

Example messaging – rail

STAY ALERT > CONTROL THE VIRUS > SAVE LIVES


Necessary journeys only.



West Midlands Railway

Following

Can you travel another way?
Help us keep trains clear for those who really need them



Southern

Following



**CAN YOU TRAVEL ANOTHER WAY?
HELP US KEEP TRAINS CLEAR FOR
THOSE WHO REALLY NEED THEM.**



CrossCountry trains

Following

Help us keep trains clear for those who really need them



National Rail

Following

Example messaging - bus



Stagecoach Manchester & Wigan
@StagecoachGM

We're Proud to Serve with updates for Greater Manchester Mon-Fri 7am-7pm and Sat-Sun 9am-5pm. We'll answer your travel queries then, too!

📍 Manchester, England 🌐 stge.co/WN9VK
📅 Joined January 2014

10.4K Following 19.5K Followers

Followed by Dept for Transport and Anthony Smith

Tweets Tweets & replies Media Likes

📌 Pinned Tweet
Stagecoach Ma... · 14/06/2020
From 15 June it'll be compulsory for all customers to wear a face covering when travelling on public transport in England. people may be exempt from



B&H Buses
@BrightonHoveBus

Tap on, tap off
Contactless is even easier

📍 Brighton & Hove, UK 🌐 buses.co.uk
📅 Joined October 2010

700 Following 20.3K Followers

Followed by Dept for Transport, Brighton Spiegeltent, Brighton...

Tweets Tweets & replies Media Likes

B&H Buses @BrightonHo... · 5h
👉 We are now offline, but will be back with you bright and early tomorrow morning. Have a lovely evening!



National Express
@nationalexpress

22:09
Our coach services will be resuming on 1 July 2020. For the latest information please visit our website

📍 Birmingham, UK 🌐 nationalexpress.com
📅 Joined August 2008

9,232 Following 67.7K Followers

Followed by Dept for Transport, Latitude Festival, Anthony Smit...

Tweets Tweets & replies Media Likes

📌 Pinned Tweet
National Exp... · 09/06/2020
Our coaches will be resuming from 1 July, initially with a reduced timetable. Additional safety measures will be in place to keep our customers and colleagues safe. For more

Current Government advice

Travel safely during the coronavirus outbreak

You can help control coronavirus and travel safely by:

- working from home where possible
- shopping locally and less often
- considering all other forms of transport, such as cycling and walking, before using public transport
- avoiding the busiest times and routes
- keeping your distance when you travel, where possible
- washing or sanitising your hands regularly

Department for Transport Coronavirus (COVID-19): safer travel guidance for passengers extract

Considering all other forms of transport, such as cycling and walking, before using public transport

Department for Transport Coronavirus (COVID-19): safer travel guidance for passengers extract

1.12 Are day trips ok?

Yes, day trips to outdoor open space are allowed. You should take hygiene and safety precautions if using services on the way. You should practise social distancing from other people outside your household or support bubble. You should continue to avoid using public transport if you can. Consider all other forms of transport before using public transport. If you need to use public transport, you should follow the [safer travel guidance for passengers](#).

Covid-19 FAQ's extract (post 4 July)

5.1 Who is allowed to travel on public transport?

If you need to travel to work or make an essential journey, you should cycle or walk if you can, but you can use public transport if this is not possible. Before you travel on public transport, consider if your journey is necessary and if you can, stay local. Try to reduce your travel. This will help keep the transport network running and allows people who need to make essential journeys to travel safely.

Covid 19 FAQ's extract (pre 4 July)

Industry information and links

Should I use public transport

As the advice relating to permitted reasons for travel change, it is important to remember that you should only travel by train if it's really necessary. Work from home where possible, shop and exercise locally if you can and avoid public transport for leisure travel wherever possible. Because of social distancing, there is space for only one in ten of the normal passenger numbers. **Please help us keep public transport free for those who really need it.**

Southern Rail messaging



Station poster

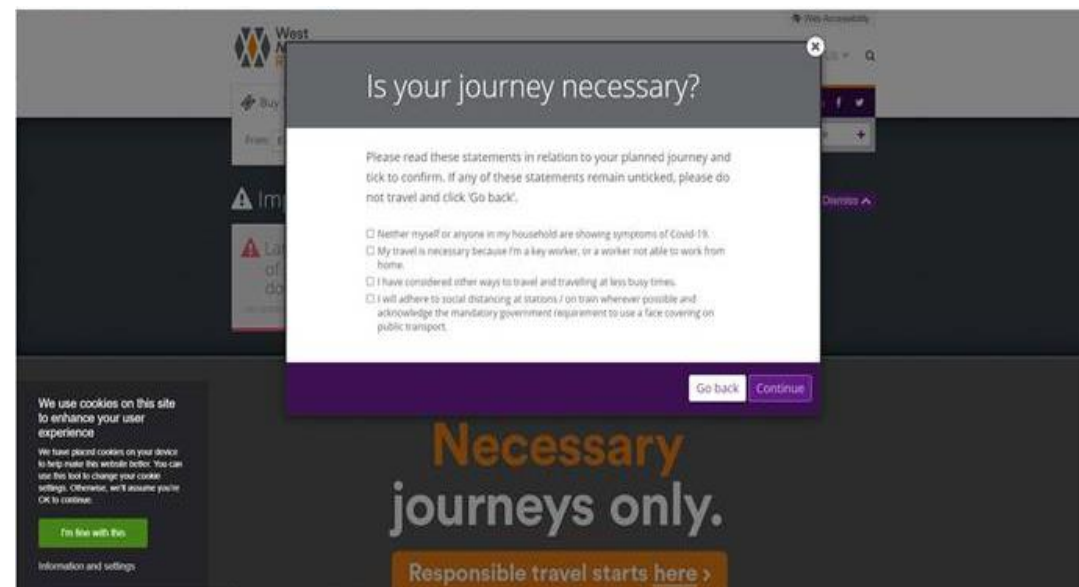
Travelling with Greater Anglia Covid-19 travel advice

Current Government advice is to avoid public transport.

Greater Anglia messaging

<https://www.transportfocus.org.uk/research-publications/publications/travel-during-covid-19-survey-week-8/>
<https://www.transportfocus.org.uk/news-events-media/blog/social-distancing-passengers-have-their-say/>

Transport Focus Omnibus Research week 8 and 25 June 2020 blog



Screen print, West Midlands Railway journey planner