaging.

## UPDATED Sept 20



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# THE NEW NORMAL

**The past months of lockdown have changed shopping behaviour dramatically. In the face of COVID-19 some patterns will be here to stay, some for short term, and some becoming the new 'normal'.**

- Communications to your shoppers will be critical.
- They will only want to shop in environments that they deem 'safe'.
- They will want to be reassured that it is, and that you have taken steps to do this.
- Signage and posters will do some of this job.
- By reaching all shoppers across your PA system, Centre Radio will do the rest.
- Centre Radio is low cost, and quicker to air, than most other media.

Use Centre Radio to:

- Welcome them back
- Create 'safe' environments
- Advise shoppers on your measures
- Keep them informed
- Help them to shop, efficiently and safely
- Reinforce your policies



# NEW MESSAGES TO COMMUNICATE

Special times need special measures.

This document contains a 'message pack' that we have created for managing critical customer comms and relevant COVID messaging.

It contains over 50 scripts, designed to cover most of the adjustments, advice, and policies that are present now or could unfold in the coming weeks.

Choose any or all of the messages below, recorded in male and female. We'll download the pack to your centre, ready to activate at a moments notice, saving you valuable lead time, and making sure you're prepared for every twist and turn that may follow.

Price per centre : £575+vat\* (for exclusive use on Centre Radio).

\*Loyalty discount available to some schemes – please email [daniel@onbrand.co.uk](mailto:daniel@onbrand.co.uk) to check if you qualify and for full terms.



# HANDS, FACE & SPACE

**We must  
keep on  
protecting  
each other.**



**HANDS**



**FACE**



**SPACE**

## Hands Face Space

“Wash your hands, wear a face covering and make space by maintaining social distance. These are the three most effective ways to help stop the spread of COVID-19. Please can we ask all customers to follow these rules. Hands, face, space.”

“We all need to help protect each other from coronavirus so please wash hands, cover face, make space.”

“We would like to remind customers to be mindful of washing hands, covering face and making space. “

“Wash hands, cover face, make space. Hands, Face, Space.”

# PUBLIC HEALTH MESSAGES

## Public Health England

"I wash my hands to protect my family. I wear a face covering to protect my mates. I make space to protect my colleagues. Hands Face Space. I wash my hands to protect strangers. I wear a face covering to protect other passengers. I make space to protect you. Hands, face, space. As we spend more time indoors, we need to do whatever we can to help protect each other from coronavirus so please wash hands, cover face, make space."

## Public Health Scotland

"Stay safe, protect others, save lives. Download The free Protect Scotland app to keep Scotland safe from coronavirus."

## Public Health Wales

"Always observe social distancing and wash your hands regularly. Keep Wales safe. "

## Public Health Agency (NI)

"Always practise social distancing, wash your hands thoroughly throughout the day and catch it kill it bin it. Download the StopCOVID NI app now to help stop the spread."



Public Health  
England

Public Health   
Scotland



 Public Health  
Agency



# NEW\* FACE COVERINGS

## Face coverings

“This is an important update. Stop the spread. Please wear a face covering when shopping today. “

“Please wear a face covering to protect yourself and others.”

“Face coverings are obligatory to wear when in the shopping centre unless you have a valid exemption”

“Wear a mask that covers your nose and mouth to help protect others and slow the spread of COVID19”





# FACE COVERINGS

## Face coverings

“We would like to remind customers to be mindful of staying safe by using face masks to protect yourselves and others whilst in the centre today.”

“We would like to remind customers that the use of face masks is recommended to protect yourself and others throughout the centre.”

“We would like to inform customers that face masks are obligatory when in the centre. Please make sure you adhere to the social distancing rules set in place by the UK government. Your safety is our number one priority.”

“We would like to inform customers that face masks are obligatory when in the centre”



# SAFE & HEALTHY

## Safety

“Creating a safe environment is our number one priority. We would like to remind customers to adhere to all of the measures put in place to maximise your safety when shopping today. “

“We would like to remind customers to be mindful when in the centre today. Please take note of all signage and notices around the centre to ensure your safety.”

# \*NEW SOCIAL DISTANCING

## Social Distancing

“We would like to remind all customers to be mindful of the social distancing rules that have been put in place by the British government. It is recommended that you avoid close contact with others and distance yourself at least 1 metre plus away from other people where it is not possible to stay two metres apart.”

“We would like to remind all customers to adhere to the government social distancing guidelines, by maintaining at least 1 metres plus between yourself and others whilst in the centre. This should include when queuing at checkouts and speaking to staff in our stores as well as walking through our malls”

“It is recommended that you keep a distance of one metre plus with additional measures where two metres is not possible. Please follow these guidelines whilst in the centre”



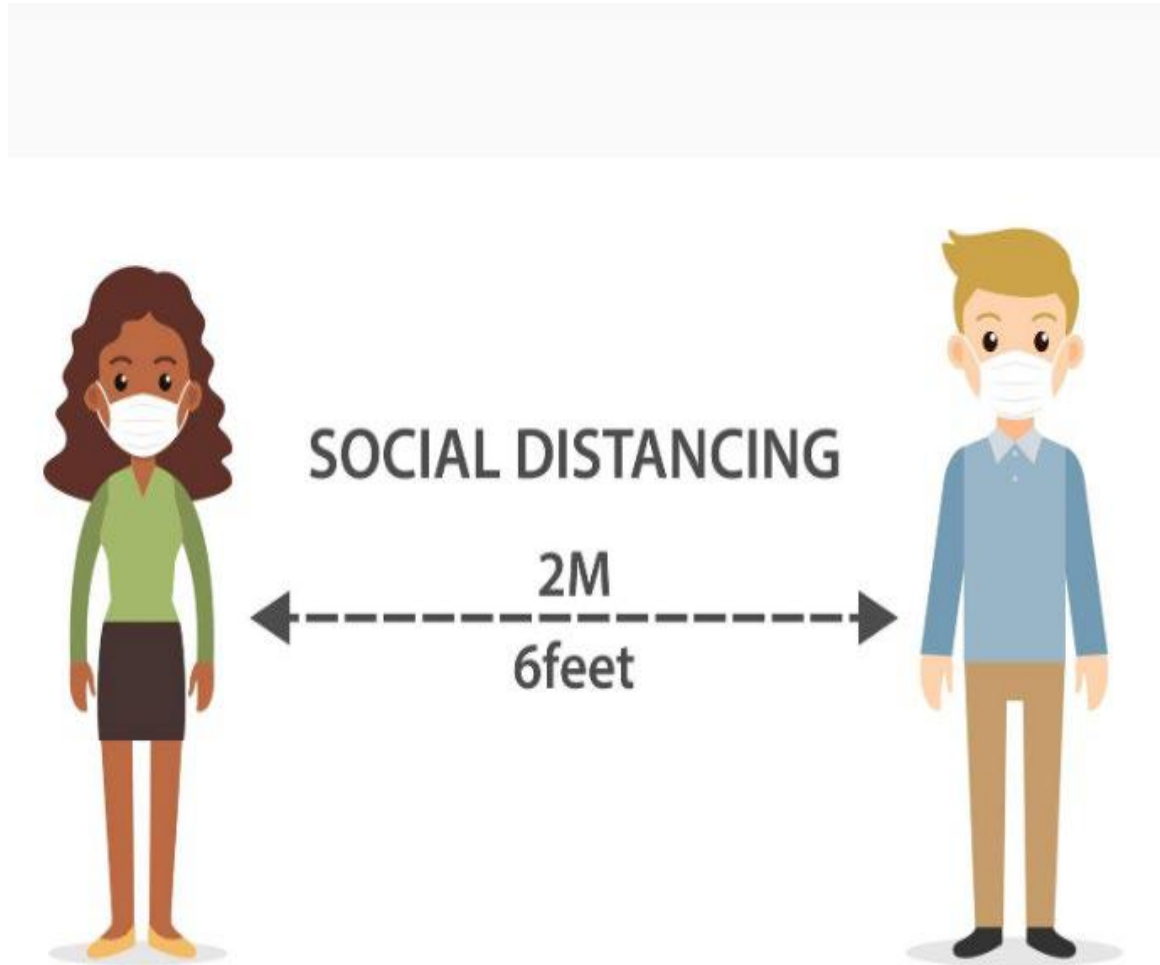
# SOCIAL DISTANCING

## Social Distancing

“We would like to remind all customers to be mindful of the social distancing rules that have been put in place by the British government. It is recommended that you avoid close contact with others and distance yourself at least 2 metres away from other people.”

“We would like to remind all customers to adhere to the government social distancing guidelines, by maintaining at least 2 metres of space between yourself and others whilst in the centre. This should include when queuing at checkouts and speaking to staff in our stores as well as walking through our malls. In addition, please be cautious and try to adhere to the social distancing guidelines when using any of our lifts and limit the number of people to an absolute minimum in each lift. Thank you for your cooperation.”

“We would like to remind all customers to adhere to the government social distancing guidelines, by maintaining at least 2 metres of space between yourself and others whilst in the centre. This should include when queuing at checkouts and speaking to staff in our stores as well as walking through our malls”





# ROYALTY FREE MUSIC

Don't forget! You can also save costs and switch from commercial music to royalty free music.

Royalty free music can be only a third of PRS/PPL costs.

Samples here:

<https://www.onbrand.co.uk/campaigns/royalty-free/>

We now offer the following royalty free genres:

- Easy Listening
- Pop
- Instrumental pop
- Indie
- Jazz
- Reggae
- Soul
- Dance Electronic

# HAND WASHING, **SANITISERS & CLEANING**



## **Improved cleaning routines**

“We would like to remind all customers that we have improved our cleaning routines throughout the centre to protect all staff and customers. “

“We have improved our cleaning routines throughout the centre to ensure the safety of all customers and staff. “

“We have improved our routines throughout the centre by making sure we have rigorous cleaning and disinfectant regimes in place and” adhered to.

## **Availability of alcohol based sanitisers on entrances**

“We would like to remind all customers that we have alcohol-based sanitisers on all entrances throughout the centre.

Please use these frequently to ensure you are maintaining good personal hygiene. “

“We have alcohol-based sanitisers on entrances throughout the centre in aid of keeping our customers safe.”

# HAND WASHING, **SANITISERS & CLEANING**

## Handwashing

“We would like to remind all customers to be mindful of maintaining good personal hygiene whilst in the centre today. Government advice recommends that we wash our hands for 20 seconds, catch coughs and sneezes in a tissue and dispose of it in a bin. Thank you for your understanding and cooperation.”

“We would like to remind customers that hand washing facilities can be located in our toilets throughout the centre. Please wash your hands with soap and water often or use hand sanitiser gel to help prevent the spread of germs”

## Catch it, Kill it, Bin it – more waste bins available

“Catch it, kill it, bin it. We would like to ask customers to be mindful of this when visiting the centre today. “

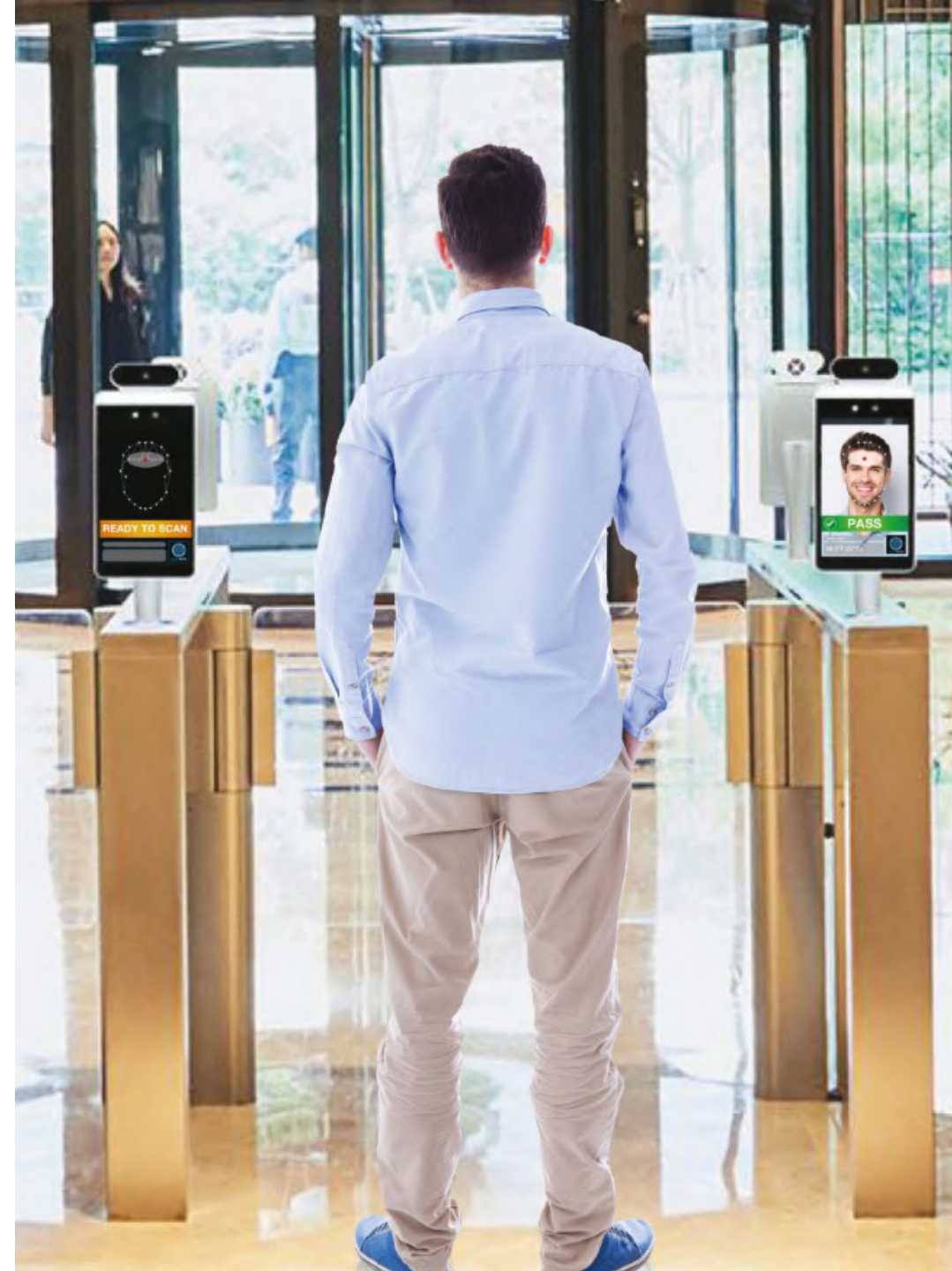
“Always catch your cough or sneeze in a tissue, dispose of your tissue as soon as possible and clean your hands as soon as you can. Catch it, kill it, bin it.”



# TEMPERATURE READINGS **ON** **ENTRY**



“We would like to make all customers aware that we will be taking temperature readings upon entry to ensure the safety of our customers and staff. “



# FOOD & DRINK RESTRICTIONS

## Food & Drink

“We would like to remind customers that no food or drink is permitted to be consumed in the centre. This is to assist us in maintaining high standards of hygiene and cleaning routines.”

“We would like to ask customers to not consume any food or drink whilst in the centre today. This is to help maintain our high standards of cleanliness and hygiene.”



# ESCALATORS & LIFTS

## No walking on escalators

“We would like to ask customers who are using the escalators to please be aware of social distancing and to not walk on the escalators.”

“We would like to remind customers to not walk on the escalators and to not walk past other customers. Thank you”

## Limit numbers using lifts

“We would like to remind customers to be aware of social distancing and to please limit the amount of people using our lifts at any one time. Please take care and only use the lifts if necessary.”

“We would like to remind customers that the amount of people in the lift at any one time should be limited to adhere to the social distancing guidelines set in place by the UK government. “

## Encouraging stairs than lifts

“We would like to encourage customers to please use the stairs in the centre rather than lifts to ensure social distancing is in place.”

“We would like to ask all customers who are wanting to move between various levels in the centre to be encouraged to use the stairs rather than the lifts to adhere to social distancing guidelines.”





# TROLLEY RESTRICTIONS

## Trollies

\*“We would like to remind customers to be mindful when using the trollies within the centre. Please use the sanitizing station to wipe down trollies before use”

“We would like to remind customers that trollies are not to be taken between the levels in the centre. This is to help maintain the social distancing guidelines set in place by the British government.”

“We would like to remind customers to be mindful when using the trollies within the centre. Please maintain social distancing and be aware of personal hygiene.”

“We would like to remind customers that there are strict cleaning routines on all trollies throughout the centre. This is to ensure your safety, please be mindful when using these.”

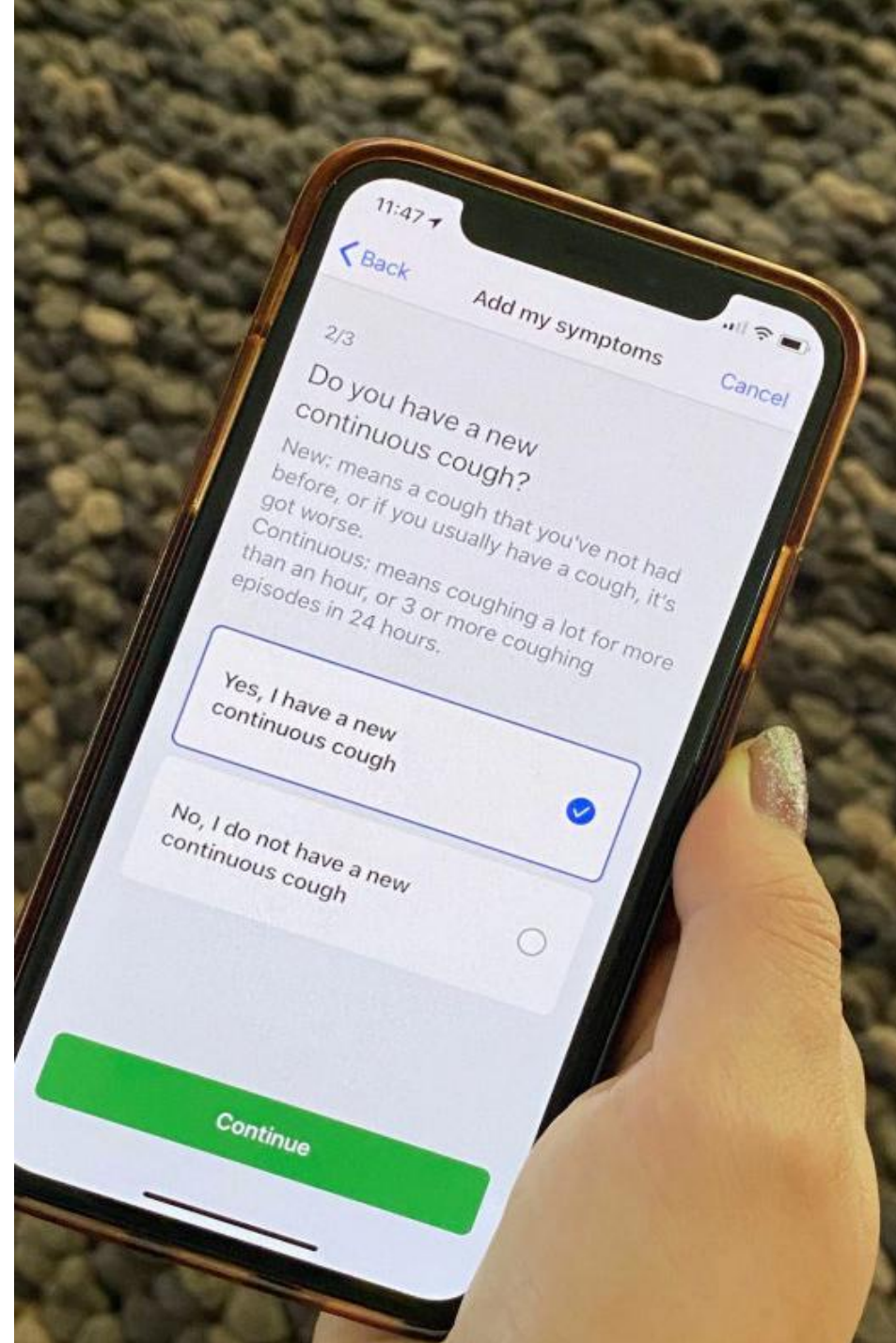
# TRACK AND TRACE APP

## Track & Trace

“We would like to remind customers of the importance of using the contact-tracing app set in place by the British government. This is to help keep track of those diagnosed with COVID-19 and symptoms in place and keep your shopping centre safe”

“We would like to remind all shoppers to use the government approved Track & Trace App, which is available on Apple & Google stores. Help us to keep each other safe and healthy.”

“The new contact-tracing app brought in by the British government is now available to download. Please download and help us all together keep safe.”





Digital | Social | Audio | Events | PR | Branding



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