



Safe Travel Back to School (secondary)

Overview

This toolkit provides resources to promote safe and sustainable travel options for students who are going back to secondary school in September. It aims to encourage students, parents and guardians to think about their options, plan ahead and follow safe travel guidance.

Contents

This toolkit includes:

- Social media content (assets are attached to the email you received)
- Newsletter content - aimed at students and parents
- Web copy for your website – also aimed at students and parents

For safe travel guidance please visit <https://tfgm.com/coronavirus>. We also have a dedicated webpage for travel advice for the return to school at www.tfgm.com/schools.

Please also consider sharing content from TfGM social media accounts:

- **Twitter:** @OfficialTfGM
- **Facebook page:** facebook.com/OfficialTfGM
- **LinkedIn page:** linkedin.com/company/transportforgreatermancehster
- **Instagram:** @OfficialTfGM
- **Metrolink Twitter:** @MCRMetrolink

SOCIAL MEDIA CONTENT

Please feel free to use whichever image you find most suitable for each post. If you experience any issues with the supplied creatives, please email social.media@tfgm.com.

You can also download these images via: <https://tfgm.sharefile.com/d-s8f3d408d57ea4142b9a0f6405cc10c16>



Back to School Communications Toolkit



Toolkit



| Platform | Draft posts | Suggested image(s) |
|----------|---|--|
| Twitter | <p>Why not consider cycling or walking to us in September if it's a short journey?  </p> <p>With new cycling and walking routes popping up across Greater Manchester it is safer and easier than ever to travel by foot or bike!</p> <p>Check @OfficialTfGM advice: www.tfgm.com/schools</p> <p>#backtoschool</p> |  <p>Try cycling or walking to school instead</p> |
| Twitter | <p>There will be some changes to school transport this September:</p> <ul style="list-style-type: none"> ✗ Duplicate bus services will no longer operate, instead students will need to travel on the commercial network. ✓ Yellow School Buses will continue to run without a pass system. <p>www.tfgm.com/schools</p> |  <p>Duplicate buses are no longer in place</p> <p>No pass required to travel on Yellow School Buses</p> |
| Twitter | <p>You should plan ahead if you're moving up from primary to secondary school with us in September.</p> <ul style="list-style-type: none"> ✓ Make sure you've applied for an i90 card from @OfficialTfGM to access concessionary fares ✓ Check timetables before travelling <p>http://www.tfgm.com/schools</p> |  <p>Apply for your i90 card today</p> <p>Check timetables before you travel</p> <p>$E=mc^2$</p> |

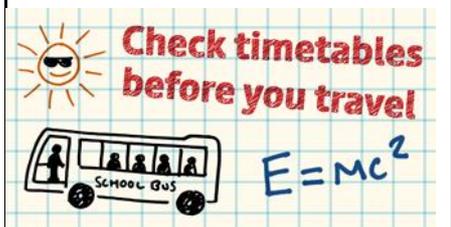
$E=mc^2$



Back to School Communications Toolkit



| | |
|---------|---|
| Twitter | <p>Do you have a child moving up from primary school in September? If they'll be using public transport to get to us, please make sure:</p> <ul style="list-style-type: none"> ✓ They've applied for an i90 card from @OfficialTfGM ✓ They plan ahead & check timetables before travelling <p>👉 http://www.tfgm.com/schools</p> |
| Twitter | <p>Using public transport to get to us in September? Please follow safe travel guidance:</p> <ul style="list-style-type: none"> ✓ Wear a face covering ✓ Clean your hands regularly ✓ Use contactless payment or exact change if you can <p>👉 http://www.tfgm.com/schools</p> <p>#backtoschool</p> |
| Twitter | <p>For parents who have to drive students to and from our school, please switch off your engine when waiting outside 🚗</p> <p>You may also consider parking further away and walking the last part of the journey to help keep the air cleaner 💚</p> <p>@OfficialTfGM advice: http://www.tfgm.com/schools</p> |



Back to School Communications Toolkit



Facebook Using public transport to get to us in September? Please plan ahead:

- ✓ Check timetables before travelling

Help keep themselves and others safe on the way to school by:

- ✓ Wearing a face covering
- ✓ Cleaning your hands regularly
- ✓ Using contactless payment or exact change

More information <http://www.tfgm.com/schools>

#backtoschool

Check timetables before you travel

$E=mc^2$

Use contactless if possible

Please wear a face covering

Facebook Planning your journey to get to us in September?

Please be aware that:

✗ Additional duplicate bus services for school students will no longer operate, instead they'll need to travel on the commercial network.

- ✓ Yellow School Buses will continue to run without a pass system.

If you can, please also consider whether you could cycle or walk to us

More information and advice <http://www.tfgm.com/schools>

#backtoschool

Try cycling or walking to school instead

Duplicate buses are no longer in place

No pass required to travel on Yellow School Buses

$E=mc^2$



Back to School Communications Toolkit



Facebook By cycling and walking for short journeys you're reducing air pollution, improving your own health and having fun!

Could you cycle or walk for the journey to school? 🚲 🚶

For parents who need to drive, please switch off your engine when waiting outside 🚗 ❤️

More information is available via TfGM
👉 <http://www.tfgm.com/schools>

#backtoschool



Try cycling or walking to school instead ❤️

Switch off your engine



SECONDARY SCHOOL PARENTS' EMAIL/NEWSLETTER COPY

PLEASE NOTE: If your school was not served by duplicate bus services last year or is not served by the Yellow School Bus system, you can delete the lines in red from the below copy.

School transport considerations ahead of the new term

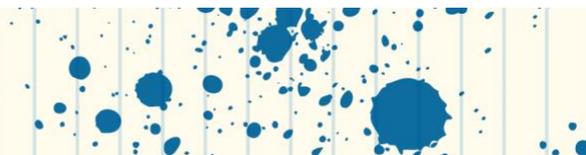
September is nearly upon us and with it comes an opportunity to try new things – including different ways to travel to and from school.

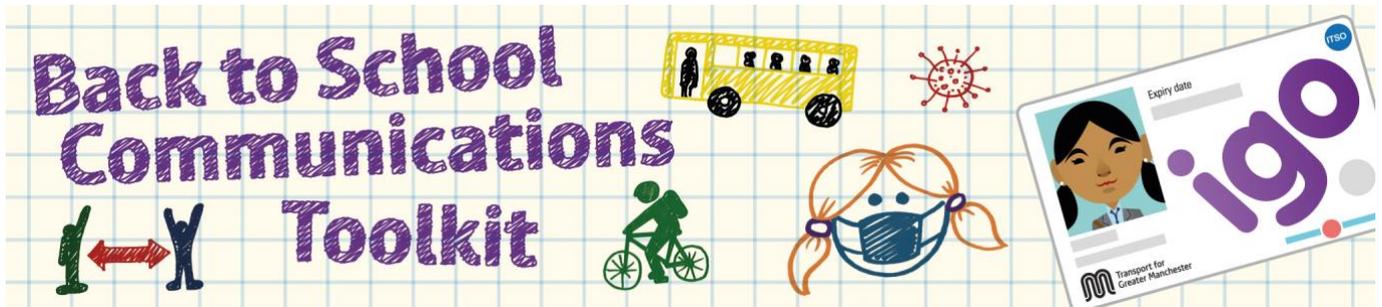
New [cycling and walking routes](#) have been popping up across Greater Manchester, making it safer and easier than ever to get about on foot or by bike – why not consider walking or cycling to us in September? This can be a great, healthy way to start your day – particularly for shorter trips!

Public transport is safe for those who want to use it, with transport operators implementing enhanced cleaning regimes on board services and hand sanitiser dispensers still installed at stations and interchanges. If you plan to travel by public transport, please be sure to check routes and timetables before you set off.

You should be aware that duplicate bus services - which provided additional capacity on the bus network during lockdown - will not be in operation for this academic year. Meanwhile, TfGM's Yellow School Buses will continue to run without a pass system as they have done for the past year.

$E=mc^2$





You can continue play your part in keeping yourself and others safe when using public transport or taxis and private hire vehicles, by following safe travel guidance. This includes:

- Wearing a face covering – they are still required on Metrolink services and inside stations and interchanges, unless you're under 11 or are exempt for another reason. The use of face coverings is also expected on bus, rail and taxi services
- Keeping windows open to maintain fresh air flow and ventilation
- Cleaning your hands frequently by washing with soap and water or using hand sanitiser
- Using contactless payment if possible
- Being kind and consider fellow passengers when travelling

If you do need to drive, please switch off your engine when waiting outside to reduce air pollution and, if possible, try parking further away and walking the last part of the journey.

However you chose to travel, it's important to plan ahead and check the latest travel advice. Support and information about this can be found on [TfGM's Schools Hub](#).

SECONDARY SCHOOL WEBSITE COPY (FOR PARENTS AND STUDENTS)

Before travelling to and from school it is important to plan-ahead and consider different options.

Transport for Greater Manchester has [a dedicated School's Hub](#), with information about public transport services, tickets and passes, latest travel guidance and advice around cycling and walking.

If you can, please consider whether your child can walk or cycle to school – it can be a safe and healthy way to make shorter trips. With new [cycling and walking routes](#) popping up across the region, it is safer and easier than ever to get about on foot or by bike.

If you do need to drive, please switch off your engine when waiting outside to reduce air pollution and, if possible, try parking further away and walking the last part of the journey.

