

# KEEP DOING YOUR BIT

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## **TfGM 'KEEP DOING YOUR BIT' BUSINESS AND EMPLOYER PACK: 12 April 2021 Roadmap out of Lockdown changes**

### **Overview**

Monday (12 April) sees another step forward in the reopening of Greater Manchester with many businesses starting to reopen, including outdoor hospitality, non-essential retail and other specified venues and facilities. As this happens, our priority is working with you to support your employees and customers to return safely.

Between now and Monday 21 June, government guidance is that people should minimise the number of journeys they make and, when they do travel, walk or cycle where possible, travel at quieter times and follow travel guidance for Hands, Face, Space and Fresh air.

While as many services as possible are running across the network, including all available trams, social distancing remains on public transport and therefore capacity is limited. This is why it's important to work together to encourage everyone to keep on doing their bit. To help you, your customers and your staff travel safely, we would be grateful if you could help us share the right advice and information:

- Encourage your employees and customers to plan ahead and, where possible, travel at quieter times to help make space on public transport for essential and shift workers who have no choice when to travel.
- Promote cycling and walking as much as possible for employees and customers, especially for shorter trips.
- Explain how to travel safely by public transport, on foot and bike or by taxi, private hire vehicle or car.

This pack provides resources for you to help promote safe travel options and reassurance for your customers and staff. We have also included materials that will help your staff plan a safe journey to and from work.

### **Contents**

- A summary factsheet for your business to refer to. [Link.](#)
- Written social media content for customers below.
- Visual content for social media, which can be downloaded online via a [ShareFile link](#) – no password is needed.
- Posters which you can print and display on staff notice boards or in public areas giving information to help your employees and customers travel safely. [Link.](#)
- Copy to use in internal communications to staff below.

For coronavirus transport information, we have a dedicated webpage – [tfgm.com/doyourbit](https://tfgm.com/doyourbit) – which is updated regularly.

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We also have a travel planning for employers' page – [tfgm.com/travel-planning-for-employers](https://tfgm.com/travel-planning-for-employers).

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-s134efeb788df4be2ab2ab053614906c6>

If you experience any issues with the content, please [email engagement@tfgm.com](mailto:email_engagement@tfgm.com) or call us on 0161 244 1055.

Please also consider sharing content from TfGM social media accounts:

**Twitter:** [@OfficialTfGM](https://twitter.com/OfficialTfGM)

**Facebook:** [facebook.com/OfficialTfGM](https://facebook.com/OfficialTfGM)

**Instagram:** [@OfficialTfGM](https://www.instagram.com/OfficialTfGM)

**Metrolink Twitter:** [@MCRMetrolink](https://twitter.com/MCRMetrolink)

## 1. EMPLOYER FACTSHEET

We've produced a factsheet setting out the latest government guidance on safe travel, what TfGM and transport operators are doing to support people making journeys in Greater Manchester, and what you, your employees and your customers can do to help keep everyone safe while on the move.

You can download the factsheet from this [ShareFile link](#).

## 2. SOCIAL MEDIA CONTENT FOR CUSTOMERS

Below are a selection of messages for Twitter and Facebook feeds and suggested images designed for retail, hospitality and other outlets reopening from 12 April. Please use whichever messages are most suitable for your business or amend as appropriate.

Channel	Date to go live	Date to go live	Relevant image <a href="#">ShareFile link</a>
Twitter	From 12 April	Coming for a visit? If you're using public transport to get to us please:  ✓ Plan ahead & check services ✓ Travel at quieter times	Tram image 1  Keep distance sign photo

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		<p>✔ Follow safe travel guidance</p> <p>Visit <a href="https://tfgm.com/doyourbit">tfgm.com/doyourbit</a> for travel advice</p> <p>#KeepDoingYourBit</p>	
Twitter	From 12 April	<p>Can you visit us by bike or on foot? 30% of trips under 1km in GM are by car.</p> <p>That would take just 4 minutes on a bike or 10 minutes on foot. 🚲 🚶</p> <p>We're working with @officialtfgm to support safe travel: <a href="https://activetravel.tfgm.com">activetravel.tfgm.com</a></p> <p>#KeepDoingYourBit</p>	<p>Cyclist photo</p> <p>Walking photo</p> <p>Consider walking or cycling graphic</p>
Twitter	From 12 April	<p>We hope you'll pay us a visit now we've reopened!</p> <p>Do your bit &amp; save space on public transport for those who need it most.</p> <p>Travel at quieter times if you can (10am-3pm &amp; after 6pm on weekdays) or give cycling or walking a go! 🚲 🚶</p> <p>@OfficialTfGM: <a href="https://activetravel.tfgm.com">activetravel.tfgm.com</a></p> <p>#KeepDoingYourBit</p>	<p>Avoid peak times graphic</p>
Twitter	From 12 April	<p>Paying us a visit? You might need to get a cab or share a lift with friends.</p> <p>Keep each other safe by wearing a face covering, sitting as far apart as possible and opening the windows.</p> <p>👉 <a href="https://tfgm.com/doyourbit">tfgm.com/doyourbit</a></p> <p>#KeepDoingYourBit</p>	<p>Hands face, space, fresh air graphic</p>
Facebook	From 12 April	<p>Can you shop, eat and meet your friends outside in one trip?</p> <p>Make the most of your day and minimise the number of journeys you make.</p>	<p>Shop eat meet graphic</p>

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		<p>Travel between 10am – 3pm if you can, or give cycling and walking a go!</p> <p>And remember, hands, face, space, and fresh air.</p> <p>For full travel advice, visit @OfficialTfGM 📍 tfgm.com/doyourbit</p> <p>#KeepDoingYourBit</p>	
Facebook	From 12 April	<p>Coming to visit us?</p> <p>If you're using public transport to get here &amp; back, measures are in place across the network to help keep you safe.</p> <p>Plan ahead, allow extra time for your journey, and avoid the busiest times and routes if you can.</p> <p>Visit @OfficialTfGM for travel advice 📍 tfgm.com/doyourbit</p> <p>#KeepDoingYourBit</p>	<p>Transport staff are doing their bit graphic</p> <p>Hand sanitiser graphic</p> <p>Keep fresh air flowing graphic</p> <p>Wash hands seat sticker photo</p>

### 3. SAFE TRAVEL POSTERS

We've created a range of A4 poster designs promoting safe travel for your staff and customers. You can download them from the [ShareFile link](#) to print off and display on noticeboards for your staff and/or in areas used by your customers.

### 4. INTERNAL COMMUNICATIONS COPY (e.g. for your intranet or staff newsletter)

Please feel free to adapt the text below to suit your business and circumstances:

#### **Plan your commute and travel safely**

Supporting safer travel on your journey here is a really important part of reopening for us. There are things we can all do to help, and we've got a summary of the latest information and advice from Transport for Greater Manchester for you below.

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## What you can do on your commute – Hands, Face, Space, Fresh air

- Remember to [wear a face covering](#), including at transport hubs and interchanges, and in taxis and private hire vehicles, unless you're [exempt](#).
- Keep your distance from other passengers where possible.
- Clean your hands frequently and carry hand sanitiser.
- Use contactless payment if you can.

## What you can do on your commute – How and when you travel

- Help to make space on public transport and cycle or walk if you've got a short commute. Get hints and tips and plan your route on TfGM's new cycling and walking website – [activetravel.tfgm.com](https://activetravel.tfgm.com).
- If you can, travel at quieter times before 7am, between 10am and 3pm and after 6pm during the week. You can check ahead to find the quietest times to travel – visit [TfGM.com](https://TfGM.com) for more information.
- Know your timetables – if you have early starts or late nights, your journey could be affected by service changes, so make sure you check and plan ahead.
- If you'll be travelling back home late at night, final services might be busy, so check timetables and avoid the last service if possible.

## What TfGM and transport operators are doing to help you travel safely

- Hand sanitiser dispensers have been installed at bus stations and on buses, at interchanges and on the busiest Metrolink stops.
- Commonly touched surfaces are being disinfected and cleaned regularly.
- Measures have been introduced to support social distancing.
- Police and [TravelSafe](#) officers regularly patrol the public transport network to promote safe travel and engage with passengers about coronavirus rules and guidance.
- A range of tickets and passes are available to help people travel more flexibly including cheaper off peak on Metrolink to support travel at quieter times.

Be sure to keep an eye on the [TfGM coronavirus travel page](#) for the further updates and to find out more.