



Communication of the shopping centre industry

PRCH recommendations

8 December 2020

What are we fighting for?

Operational objectives:

- Keeping shopping centres open during the pandemic – preventing further lockdowns
- Building stable footfall, especially in the less popular hours
- Convincing customers of the superiority of traditional shopping over e-commerce, especially in the pre-Christmas period
- Introducing trading Sundays during and after the pandemic as a way to spread traffic and a form of support for the industry

Communication objectives:

- Strengthening the customers' sense of safety and building the awareness of the governmental decision-makers – shopping centres are among the safest places in public space due to the strict sanitary regime
- Promoting a solidarity-based approach to responsibility for the safety of the people in shopping centres
 - Customers – DDM (distance, disinfection, masks)
 - Shopping centres and tenants – monitoring of the number of customers, wide access to disinfectants, disinfection of frequently touched areas, regular restroom cleaning, special signage, informing customers, education
- Promoting responsible shopping behaviour among customers
- Emphasising the importance of the retail sector for the Polish economy
- Supporting governmental actions in terms of education about safety in public places and promoting good practice in shopping centres as an example for other sectors of the economy



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Full opening of shopping centres

- challenges that we are facing



Keeping the word – the highest sanitary standards are not only a media message but, above all, the real practice in every retail scheme, which can be verified by anyone.



We are in the spotlight – watched not only by customers, but above all by the **media and decision-makers** – let us be prepared for huge interest



Reaching with key messages about the principles of safe shopping to the widest possible range of customers – own resources of retail schemes and PRCH's support – Customer Guide



Making shopping centre personnel at all levels aware of the need to respond politely to situations that require doing so and to follow the guidelines



Convincing decision-makers that shopping centres are safe and meet the expectations of Poles and the guidelines of the decision-makers



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Key messages

I. The shopping centre industry is prepared to enable Poles to shop safely and without any problems before Christmas. Safety of customers and employees is the priority.

- We operate under a strict sanitary regime: DDM, monitoring of the number of customers, wide access to disinfectants, regular cleaning of surfaces touched by customers, large number of posters, stickers, pictograms, PA messages
- The employed safety measures have been noticed by customers: the majority of them – 77% feel safe in shopping centres, as confirmed by [Inquiry](#)'s research published on 10 November this year
- Large spaces in shopping centres allow for keeping a safe distance
- According to PRCH's data, the scale of infections among shopping centre employees has not exceeded 1 permille since May. There have been no reported of virus transmission to co-workers or customers

II. Call to customers – for compliance with safety rules applicable in retail schemes and for planning their shopping (Customer Manual – how to plan safe shopping)

III. Footfall in shopping centres after the opening on 28 November is well below last year's levels - in the first week of December, it was about 25-30% lower, depending on the scheme and region. (do not mention crowds!!!)

IV. Customers have changed the way they use shopping centres – they buy less frequently and more independently

V. E-commerce will not be able to replace traditional retail, it complements it and accounts for only 20% of average sales

VI. On the weekend with the Sunday, 6 December, being a trading day, as expected by the shopping centre industry, the footfall was spread over the two days – customers took advantage of the shopping opportunities on Sunday

VII. Trading Sundays in December – every additional shopping day after the spring and autumn lockdown is an opportunity for extra turnover, which is now worth its weight in gold for the entire industry. For tenants it is an additional opportunity to sell seasonal goods, prepared for this time of year. The turnover that our tenants will generate in December will provide them with the means to function in the usually difficult first quarter of next year



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Poradnik dla klienta jak zaplanować bezpieczne zakupy?



1 Zrób listę zakupów

W notesie, aplikacji, na kartce. Dzięki temu czas spędzony w sklepie będzie bardziej efektywny.



2 Zaplanuj swoją wizytę w galerii

Wybierz dzień i godziny, w których jest najmniej osób – podpowiadamy: najlepiej do godz. 15:00 od poniedziałku do czwartku.



3 Zdezynfekuj ręce

Zawsze przed rozpoczęciem zakupów.



4 Poluj w pojedynkę

Na zakupy wybieraj się sam.



5 Bądź jak ninja

Zakrywaj nos i usta, najlepiej maseczką.



6 Trzymaj dystans

Minimum 1,5 metra od pozostałych kupujących.



7 Staraj się płacić bezdotykowo



8 Pamiętaj: „towar macany, należy do macanta”

Dotykaj tylko tych produktów, którymi jesteś zainteresowany.



9 Bądź cierpliwy

i uprzejmy jeśli zaistnieje konieczność czekania na wejście do sklepu lub galerii.



10 Słuchaj komunikatów głosowych

Reaguj na polecenia obsługi centrum handlowego – Twoje zdrowie i bezpieczeństwo, to również zdrowie i bezpieczeństwo Twoich najbliższych.

Dobrych, radosnych i zdrowych przygotowań do Świąt! Udanych zakupów!



Czas zaplanować przedświąteczne zakupy



PAMIĘTAJ!

