



Overview

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

Travel in Greater Manchester has changed and will be busier than before. This toolkit aims to encourage safe travel to and from school by encouraging parents and guardians to think about their travel options, plan ahead and follow safe travel guidance.

Contents

This toolkit includes:

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

Visual content

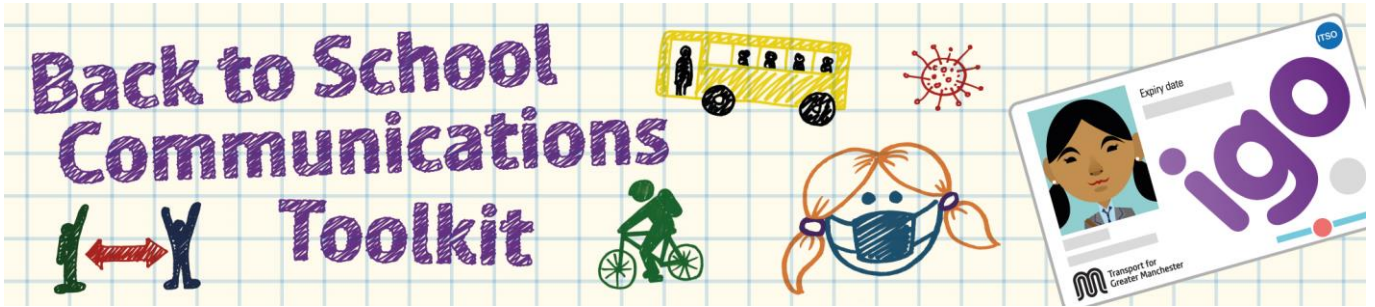
1. Cycling and Walking – Twitter
2. Cycling and Walking – Facebook
3. Cycling and Walking – GIF
4. Engine off – Twitter
5. Avoid car sharing – Twitter

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-s9379c1e80dec4b878df94994d104272e>

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





For information on coronavirus travel information, visit tfgm.com/coronavirus, which is updated regularly. We also have a travel advice webpage for the return to school at tfgm.com/schools







Please also consider sharing relevant content from TfGM social media accounts:

Twitter: @OfficialTfGM

Facebook page: facebook.com/OfficialTfGM

Instagram: @OfficialTfGM

Social media content

| Channel | Message | Relevant image |
|---------|---|---|
| Twitter | <p>Back to school? #DoYourBit to keep everyone safe.</p> <p> Please consider scooting, cycling or walking to school with your kids if you can.</p> <p>Check @OfficialTfGM advice  tfgm.com/schools</p> <p>#BackToSchool</p> | <p>1. Cycling and Walking - Twitter</p> <p>3. Cycling and Walking – GIF</p> |
| Twitter | <p> If you're working from home, consider walking, cycling or scooting to school with your child.</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Helps keep the air clean <input checked="" type="checkbox"/> Good for your health <input checked="" type="checkbox"/> It's lots of fun! <p>@OfficialTfGM  tfgm.com/schools</p> <p>#DoYourBit #BackToSchool</p> | <p>1. Cycling and Walking - Twitter</p> <p>3. Cycling and Walking GIF</p> |
| Twitter | <p>If you have to drive your child to and from school, please help keep the air clean </p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Engine off while waiting  | <p>4. Engine off – Twitter</p> |



Back to School Communications Toolkit



| | | |
|----------|---|--|
| | <p><input checked="" type="checkbox"/> Can you park further away and walk the last part of the journey?</p> <p>#DoYourBit #BackToSchool #CleanAirGM</p> | |
| Twitter | <p>If your kids travel by car to school, remember:</p> <p><input checked="" type="checkbox"/> Avoid sharing a lift with anyone outside your household or support bubble if possible.</p> <p> Consider scooting, cycling or walking if you can.</p> <p> tfgm.com/schools</p> <p>#DoYourBit #BackToSchool</p> | <p>5. Avoid car sharing – Twitter</p> |
| Facebook | <p>Making your #BackToSchool plans for Monday 8 March? Please think about your options for getting your children there and back safely.</p> <p> If you live near school, can you scoot, cycle or walk with them for the journey?</p> <p> Avoid sharing a lift with anyone outside your household or support bubble if you can.</p> <p><input checked="" type="checkbox"/> If you have to drive, please switch off your engine when waiting outside school, or park further away and walk some of the way.</p> <p> tfgm.com/schools</p> <p>Do your bit for a safe Greater Manchester.</p> <p>#DoYourBit #BackToSchool</p> | <p>2. Cycling and Walking Facebook</p> <p>3. Cycling and Walking – GIF</p> |

$$E=mc^2$$





Primary school parents' email/newsletter/website copy

School travel update

Since the start of the pandemic, travel across Greater Manchester has changed significantly, and it won't be back to normal when children return to school.

It's important that you plan how your child will get to and from school and check the latest travel advice.

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. If you walk or cycle, please keep to your household or support bubble and don't mix with other children and parents on your journey.

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 tfgm.com/safestreets.

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 to reduce congestion at the school gates. You and your child should avoid sharing a car with anyone outside your household or support bubble. 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.

If you and your child need to use public transport to travel to school, please be aware that space may be limited on many services and timetables may have changed.

You and your child 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.

Transport for Greater Manchester (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.

ENDS

