

# Back to School Travel Toolkit

# Background

Getting young people back to school is a top priority and guidance remains in place to ensure that they can do so safely.

The number of people who can get on public transport remains limited and if too many people drive, delays around schools will increase and affect the wider transport network.

Parents, students and teachers' journeys will be affected when returning to school as lockdown restrictions ease, so we need help to encourage everyone to think about their travel options.

## On your journey



# How are we helping

We are here to help you navigate your way through the latest government advice on travel and to help you, your staff and students plan ahead.

All buses, trains and trams continue to be out on the network, ensuring that you can get to and from school or college. We are continuing to review capacity on the network and supporting the development of school transport services.

Keeping everyone safe is our top priority so cleaning measures remain in place, as does social distancing. You must also wear a face covering when travelling on public transport and at stations and interchanges.

We're encouraging walking and cycling to school to reduce congestion and improve local air quality.

Our Travel Choices team can offer support to students to plan their journeys and provide information to help you plan a lesson on journey planning. To register your interest email [education@tfwm.org.uk](mailto:education@tfwm.org.uk)

# How you can help

We need your help to ensure that your staff, students and parents are as prepared as possible for their journey as they return to education. There are a number of ways you can help:

- Provide information on your school's plans to manage the return at [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)
- Share any recent travel school plan information
- Ensure any data on Modeshift STARS is up-to-date
- Get in touch if you need any advice or support.

# How to use this toolkit

It is vital that the information in this toolkit is shared to help remind your staff, students and their parents/guardians that guidance remains in place as they return to school, whilst also encouraging them to try something different.

The information within this pack is designed to make things as easy as possible for you to send messages to parents and young people and display key information at each education site.

If we can provide anything else in any other formats to help you share this information, please get in touch at [education@tfwm.org.uk](mailto:education@tfwm.org.uk)

# Back to school travel advice

All buses, trains and trams are out on the West Midlands network, ensuring that students can get to and from school or college. However, capacity on board is still reduced to support social distancing measures. You will also need to wear a face covering whilst travelling.

- Plan ahead, with limited space on board there may be more demand for services
- Leave more time for your journey as there may be a longer wait than usual. You may not be able to get on the first service and have to wait for the next one
- Try cycling or walking where possible
- When travelling in a car, drop off differently, consider parking a few streets away and walking the short distance.



# Materials for you

We've included several materials to help you communicate with staff, parents/guardians and students. These include:

- A first look at our new face covering campaign
- Suggested copy suitable for digital channels and/or newsletters and emails or letters
- Information posters
- Fact sheet
- Suggested copy and graphics for social media
- Animation for social media and/or your website.

All resources can be accessed and downloaded [here](#).

# Mask Up Now

To encourage 16-25 year olds to wear a face covering on public transport, we have launched a brand new 'Mask Up Now' campaign. Focussing on the positive outcomes for young people as individuals, we have included a link to posters, social media assets and digital screens for you to display [here](#)



# Suggested copy for your materials

We have created some copy that you can use when communicating about changes to travel.

The copy has been designed for use on your website or in any communication with your staff, students, and their parents including SMS where appropriate.

The copy can be downloaded [here](#).



# Information posters

We have created four posters to inform your staff, students and their parents/guardians of the travel advice.

There is also information about alternative options to consider when thinking about journeys to and from school. Please display these posters in public areas and in your staff rooms. You can [click here](#) to download.

## General travel advice

## Public Transport guidance

## Active Travel options

## Travelling by car drop off differently

Stay Safe  Stay Apart 

### Travelling to School or College

- Guidance remains in place which continues to affect how you use public transport
- Buses, trains and trams are running but capacity has been reduced to support social distancing
- Face coverings must be worn by anyone over 11 years old, except those who are exempt 
- Consider cycling or walking to allow more space for those who have no other option or are travelling further



- Services may be busier so plan ahead and allow more time for your journey



When travelling, be kind, be patient and stay safe.  
We are doing everything we can to keep you moving.

For updates and more information visit our dedicated web page:  
[wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)



Stay Safe  Stay Apart 

### Changes to the way you travel on Public Transport

- Social distancing measures are in place
- Buses, trains and trams will be running with reduced capacity
- Allow extra time for your journey as there may be a wait for some services at busier times
- Face coverings must be worn by anyone over 11 years old, except those who are exempt
- Pay for your tickets in advance or use contactless where possible

#### Children Travel for Less

Children under 16 pay a discounted fare on all buses, trams and trains in the West Midlands. Children under five travel free.

More here: [wmnetwork.co.uk/child](http://wmnetwork.co.uk/child)

#### Aged 16-18?

If you're aged 16-18 you may be eligible for child fares with a 16-18 photocard.

More here: [wmnetwork.co.uk/16-18](http://wmnetwork.co.uk/16-18)

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Stay Safe  Stay Apart 

### Try something different

#### Consider cycling or walking to school or college

- Great ways to keep active
- Helps cut delays around schools
- Keeps space available on buses, trains and trams for those who have no other option or are travelling further

There are a number of cycling and walking schemes currently in place or being put in place across the West Midlands.

#### Get your Roll & Stroll on

Breeze through congestion and feel better too by walking or cycling to school or college.

It feels great and you can take it at your own pace. Learn more: [wmnetwork.co.uk/RollnStroll](http://wmnetwork.co.uk/RollnStroll)



Whether you are new to cycling or want to give walking a try, there is lots more information on our website. Learn more here [wmnetwork.co.uk/cycling](http://wmnetwork.co.uk/cycling)



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Stay Safe  Stay Apart 

### Drop off Differently

#### Planning to drive to school or college?


Consider parking or dropping off a few streets away from the gates and walk the short distance.

- Great form of exercise suitable for all ages
- Saves you being stuck in traffic
- Keeps the roads safer around school
- Reduces the chance of collisions or injuries




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# Fact sheet




## Travelling to School or College

-  Buses, trains and trams are running but capacity has been reduced
-  Consider cycling or walking shorter distances
-  Keep space between yourself and others
-  Services may be busier so plan ahead and allow more time for your journey
-  Please wear a face covering if you are over 11 and not exempt
-  Pay for your ticket in advance or use a contactless method of payment
-  Carry hand sanitiser and wash your hands before and after travelling

When travelling, be kind, be patient and stay safe.  
We are doing everything we can to keep you moving.

Plan ahead  
[wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)



You can download the fact sheet [here](#).

# Social media

The following pages contain suggested copy and images for your social media channels. We're encouraging you to share these messages as much as possible to ensure your staff, students and their parents/guardians are prepared for the journey back to school.

## Facebook

When you travel back to school as restrictions ease, remember that there are still guidelines in place for when you travel on public transport. Buses, trains and trams are still running but capacity on board is still reduced in order to support social distancing.

You will also need to wear a face covering whilst travelling and at stations and interchanges.

Plan ahead, with limited space on board there may be more demand for services.

Leave more time for your journey as there may be a longer wait than usual. You may not be able to get on the first service and have to wait for the next one.

Try cycling or walking where possible or think about dropping off differently, consider parking a few streets away and walking the short distance to the school gate.

More information about travelling back to school can be found here – [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)

You can download these resources [here](#)

## Twitter

Travelling back to school? Guidance remains in place. Plan ahead and allow more time for your journey. More info here – [wmnetwork.co.uk/schooltravel](https://wmnetwork.co.uk/schooltravel)

If you are travelling back to school on public transport, guidance remains in place. Consider walking or cycling shorter journeys. More info here - [wmnetwork.co.uk/ways-to-travel/](https://wmnetwork.co.uk/ways-to-travel/)

Having to use the car to travel back to school? Consider dropping off a few streets away to avoid congestion. More info here - [wmnetwork.co.uk/schooltravel](https://wmnetwork.co.uk/schooltravel)

## YouTube



You can download social media resources [here](#)

# Encouraging walking and cycling

There are a number of reasons to consider walking or cycling back to school.

There is a map available which details not only existing cycle routes but also any temporary, new or pop-up infrastructure so you can safely plan your route.

You can view the map [here](#).

The Modeshift STARs system can create a 5 minute walking bubble map around your school and college. Please contact [education@tfwm.org.uk](mailto:education@tfwm.org.uk) if you would like access to this resource.

## Cycle to school or college

Cycle to Work scheme is a UK Government tax exemption initiative introduced to encourage healthier journeys to work and to reduce environmental pollution. It allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit with the option to buy outright at the end of the loan term.

Details of the scheme are available at [gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance](https://www.gov.uk/government/publications/cycle-to-work-scheme-implementation-guidance)



# Ticketing info

We have a vast selection of ticket options to choose from, created to cater to the way young people travel around the region. We aim to provide a range of tickets that works for every lifestyle and budget.

This range includes; Direct Debit, Term, 4-Week and 1-week tickets.

Browse all Child tickets: [wmnetwork.co.uk/child](http://wmnetwork.co.uk/child)

Browse all Student tickets: [wmnetwork.co.uk/students](http://wmnetwork.co.uk/students)



**Your face with a 16-18 photocard**

#16to18card  
50% off all travel with a free 16-18 photocard. Get yours now  
[wmnetwork/16-18](http://wmnetwork/16-18)



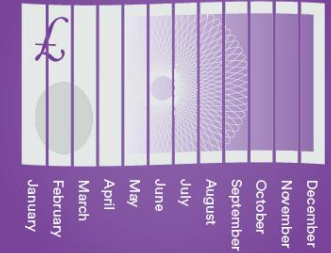
Valid September 2020 

### Child Season Ticket Guide

Cheaper travel for 5-18 year olds



Spread the cost with direct debit



@bus and @network student tickets are now available on Direct Debit  
4 week student tickets, now available!

See inside for details 

You can download more information and resources [here](#).

# Useful Contacts

For more information please visit [wmnetwork.co.uk/schooltravel](http://wmnetwork.co.uk/schooltravel)

For up-to-the-minute travel information and help planning your journey:

## Plan a journey

- by bus

- by train

- by Metro

West Midlands Network

National Express

West Midlands Rail

West Midlands Metro

[wmnetwork.co.uk/jp](http://wmnetwork.co.uk/jp)

[www.nxbus.co.uk](http://www.nxbus.co.uk)

[www.westmidlandsrailway.co.uk](http://www.westmidlandsrailway.co.uk)

[www.westmidlandsmetro.com](http://www.westmidlandsmetro.com)

[@wmnetwork](https://twitter.com/wmnetwork)

[@nxwestmidlands](https://twitter.com/nxwestmidlands)

[@WestMidRailway](https://twitter.com/WestMidRailway)

[@WMMetro](https://twitter.com/WMMetro)

[Click here](#) for a full list and contact details of operators who serve the West Midlands.

If you would like help to support your staff and students with travel planning, drop us an email: [education@tfwm.org.uk](mailto:education@tfwm.org.uk)

If you require any campaign materials in an alternative format, get in touch: [customerservices@tfwm.org.uk](mailto:customerservices@tfwm.org.uk).