

KEEP DOING YOUR BIT

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TfGM 'KEEP DOING YOUR BIT' BUSINESS AND EMPLOYER PACK: Roadmap out of Lockdown changes

Overview

Monday (12 April) marked another big and positive 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.

Our priority, as we start to reopen as a city-region, is to work closely with you and support your employees and customers to return safely.

At the present time, 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 if they can and follow safe travel guidance including Hands, Face, Space and Fresh air. This advice will be reviewed and updated in line with the roadmap to recovery, which could see all restrictions lifted from 21 June.

With this in mind, we expect this weekend (16-18 April), to be particularly busy across Greater Manchester as it will be the first when people can enjoy outdoor hospitality, retail and other specified venues which are now open.

To support this uplift in activity and the ongoing roadmap to recovery, as many services as possible are running across the network, including all available trams, but capacity on public transport does remain limited due to the social distancing restrictions which remain in place at this time.

Because of this, and the fact people may be travelling for leisure purposes, we also expect some people will be opting to use taxis and Private Hire Vehicles for their journey. As such we want to encourage them to keep on doing their bit and following all the relevant safety advice – Hands, Face, Space and Fresh Air.

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.
- Space on public transport is limited so consider a taxi or Private Hire Vehicle. Travel safe, wear a face covering and open the windows.

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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 – which is updated regularly.

We also have a travel planning for employers' page – 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

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

KEEP DOING YOUR BIT

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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	Copy	Relevant image ShareFile link
Twitter	<p>Coming to visit us? You might need to get a taxi or private hire.</p> <p>Keep each other safe - wear a face covering, pay by contactless, sit as far apart as possible and open the windows.</p> <p>Visit tfgm.com/doyourbit for advice.</p>	Taxi or Private Hire Vehicle
Twitter	<p>Hitting the town? 🍷 📺 You might get a taxi or Private Hire Vehicle.</p> <p>Make sure you wear a face covering, sit as far apart as you can, and open the windows to stay safe 😊</p> <p>tfgm.com/doyourbit</p> <p>#KeepDoingYourBit</p>	Taxi or Private Hire Vehicle
Twitter	<p>Coming for a visit? If you're using public transport to get to us please:</p> <ul style="list-style-type: none">✓ Plan ahead & check services✓ Travel at quieter times✓ Follow safe travel guidance <p>Visit tfgm.com/doyourbit for travel advice</p> <p>#KeepDoingYourBit</p>	<p>Tram image 1</p> <p>Keep distance sign photo</p>

KEEP DOING YOUR BIT

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Twitter	<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: activetravel.tfgm.com</p> <p>#KeepDoingYourBit</p>	<p>Cyclist photo</p> <p>Walking photo</p> <p>Consider walking or cycling graphic</p>
Twitter	<p>We hope you'll pay us a visit now we've reopened!</p> <p>Do your bit & save space on public transport for those who need it most.</p> <p>Travel at quieter times if you can (10am-3pm & after 6pm on weekdays) or give cycling or walking a go! 🚲 🚶</p> <p>@OfficialTfGM: activetravel.tfgm.com</p> <p>#KeepDoingYourBit</p>	<p>Avoid peak times graphic</p>
Twitter	<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>👉 tfgm.com/doyourbit</p> <p>#KeepDoingYourBit</p>	<p>Hands face, space, fresh air graphic</p>
Facebook	<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>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>Shop eat meet graphic</p>

KEEP DOING YOUR BIT

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	For full travel advice, visit @OfficialTfGM 📍 tfgm.com/doyourbit #KeepDoingYourBit	
Facebook	Coming to visit us? If you're using public transport to get here & back, measures are in place across the network to help keep you safe. Plan ahead, allow extra time for your journey, and avoid the busiest times and routes if you can. Visit @OfficialTfGM for travel advice 📍 tfgm.com/doyourbit #KeepDoingYourBit	Transport staff are doing their bit graphic Hand sanitiser graphic Keep fresh air flowing graphic Wash hands seat sticker photo

3. SAFE TRAVEL POSTERS

We've created a range of A4 and A5 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. We have recently added a new poster for people using taxis or private hire vehicles.

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.

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://www.tfgm.com/activetravel).
- 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://www.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.
- Taxis and private hire services are also an alternative if you're travelling early in the morning or late in the evening – just make sure you know the latest guidance to stay safe. Wear a face covering, pay by contactless, sit as far apart as possible and open the windows.

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.

KEEP DOING YOUR BIT

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- 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.