

# Reopening GM Safely

## Phase 2 Communications Toolkit



### Overview

This toolkit provides resources to promote safe travel options for the second phase of the Safely Reopening GM campaign, launching 4 July. From this date, further removal of lockdown restrictions will see the reopening of some:

- Businesses in the hospitality sector, including restaurants, pubs, hotels, B&Bs and self-catering accommodation.
- Leisure facilities and tourist attractions, including outdoor gyms and playgrounds, cinemas, museums, galleries, theme parks, arcades, as well as libraries, social clubs and community centres.
- Small businesses such as hairdressers.

Travel in Greater Manchester has changed and will be busier than before. This toolkit aims to encourage safe travel by encouraging both employees and customers of leisure and hospitality businesses to consider their travel options, plan ahead and follow safe travel guidance.

### Contents

This toolkit includes:

- Social media content bank and assets – to share with customers.
- Internal comms copy – to share with employees.
- Key messages.
- Posters for customers and employees.
- An Employer's Factsheet – to help you plan how employees and customers will travel to your premises.

For information on transport and coronavirus, we have a dedicated webpage: <https://tfgm.com/coronavirus>, which is updated regularly.

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

Please feel free to tailor the content to suit your audience.

Download all content at:

<https://tfgm.sharefile.com/d-s90c43a004b64f828>

## **SOCIAL MEDIA CONTENT**

Please use shortened versions of the following UTM link which is included in the suggested content below.

<http://ow.ly/NkJK50AoPF0> (<http://tfgm.com/coronavirus>)

<b>Travel advice for leisure and hospitality customers</b>	
<p>We can't wait to see you again!</p> <p>We're ready for you and have made changes so your time with us will be safe. But we want to know you can get here and back home safely.</p> <p>If you can, walk or bike it. Carry a face covering in case you need it. Try not to use public transport, especially at busy times (5-7pm Mon-Sat particularly) ↔ If you do, follow safety guidance &amp; respect other passengers</p> <p>Whatever you do, please visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a> for travel advice before you set off.</p> <p>Travel has changed so plan ahead and stay #SafeGM!</p>	FACEBOOK
<p>Out for a bite to eat?</p> <p>Why not work it off by walking or cycling?</p> <p>If you have to use public transport:</p> <p>avoid travel at busy times (5-7pm Mon-Sat) ↔ follow safety guidance &amp; respect others</p> <p>Look after yourself. Plan ahead at <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a></p> <p>#SafeGM</p>	TWITTER
<p>Off to your local? Don't leave the planning until you've had a few.</p> <p>Think about the safest way to travel for your day or night out <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a></p> <p>Remember: You can't use public transport, taxis or private hire without a face</p>	TWITTER

covering.  #SafeGM	
<p>There's more to see and do as Greater #Mcr reopens.</p> <p>If you're having a day or night out, please plan ahead to get there &amp; back safely.</p> <p>Consider all travel options before using public transport, including cycling and walking.</p> <p>Visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a> #SafeGM</p>	TWITTER
<p>Out for the evening? How are you getting home?</p> <p>If you're staying local, cycle or walk if you can safely. Consider taxis &amp; private hire. If you need to use public transport you must plan ahead.</p> <p>Have a good time &amp; stay #SafeGM.</p> <p>Visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a></p>	TWITTER
<p>Dropping in for a few? We want to know you can get home safe.</p> <p>It's best to walk or cycle if you can.</p> <p><input type="checkbox"/> Make sure you have a face covering for cabs, private hire or public transport.</p> <p>Please visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a> for safe travel advice.</p> <p>#SafeGM</p>	TWITTER
<p>We're ready for you! But we want to know you can get here and back home safely.</p> <p>Make sure you visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a> before you set out.</p> <p>If you can, walk or bike it. Carry a face covering in case you need it.</p> <p>Travel has changed. Plan ahead and stay #SafeGM!</p>	TWITTER
<p>We're looking forward to welcoming you back.</p> <p>If you need to use public transport, please stay #SafeGM.</p> <p>plan ahead &amp; avoid travel at busy times ↔ follow safety guidance &amp; respect others</p> <p>Visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a> before you set out and we'll see you soon!</p>	TWITTER
<p>Visiting us?</p> <p>Get here and back safe!</p> <p>Swipe up for travel advice.</p>	Instagram stories

#SafeGM	
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Travel messages for employees	
<p>Are you back to work as pubs, restaurants and more businesses across Greater Manchester reopen?</p> <p>It's more important than ever to consider how you travel safely.</p> <p>Public transport is still reduced so please think about walking or cycling in and ask your employer if they can support you in this.</p> <p>Taxis and private hire services are also an alternative if you're travelling in the evenings, just make sure you know the latest guidance to stay safe.</p> <p>If you need to use public transport, plan ahead, allow extra time for your journey and check whether your service is running, particularly for your trip home.</p> <p>Keep yourself and others safe. Visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a> to plan your travel and safe travel advice.</p> <p>#SafeGM</p>	FACEBOOK / LINKEDIN
<p>Back to work as more of Greater #Manchester reopens?</p> <p>Public transport is still reduced so please think about walking or cycling and ask your employer for support.</p> <p>Find out how to keep yourself and others safe. Check travel advice at <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a></p> <p>#SafeGM</p>	TWITTER
<p>Does your job mean travelling home late?</p> <p>Public transport is reduced so plan ahead, check if services are running &amp; allow extra travel time.</p> <p>If you plan to use taxi or private hire make sure you know the latest guidance to stay safe.</p> <p><a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a></p> <p>#SafeGM</p>	TWITTER
<p>Back to work?</p> <p>Can your employer support you to cycle or walk in?</p> <p>Public transport is reduced so if you need to use it please plan ahead and allow extra travel time.</p>	TWITTER

Keep yourself & others safe by finding out more <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a>  #SafeGM	
Working late? It's more important than ever to plan your trip home and travel safely.  Public transport is reduced so if you need to use it please plan ahead and check your service is running.  For help with your travel options visit <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a>  #SafeGM	TWITTER
Planning travel and from work has never been more important. Think about:  cycling or walking instead of public transport taxis & private hire in the evenings  Read our safe travel advice and talk to your employer about your travel options: <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a>  #SafeGM	TWITTER
Need to catch the bus, train or tram to and from work?  Wear a face covering ↔ Keep a safe distance Clean hands regularly Use contactless payments  Plan ahead, allow extra travel time and check if your service is running: <a href="http://ow.ly/NkJK50AoPF0">http://ow.ly/NkJK50AoPF0</a>  #SafeGM	TWITTER
Back to work?  Swipe up for safe travel advice!  #SafeGM	Instagram stories.

<p>Download content and images at:  <a href="https://tfgm.sharefile.com/d-s90c43a004b64f828">https://tfgm.sharefile.com/d-s90c43a004b64f828</a></p> <p>Please feel free to use whichever image you find most suitable for content provide above.</p> <p>If you experience any issues with the supplied creatives or ShareFile link, please email <a href="mailto:social.media@tfgm.com">social.media@tfgm.com</a> or call us on 0161 244 1055.</p>
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## **Safely Reopening GM: What you need to know about travel**

July sees Greater Manchester taking yet more steps along the road to economic recovery from the coronavirus pandemic, with yet more businesses reopening, including leisure and hospitality facilities, such as pubs, restaurants, hotels and small businesses such as hairdressers.

As an employer we want to ensure that we play our part so that you feel safe by providing you with the support you need to feel confident in returning to work.

Last month, our partners at the Growth Company, in partnership with TfGM and the GMCA, launched the 'Safely Reopening GM' initiative to ensure that employers and employees have all the information they need to work and travel safely during the continuing pandemic.

A key part of returning to work is travel and you may already be considering different ways of travelling following the lockdown. With this in mind, we've put together the latest information to ensure everyone can get around safely.

- Consider walking and cycling to work, or taxis if you're travelling in the evenings. If you need help or advice on walking or cycling to work, speak to your manager or HR representative about what support is available.
- Plan ahead for your journey. If you do have to use public transport, try and avoid the busiest "peak" travel times and routes. You can get up to date information at [tfgm.com/coronavirus](https://tfgm.com/coronavirus).
- Allow extra time for your journey and remember to check your transport is running, particularly for your journey home.
- If you are using public transport, wear a face covering, unless you are exempt. Please also remember to keep your distance while travelling and waiting, clean your hands frequently and use contactless payment wherever possible.

We'd urge all of you to familiarise yourselves with all the 'Safely Reopening GM' information - visit [togethergm.org/reopening](https://togethergm.org/reopening).

The safety and wellbeing of our staff, customers and business partners is important to us and we want to support you all during this time. Should you have any questions relating to your return to work, please contact your line manager or your HR representative.

## **CORONAVIRUS GENERIC TRAVEL KEY MESSAGES AND KEY MESSAGES FOR HOSPITALITY SECTOR EMPLOYERS, EMPLOYEES AND CUSTOMERS**

### **Core key messages – applicable to all audiences**

- Help keep yourself and everyone safe when you're outside the home by thinking about how and when you travel and following safety guidance.
- Consider all other travel options before using public transport, including cycling and walking.
- Plan ahead, allow extra time for your journeys and be patient when travelling.
- If you are travelling, avoid the busiest times and routes – check [tfgm.com/coronavirus](https://tfgm.com/coronavirus) for further information.
- On public transport, you must wear a [face covering](#) unless you are [exempt](#). Keep your distance from others, clean your hands frequently and use contactless payment

### **Key messages for employers**

- Ask your employees to consider other options before using public transport – including cycling, walking, taxis and private hire services.
- Advise your employees that if they do have to use public transport, they must wear a [face covering](#), unless they are [exempt](#). They should also keep their distance from other passengers where possible, clean their hands frequently and use contactless payment.
- Public transport services are currently reduced – make sure your employees plan their journeys and check their transport is running, particularly for the trip home.
- TfGM can help you support your staff in travelling safely and making it easier to walk and cycle – find out more at [tfgm.com/travel-choices/business](https://tfgm.com/travel-choices/business).

### **Key messages for employees**

- If you can, cycle or walk to and from work, before considering public transport.
- You should also consider taxis and private hire services as an alternative if travelling in the evenings and follow guidance to use them safely.
- If you need to use public transport, plan ahead, allow extra time for your journey and check whether your service is running, particularly for your trip home.
- On public transport, you must wear a [face covering](#) unless you are [exempt](#). Keep your distance from other passengers, clean your hands frequently and use contactless payment.
- Talk to your employer about how they could support you to cycle or walk to work.

### **Key messages for leisure and hospitality customers**

- Think about the safest way to travel for your day or night out. Plan ahead, allow extra time for your journeys and be patient when travelling.
- Cycle or walk for shorter trips or as part of your journey if appropriate, and consider taxis and private hire services as an alternative to public transport.
- Avoid travelling at the busiest times if possible, particularly between 5pm and 7pm Monday to Saturday.
- If you have to use public transport, look after yourself and others by following safety guidance and respecting other passengers.
- On public transport, you must wear a [face covering](#) unless you are [exempt](#). Keep your distance from other passengers, clean your hands frequently and use contactless payment.