



Back to School Toolkit

Secondary School Toolkit

Every journey. Every day.

Overview

This toolkit provides you with the latest travel information for you to share with parents and pupils ahead of the new school year.

It aims to encourage students, parents, and guardians to think about their options and plan ahead for the new term, including ongoing promotion of low bus fares across Greater Manchester.

Contents

This toolkit includes:

- Social media content (assets are attached to the email you received)
- Newsletter content - aimed at students and parents.
- Web copy for your website – also aimed at students and parents.

We also have a dedicated webpage for the return to school at tfgm.com/schools, with tailored travel advice pages for every secondary school in GM.

More information about simple and low bus fares can be found at tfgm.com/get-on-board

More information about active travel support for schools can be found at <https://beeactive.tfgm.com/support-for-schools/>

Please also consider sharing content from TfGM social media accounts:

- X (formally Twitter) [@OfficialTfGM](https://twitter.com/OfficialTfGM)
- Facebook facebook.com/OfficialTfGM
- Metrolink X (formally Twitter) [@MCRMetroLink](https://twitter.com/MCRMetroLink)

Please note that from 18 September our social media handles will change from TfGM to BeeNetwork. More information about the changes will be shared in due course.

Say Yellow

The first Bee Network buses will start operating in parts of Greater Manchester from 24 September 2023. Through the Bee Network, TfGM will have greater local control of bus services, which will: make it easier than ever to get around by bus, tram, train, bike - all linked up with the UK's biggest cycling and walking network.

As part of tranche one, 31 schools in Bolton, Wigan and parts of Manchester, Salford and Bury will join the Bee Network and run from the start of term (in most cases, 4 September). There will be limited changes to the schools served or the numbers of buses used on these services. School children can continue to use these services as normal.

The second phase of Bus Franchising will be introduced on 24 March 2024 in Oldham, Rochdale and parts of Bury, Salford and North Manchester. This will then be followed by the final phase on 5 January 2025 in Stockport, Tameside, Trafford and the remaining parts of Manchester and Salford.








More information about Bus Franchising is available on our [dedicated webpage](#).

Social Media Content

Please feel free to use whichever image you find most suitable for each post. If you experience any issues with the supplied creatives, please email social.media@tfgm.com

You can also download these images via: <https://bit.ly/45TRh7J>

Please note all AnyBus products will become Bee AnyBus from 24 September 2023. Relevant updates will be shared in due course.

Social Media Platform	Approved Copy	Suggested Images
X (formally Twitter)	<p>For anyone travelling to us in the new term why not #GetOnBoard with simple low bus fares? A child's bus fare in Greater Manchester costs no more than £1 for a single, or £2.50 for an AnyBus travelcard!</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p> <p>#BackToSchool #BeeActive</p>	 
	<p>Travelling to us in the new term and aged 16 years or under? #GetOnBoard with simple low bus fares! Get unlimited travel all week on any bus in Greater Manchester with a 7 Day AnyBus Junior travelcard for £10.50.</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p>	 
	<p>New term, new you?</p> <p>September is a great opportunity to start afresh and try something new!</p> <p>Why not consider walking, cycling or wheeling to our school if it's a short journey?</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p> <p>#BackToSchool</p>	
	<p>If your child uses public transport to get to us, please make sure:</p> <ul style="list-style-type: none"> ✓ They've got their igo card from @OfficialTfGM ✓ They plan ahead & check timetables before travelling <p>Find dedicated travel advice for our school via: tfgm.com/schools</p> <p>#BacktoSchool</p>	 

Facebook	<p>Travelling to us in the new term?</p> <p>#GetOnBoard with low bus fares! A child's bus fare in Greater Manchester is no more than £1 for a single, or £2.50 for an AnyBus travelcard!</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p> <p>#BackToSchool #BeeActive</p>
	<p>Travelling to us in the new term?</p> <p>#GetOnBoard with simple low bus fares! A child's weekly AnyBus ticket is available for £10.50 and can be used on any bus, unlimited times, in Greater Manchester!</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p>
	<p>New term, new you?</p> <p>September is a great opportunity to start afresh and try something new!</p> <p>Why not consider walking, cycling or wheeling to our school if it's a short journey? 🚶 🚲</p> <p>Check @OfficialTfGM advice: tfgm.com/schools</p> <p>#BackToSchool</p>
	<p>If your child uses public transport to get to us, please make sure:</p> <ul style="list-style-type: none"> ✅ They've got their igo card from @OfficialTfGM ✅ They plan ahead & check timetables before travelling <p>Find dedicated travel advice for our school via: tfgm.com/schools</p> <p>#BacktoSchool</p>

Secondary School Parents' Email/Newsletter Copy

Consider your travel options as the new school year begins

A new school year is a great opportunity to start afresh and try something new and this year is no different – particularly when it comes to the journey to and from our school.

The cost of child's bus fare in Greater Manchester is no more than £1 for a single journey and £2.50 for a 1-day AnyBus travelcard (renamed Bee AnyBus travelcard from 24 September 2023).

A weekly AnyBus ticket (renamed Bee AnyBus ticket from 24 September 2023) is available for **£10.50**, meaning your child can use any bus in Greater Manchester, unlimited times within 7 days. Great if they need to take more than one bus to and from school, for weekend trips or activities after school. An **igo card** is needed to purchase this product either at a TfGM Travelshop, at a PayPoint store, or on the bus.

Other ticket options¹ on **TfGM funded school buses** are:

- TfGM school weekly ticket: £7.60. This ticket is ONLY valid on schooldays on TfGM school buses. It's available to buy on the bus or at a TfGM Travelshop. The bus driver will load it onto the igo card.
- Carnet ticket: (10 single trips) £10. This ticket is ONLY valid on schooldays on TfGM school buses. It's available to buy on the bus and in TfGM Travelshops. It can only be loaded onto an igo card and will be valid for 28 days from the date of purchase.

With this in mind, if they don't already, why not consider talking to your child about catching the bus to school? Find out more at **tfgm.com/tickets-and-passes/young-people**

There are a couple of things you can do to plan ahead, including ensuring they have their igo card which is proof of age to make sure they pay the child fare - igo cards can also be pre-loaded.

With new **cycling and walking routes** popping up all the time, your child could also think about walking, cycling or wheeling to school - it's safer and easier than ever to do so! This can be a great, healthy way to start your day – particularly for shorter trips.

TfGM run Own the Ride courses with BikeRight! to help students become more confident cyclists. Also, a small number of free bicycles will be available to schools from September. If your school is interested in running one of these courses or are interested in some bicycles, please email **active.travel@tfgm.com**.

¹ The weekly and carnet tickets are valid on the majority of dedicated school buses, with some exceptions. There are also bus services to schools, not included on the list of TfGM school buses, where no TfGM school tickets are available. Please check the **exceptions list** before travelling. Fares may also differ on services funded by other local authorities. Where this applies it is noted in the **list of school services**.

If you do need to drive, please switch off your engine when waiting outside to reduce air pollution and, if possible, try parking further away and walking the last part of the journey.

However, you chose to travel, it's important to plan ahead and check the latest travel advice. Support and information about this can be found on [TfGM's Schools Hub](#), including dedicated advice for our school.

Say yellow to the Bee Network

The first Bee Network buses will start operating in parts of Greater Manchester from 24 September 2023. There's nothing you need to do differently for now, but you might start to see our yellow Bee Network buses on routes in Bolton, Wigan and parts of Salford, Bury and Manchester.

Buses in all other areas will remain the same, run by private operators. They will join the Bee Network in two phases through to January 2025.

Through the Bee Network, TfGM will have greater local control of bus services, which will:

- make it easier than ever to get around by bus, tram, train, bike - all linked up with the UK's biggest cycling and walking network
- make travel easy to use, reliable and sustainable travel for everyone
- make fares lower and simple, including flexible tickets
- make us answer to you, the passenger: with a clear set of customer commitments explaining what you can expect from us and what to do if your experience falls short

As part of tranche one, 31 schools in Bolton, Wigan and parts of Manchester, Salford and Bury will join the Bee Network. There will be limited changes to the schools served or the numbers of buses used on these services. School children can continue to use these services as normal.

The second phase of Bus Franchising will be introduced on 24 March 2024 in Oldham, Rochdale and parts of Bury, Salford and North Manchester. This will then be followed by the final phase on 5 January 2025 in Stockport, Tameside, Trafford and the remaining parts of Manchester and Salford.

More information about Bus Franchising is available on our [dedicated webpage](#).

Secondary School Website Copy (for parents and students)

To plan ahead and consider your different options for the journey to and from school, the latest information and guidance is at hand.

Transport for Greater Manchester has a [dedicated School's Hub](#), with information about public transport services, tickets and passes, latest dedicated travel advice for our school and tips around walking, cycling and wheeling .

If you can, please consider whether your child can walk, cycle or wheel to school – it can be a safe and healthy way to make shorter trips. With new **cycling and walking routes** popping up across the region, it is safer and easier than ever to get about on foot or by bike.

If you do need to drive, please switch off your engine when waiting outside to reduce air pollution and, if possible, try parking further away and walking the last part of the journey.