

Safe Travel Guidance – Communications Toolkit

Overview

As of part of temporary government measures to slow the spread of the Omicron variant, face coverings remain a legal requirement on public transport. This toolkit provides resources to support students and parents around safe travel behaviour and 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 latest 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>

Platform	Draft posts	Suggested image(s)
Twitter	<p>Please follow safe travel guidance when using public transport to get to us. This includes:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Wearing a face covering <input checked="" type="checkbox"/> Cleaning your hands regularly <input checked="" type="checkbox"/> Using contactless payment or exact change if you can <p>http://www.tfgm.com/schools</p>	

Twitter	<p>Looking for a new year's resolution?</p> <p>Why not consider cycling or walking to us for the new term, particularly if it's a short journey? 🚲 🚶</p> <p>Check @OfficialTfGM advice: www.tfgm.com/schools</p>	
Facebook	<p>Using public transport to get to us this term?</p> <p>With Omicron on the rise, it is important to follow safe travel guidance to help keep yourselves and others safe – this includes wearing a face covering and washing your hands regularly.</p> <p>Service frequencies may have changed, so please remember to check timetables and plan your journey before travelling.</p> <p>For more information visit: www.tfgm.com/schools</p>	 
Facebook	<p>Looking for a new year's resolution?</p> <p>Why not consider cycling or walking to us for the new term, particularly 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>	

SECONDARY SCHOOL PARENTS' EMAIL/NEWSLETTER COPY

Safe travel considerations

With Covid-19 infections continuing to rise, we wanted to take a moment to remind you about your different travel options for getting to our school safely and sustainably.

To slow the spread of the Omicron variant, additional temporary measures remain in place – including for those making journeys by public transport, as well as taxis and private hire vehicles.

This means that students travelling to and from our school:

- **Must wear a face covering**, unless exempt:
 - On all public transport services including Metrolink, buses and trains
 - When using a taxi or private hire vehicle
 - At Metrolink stops, railway and bus stations and at other transport interchanges
- Should continue to follow safety advice to:
 - Leave windows open to maintain fresh air flow and ventilation
 - Clean hands frequently by washing with soap and water or using hand sanitiser
 - Use contactless payment where possible

Transport operators continue to work hard to make public transport as safe as possible for those who use it, and measures remain in place to support this – such as enhanced cleaning and hand sanitiser dispensers at stations and interchanges.

If planning to travel by public transport, it's important to check ahead as services are subject to change. 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.

Please follow the latest travel guidance when using public transport, including wearing a face covering to help keep yourselves and others safe on the network.

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.