



Overview

This toolkit provides resources to promote safe travel options for children who are going back to secondary school in March.

Travel in Greater Manchester has changed and will be busier than it has been for some time. This toolkit aims to encourage safe travel by encouraging students, parents and guardians to think about their options, plan ahead and follow safe travel guidance.

Contents

This toolkit includes:

- Written social media content – with messaging targeted at students and for parents and guardian.
- Visual content which can be downloaded online via a [ShareFile](#) link – no password is needed.
- Newsletter and website copy– aimed at parents

Visual content

1. [Bus Limited Space – Twitter](#)
2. [Bus Timetable – Facebook](#)
3. [Bus Timetable – Twitter](#)
4. [Clean Your Hands – Twitter](#)
5. [Cycling and Walking – Facebook](#)
6. [Cycling and Walking GIF](#)
7. [Don't Go Viral - Twitter](#)
8. [Facemask GIF](#)
9. [Social Distancing – Twitter](#)
10. [Social Distancing - Facebook](#)

Please download the visual content using the link below. You will need to enter your name and email address but no password is required.

<https://tfgm.sharefile.com/d-s7b99c2d1c6ac452faf37baffcc46789c>





If you experience any issues with the content, please email engagement@tfgm.com or call us on 0161 244 1055.

For coronavirus transport information, we have a dedicated webpage - tfgm.com/coronavirus – which is updated regularly. There is also a dedicated schools travel advice page at tfgm.com/schools.

Please also consider sharing content from TfGM social media accounts:

Twitter: @OfficialTfGM

Facebook: facebook.com/OfficialTfGM

Instagram: @OfficialTfGM

Metrolink Twitter: @MCRMetroLink

SOCIAL MEDIA CONTENT

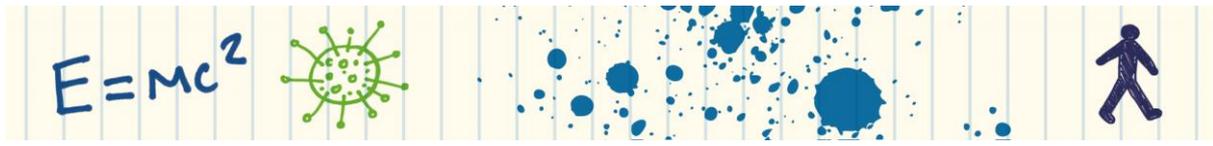
Messaging for students		
Channel	Message	Relevant image
Twitter	Thinking about your journey #BackToSchool? Consider #cycling or #walking if it's a short journey. 🚲 👤 Look out for new cycling and walking routes making it safer and easier than ever! Check @OfficialTfGM advice: tfgm.com/schools #DoYourBit	6. Cycling and Walking GIF
Twitter	If you're catching a bus from Monday 8 March, you may see some changes: <ul style="list-style-type: none"> ✓ Yellow School Buses will be running without a pass system ✓ Space may be limited on non-school buses due to social distancing 👉 tfgm.com/schools	1. Bus Limited Space Twitter





	#DoYourBit	
Twitter	<p>🤧 If you use public transport to get to school, remember your face covering (unless you're exempt).</p> <p>If you don't, you could be stopped from travelling and your parents could face a fine.</p> <p>Find out more: tfgm.com/schools</p>	<p>7. Don't Go Viral Twitter</p> <p>8. Facemasks GIF</p>
	#DontGoViral	
Twitter	<p>When travelling to school on public transport you should:</p> <p>🤧 Wear a face covering (unless you're exempt)</p> <p>↔️ Keep a safe distance apart</p> <p>🧼 Clean your hands frequently</p> <p>👉 tfgm.com/schools</p>	<p>4. Clean Your Hands Twitter</p> <p>7. Don't Go Viral Twitter</p> <p>8. Facemasks GIF</p> <p>9. Social Distancing Twitter</p>
	#DontGoViral	

Messaging for parents		
Channel	Message	Relevant image
Twitter	<p>30% of GM journeys less than 1km are made by car. That's a 15-minute walk or five minutes on a bike! 🚲 🚶</p> <p>If you live near school, can your child cycle or walk the journey?</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p> <p>#DoYourBit #BackToSchool</p>	<p>6. Cycling and Walking GIF</p>



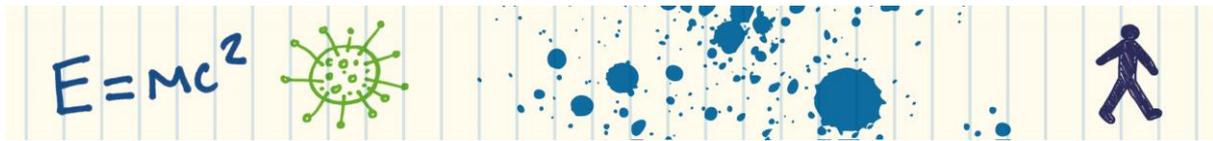


<p>Twitter</p>	<p>If your child will be using public transport to get to school, they should:</p> <ul style="list-style-type: none"> ✓ Wear a face covering ✓ Keep a safe distance ✓ Clean their hands regularly ✓ Use contactless payment or exact change only if they can <p> tfgm.com/schools</p> <p>#DoYourBit #BackToSchool</p>	<p>4. Clean Your Hands Twitter</p> <p>8. Facemasks GIF</p> <p>9. Social Distancing Twitter</p>
<p>Twitter</p>	<p>If you have to drive the school run, please switch off your engine when waiting outside</p> <p></p> <p>And think about parking further away and walking the last part of the journey to help keep the air cleaner </p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p> <p>#DoYourBit #CleanAirGM</p>	<p>6. Cycling and Walking GIF</p>
<p>Facebook</p>	<p>If your child will be using public transport to get to school, please plan ahead:</p> <ul style="list-style-type: none"> ✓ Check timetables before travelling <p>They can help keep themselves and others safe on the way to school by:</p> <ul style="list-style-type: none"> ✓ Wearing a face covering (if 11 or over and not exempt) ✓ Keeping a safe distance ✓ Cleaning their hands regularly ✓ Using contactless payment or exact change 	<p>2. Bus Timetable Facebook</p> <p>7. Don't Go Viral Facebook</p> <p>10. Social Distancing Facebook</p>





	<p>More information tfgm.com/schools</p> <p>#DoYourBit #BackToSchool #DontGoViral</p>	
Facebook	<p>Yellow School Buses will be running without a pass system. </p> <p>Please be aware that space on non-school buses and public transport in general may be limited due to social distancing.</p> <p>More information tfgm.com/schools</p> <p>#DoYourBit #BackToSchool</p>	2. Bus Timetable Facebook
Facebook	<p>By cycling and walking for short trips you're reducing air pollution and improving your own health.</p> <p>When your child returns to school, can they cycle or walk for the journey? </p> <p>If you have to drive to take your child to and from school, please park a little distance away if you can and switch off your engine when waiting. </p> <p>More information is available on the @transportforgreatermanchester website tfgm.com/schools</p> <p>#DoYourBit #BackToSchool</p>	5. Cycling and Walking Facebook





Secondary school parents' email/newsletter/website copy

School transport update

Since the start of the pandemic, transport across Greater Manchester has changed significantly, and it won't be back to normal when our school fully reopens on Monday 8 March.

It's important that you plan how your child will get to and from school and check the latest travel advice. You should also apply now for any tickets or passes you may need.

Please consider whether your child can walk or cycle to school – it can be a safe and healthy way for pupils to make shorter trips. New cycling and walking routes have been put in place across the region as part of the #SafeStreetsSaveLives project to make it safer and easier than ever to get about on foot or by bike. For the latest information on these improvements, visit the tfgm.com/safeststreets.

If your child needs to use public transport to travel to school, please be aware that space may be limited on many services and timetables may have changed. TfGM's Yellow School Bus services will be running without the usual pass system in place, meaning they will operate as regular school buses so any schoolchild can use them.

When travelling to school you or your child should check timetables in advance, allow extra time for their journeys in case their first service is full, and be patient with other passengers.

They also need to follow safe travel guidance and take responsibility for keeping themselves and other passengers safe:

- Wear a face covering on-board and in stations and interchanges, unless they're exempt.
- Keep their distance from other passengers where possible.
- Clean their hands regularly.
- Use contactless payment or exact change only where possible.





Children aged 11 to 16 must have an igo card to travel using a child ticket on buses in Greater Manchester. It can also be used as proof of age for travelling by tram, and child Metrolink tickets are available for igo at getmethere.com. Some bus tickets are only available to buy using igo as a smart card, even for those under 11, as tickets are loaded onto the igo card instead of giving a paper ticket. The card costs £10 and is valid until 31 August after the child's 16th birthday.

If you have to drive your child to school and/or pick them up, please switch off your engine when waiting outside to reduce air pollution. Consider parking further away and walking the last part of your journey. You and your child should avoid sharing a car with anyone outside your household or support bubble if you can. If this isn't possible, you should open the windows, wear a face covering unless exempt and sit as far away from the driver and other passengers as you can.

TfGM has created a Back to School hub at tfgm.com/schools where you can find the latest information on safe travel guidance and advice, timetables, tickets and passes, and further information on cycling and walking.

ENDS

