

Working
together for
HEALTHIER CITIES



trueform

ACTIVE TRAVEL WAYFINDING SIGNAGE

The world's leading wayfinding providers

A business case for pedestrian wayfinding signage



**ENCOURAGES
ACTIVE TRAVEL
BY WALKING**



**REDUCES AIR
POLLUTION &
GREENHOUSE GASES**



**MAKES YOUR TOWN
OR CITY FULLY
ACCESSIBLE TO ALL**



**BOOSTS LOCAL
BUSINESS & THE
ECOMONY**



**CREATES SAFE
& WELCOMING
ENVIRONMENTS**



Contact our sales office on **020 8561 4959**, email us at sales@trueform.co.uk
or visit www.trueform.co.uk for more information on any of our products

Returns on investment (ROI) from wayfinding schemes



Improve walkability

Wayfinding encourages walking which improves public health overall. Wayfinding works with other visual cues to help people orient themselves and provide confidence in navigating the geography of a city.

- ✓ REDUCE WALKING TIMES
- ✓ IMPROVE AIR QUALITY AND PUBLIC HEALTH
- ✓ REDUCE DEPENDANCE ON CARS
- ✓ IMPROVE THE ENVIRONMENT
- ✓ GIVE PEOPLE THE CONFIDENCE TO EXPLORE
- ✓ INCREASE PEDESTRIAN SAFETY



Encourage sustainable mobility

Wayfinding maps help to easily identify clear alternative routes for people who walk or cycle, including safe cycle routes or footpaths. They also enhance key routes in and around the city centre, promoting and linking public transport interchanges.

- ✓ MAKES WALKING AN ATTRACTIVE ALTERNATIVE
- ✓ SIMPLIFY COMPLEX PUBLIC TRANSPORT CHOICES
- ✓ IMPROVE CONNECTIVITY
- ✓ SUPPORT PUBLIC ENGAGEMENT INITIATIVES



Support economic growth

Boosts local business and the economy by increasing footfall and trade. Wayfinding schemes help encourage visitors to stop, extend their length of stay and increase expenditure in the local area.

- ✓ IMPROVE FOOTFALL & VISITOR SPENDING
- ✓ INCREASE THE NUMBERS OF VISITORS TO MAIN ATTRACTIONS
- ✓ ENCOURAGE VISITORS TO STAY LONGER AND TO MAKE RETURN VISITS



Enhance urban realm improvements

Wayfinding can help highlight public spaces and their accessibility, increasing people's comfort in choosing to walk or cycle. An updated wayfinding program can help revive your town or cities image in the eyes of residents and businesses alike.

- ✓ IMPROVED PUBLIC SPACES
- ✓ IMPROVED SENSE OF COMMUNITY
- ✓ A BRAND IDENTITY FOR THE CITY
- ✓ PUBLICISE NEW INFRASTRUCTURE
- ✓ ENHANCE THE OVERALL CITY IMAGE

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