

Back to School Travel Toolkit

Background

Getting young people back to school is a top priority and with current social distancing guidelines, how they travel to and from education sites will be different.

The number of people who can get on public transport is 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 in September, so we need help to encourage everyone to think about their travel options.





Travelling this September will be different

Plan Ahead and get ready here
wmnetwork.co.uk/schooltravel

Stay Safe  Stay Apart 

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.

We are reviewing capacity on the network and supporting the development of school transport services.

All buses, trains and trams will be out on the network from September, ensuring that you can get to and from school or college.

Keeping everyone safe is our top priority so we've upped cleaning on board and have added measures to support social distancing.

We are using historical travel data to develop a travel demand management programme to identify where we can increase capacity or provide measures that help keep people moving.

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

How you can help

We need your help to ensure that your staff, students and parents are as prepared as possible for their journey in September. 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
- 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 inform your staff, students and their parents/guardians of the changes to expect when returning to school in September and encourage 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

Back to school travel advice

All buses, trains and trams will be out on the West Midlands network, ensuring that students can get to and from school or college. However, capacity on board will be reduced to support social distancing measures.

- 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:

- Suggested copy suitable for digital channels and/or newsletters and emails or letters
- Information posters
- Information leaflet
- 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](#).

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

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Back to School Travel

- Travelling back to school or college this September will be different
- 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 on Back to School Travel, visit our dedicated web page:
wmnetwork.co.uk/schooltravel

 West Midlands Network

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Travelling Back to School on Public Transport will be different

- 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

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



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 West Midlands Network

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Try something different this September

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.

Make this your Big Summer of Cycling & Walking!

Get your Roll & Stroll on and cycle or walk to school. Breeze through congestion and feel better too. It feels great and always at your own pace. Learn more: wmnetwork.co.uk/RollStroll

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



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wmnetwork.co.uk/schooltravel

 West Midlands Network

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Drop off Differently this September

Planning to drive to school this September?

Consider parking or dropping off a few streets away from the school 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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Information leaflet

Stay Safe  Stay Apart   

Important Information

Back to School Travel



 West Midlands Network

Valid from August 2020

Travelling will be different

Travelling back to school or college this September will be different with social distancing measures in place. We are here to help you navigate your way through the latest government advice on travel and to help you plan ahead.



All buses, trains and trams will be out on the network, ensuring that you can get to and from school or college, but with reduced capacity.



Keeping you and your family safe is our priority so we've upped cleaning on board and have added measures to support social distancing.

Keeping you and your family safe



Capacity on public transport has been reduced in order to support social distancing. This may mean that there is a wait for some services at busier times, so allow extra time for your journey.

Face coverings are required in all transport hubs and on board for anyone over 11 years old, except those exempt with a medical or health condition. You can find out more about this here: [wmnetwork.co.uk/facecovering](https://www.wmnetwork.co.uk/facecovering)



Try something different

Where possible, consider cycling or walking to school or college. Not only is cycling and walking the best way to stay active, it helps cut delays around schools and 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 in or being put in place. Check to see if there are any on your route to school on our web links on the reverse of this leaflet.

If you plan to drive, consider parking or dropping off a few streets away from the school gates and walk the short distance. This saves you being stuck in traffic and keeps the roads safer around the school, reducing the chance of collisions or injuries.

When using the bus, train or tram, be kind, be patient and stay safe. We are doing everything we can to keep you moving. Where services are busy allow more time and consider changing the route you take by using the West Midlands journey planner and app.

You can download this leaflet [here](#)

Fact sheet



Get ready to travel back to school this September



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



If driving, try and drop off a few streets away

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

Plan Ahead and get ready here
wmnetwork.co.uk/schooltravel



This document is also available in the following languages:

- Arabic
- Bengali
- Polish
- Punjabi
- Somali
- Urdu

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 this September.

Facebook

Travelling back to school in September will be different. Buses, trains and trams will be running but capacity on board will be reduced in order to support social distancing.

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

**You can download these
resources [here](#)**

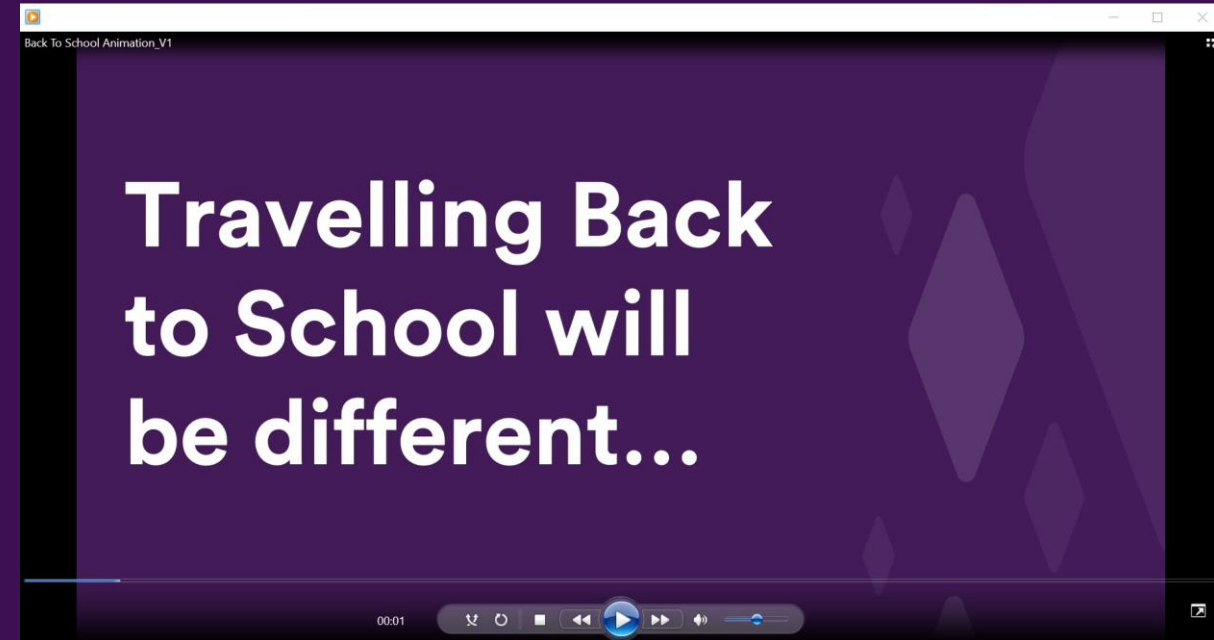
Twitter

Journeys back to school will be different. Plan ahead and allow more time for your journey. More info here – wmnetwork.co.uk/schooltravel

Journeys back to school will be different. Consider walking or cycling shorter journeys. More info here - wmnetwork.co.uk/ways-to-travel/

Journeys back to school will be different. Having to use the car? Consider dropping off a few streets away to avoid congestion. More info here - wmnetwork.co.uk/schooltravel

YouTube



You can download these resources [here](#)

Encouraging walking and cycling

There are a number of reasons to consider walking or cycling back to school this September. Here are some ideas to encourage your students and staff to cycle.

The Government's Emergency Active Travel Fund (EATF), aims to help encourage more active travel through the installation of pop-up cycle lanes, pavement widening and much more.

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](#).

Please contact your local authority if you are interested in providing cycling training/Bikeability for your students.



Encouraging walking and cycling

With so many people now taking up or renewing their enthusiasm for cycling, this is a great opportunity for you to play your part in supporting staff and students who wish to cycle to work and encouraging these shorter trips to be made by bicycle rather than car.

Cycle Parking Grants

Cycle Parking for Organisations supported by Park That Bike has been set up to help organisations across the West Midlands by providing them with free cycle parking, as part of our **Big Summer of Cycling and Walking campaign**. The scheme is aimed at encouraging more people to cycle and make their place of work or school more cycle friendly by offering to deliver free bike racks to up to 100 businesses, schools, health establishments and community organisations.

For more information or to check if you are eligible, **[click here](#)**.

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**



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

Browse all Student tickets:
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

West Midlands Network | swift

Valid September 2020

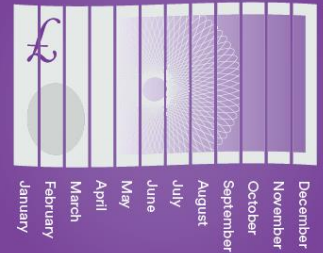
Child Season Ticket Guide

Cheaper travel for 5-18 year olds



West Midlands Network | swift

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

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

Plan a journey	West Midlands Network	wmnetwork.co.uk/jp	@wmnetwork
- by bus	National Express	www.nxbus.co.uk	@nxwestmidlands
- by train	West Midlands Rail	www.westmidlandsrailway.co.uk	@WestMidRailway
- by Metro	West Midlands Metro	www.westmidlandsmetro.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

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