



Safe Travel Back to School (secondary)

Overview

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

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:

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

For information on transport and coronavirus, we have a dedicated webpage: <https://tfgm.com/coronavirus>, which is updated regularly. There is also a dedicated travel advice page for the return to school at www.tfgm.com/schools

Please also consider sharing content from TfGM social media accounts:

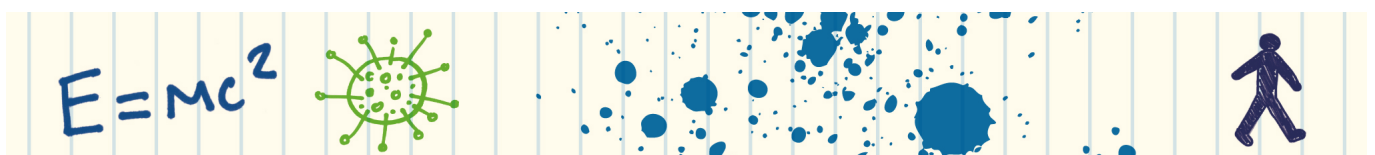
Twitter: @OfficialTfGM

Facebook page: facebook.com/OfficialTfGM

LinkedIn page: linkedin.com/company/transportforgreatermanchester

Instagram: @OfficialTfGM

Metrolink Twitter: @MCRMetroLink



Back to School Communications Toolkit



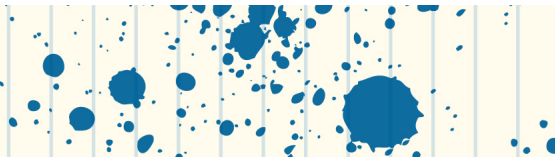
Toolkit



SOCIAL MEDIA CONTENT

Twitter	<p>Back to school soon? Consider #cycling or walking if it's a short journey. 🚲 🚶</p> <p>Look out for new cycling and walking routes in your area making it safer and easier than ever!</p> <p>Check @Officialtfgm advice: www.tfgm.com/schools</p> <p>#SafeGM #backtoschool</p>
Twitter	<p>30% of GM journeys less than 1km are made by car. That's a leisurely 15min walk or less than five minutes on a bike! 🚲 🚶</p> <p>If you live near your child's school, can they cycle or walk for the journey?</p> <p>Check @Officialtfgm advice: www.tfgm.com/schools</p> <p>#SafeGM #backtoschool</p>
Twitter	<p>There will be some changes to buses in September:</p> <ul style="list-style-type: none"> ✅ Yellow School Buses will be running without a pass system. ✅ Space on buses may be limited due to social distancing. <p>If possible, cycle or walk for the journey!</p> <p>#SafeGM #backtoschool</p>
Twitter	<p>You should plan ahead if you're moving up from primary to secondary school 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>

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Back to School Communications Toolkit

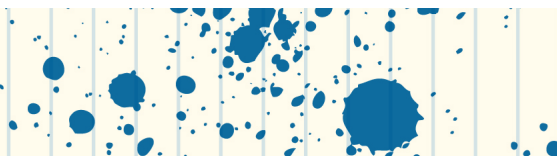


Toolkit



	#SafeGM #backtoschool
Twitter	<p>If your child is moving up from primary school to secondary school and will be using public transport, please make sure:</p> <ul style="list-style-type: none"> ✓ Your child has applied for an igo card from @officialtfgm ✓ You plan ahead & check timetables before travelling <p>👉 http://www.tfgm.com/schools</p>
	#SafeGM #backtoschool
Twitter	<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 (if they're 11 or over and not exempt) ✓ Keep a safe distance ✓ Clean their hands regularly ✓ Use contactless payment or exact change only <p>👉 http://www.tfgm.com/schools</p>
	#SafeGM #backtoschool
Twitter	<p>If you have to drive to take your child to and from 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>Check @OfficialTfGM advice: http://www.tfgm.com/schools</p>
	#SafeGM #backtoschool #CleanAirGM
Facebook	<p>If your child will be using public transport to get to school in September, 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>

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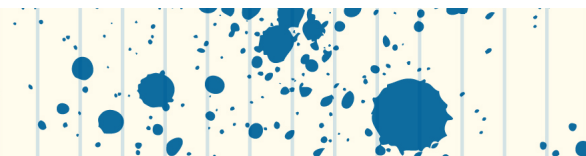


Back to School Communications Toolkit



	<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>More information 🖱️ http://www.tfgm.com/schools</p> <p>#SafeGM #backtoschool</p>
Facebook	<p>Yellow School Buses will be running from September without a pass system. 🚌</p> <p>Please be aware that space on school buses and public transport may be limited due to social distancing.</p> <p>Consider cycling or walking if you live nearby to your child's school. 🚲 🚶</p> <p>More information 🖱️ http://www.tfgm.com/schools</p> <p>#SafeGM #backtoschool</p>
Facebook	<p>By cycling and walking for short journeys you're reducing air pollution, improving your own health and having fun!</p> <p>When your child returns to school, can they cycle or walk for the journey? 🚲 🚶</p> <p>Space on school buses may be limited due to social distancing. 🚌</p> <p>If you have to drive to take your child to and from school, please switch off your engine when waiting outside 🚗 ❤️</p> <p>More information is available on the @transportforgreatermanchester website 🖱️ http://www.tfgm.com/schools</p> <p>#SafeGM #backtoschool</p>

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Please feel free to use whichever image you find most suitable for content provide above.

If you experience any issues with the supplied creatives, please email social.media@tfgm.com or call us on 0161 244 1055.

Secondary school parents' email/newsletter copy

Transport update

Since lockdown at the end of March, transport across Greater Manchester has changed significantly, and it won't be back to normal when the new school term begins.

It's important that you plan ahead for 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.

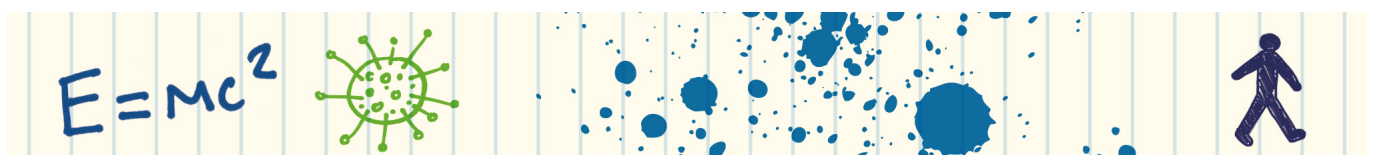
Please consider whether your child can walk or cycle to school – it can be a safe and healthy way for pupils to make shorter trips. New cycling and walking routes have been put in place across the region as part of the #SafeStreetsSaveLives project to make it safer and easier than ever to get about on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

If your child needs to use public transport to travel to school, you should 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 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 under 11 or are exempt for another reason;
- Keep their distance from other passengers where possible;
- Clean their hands regularly; and
- 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 online 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 and consider parking further away and walking the last part of your journey. TfGM has created a Back to School hub at tfgm.com/schools where parents and pupils can find the latest information on timetables, tickets, changes to Yellow School Bus services and further information on cycling and walking.

ENDS

Secondary school website copy (for parents and students)

Transport has changed significantly since lockdown, so it's important that families plan ahead for how children 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.

If your child needs to use public transport to travel to school, space may be limited on many services and timetables may have changed. Transport for Greater Manchester's (TfGM's) Yellow School Bus services will also 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 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 should also follow safe travel guidance:





- Wear a face covering on-board and in stations and interchanges, unless you're under 11 or are exempt for another reason.
- Keep your distance from other passengers where possible.
- Clean your hands regularly.
- Use contactless payment or exact change only if you can.

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ENDS

