**Safely Reopening GM - #SafeGM - Stakeholder comms pack**



**Background:** Working in partnership with TFGM and GMCA, the Growth Company has this week launched **Safely Reopening GM**, a co-ordinated awareness campaign designed to ensure that employers and employees in Greater Manchester can access information they need to support the safe return to work as the economy starts to reopen.

This campaign will signpost links to advice and peer case studies demonstrating good practice with a focus on **transport, workplaces**, and **public spaces/ public realm.**

The initial emphasis of this campaign will remain that people should work from home if it is possible to do so, and only use public transport if necessary. Where that is not possible, the information provided will support businesses and employees in acting safely and responsibly. It is anticipated that the messaging and support signposted by this campaign will evolve in line with the changing economic landscape and Government guidance in coming weeks.

**Timeframe:** The Safely Reopening GM campaign was launched by Greater Manchester Mayor Andy Burnham at his weekly press conference on Wednesday June 10, with a press release designed to share key campaign messaging and graphics. Additional media engagement is planned to support awareness alongside a campaign that will be visible across GC, TFGM and partner channels (website, social media, newsletters) and via digital and ambient media.

We plan to provide updated stakeholder comms packs with relevant information and visuals throughout the campaign and would appreciate your support in sharing this information via your networks.

**If you would like to discuss how you can utilise this campaign and how assets can be used or adapted, please contact Dan Bolton, Senior Marketing Manchester, Transport for Greater Manchester (**[**Daniel.Bolton@tfgm.com**](mailto:Daniel.Bolton@tfgm.com)**).**

**Campaign plan**

The below plan can be used by GM partners to amplify details of the campaign through their networks. This includes suggested content to be shared via digital marketing channels, social media and on websites. We will be in touch with further messaging and collateral as advice for business and employees evolves.

**Landing page to direct traffic**

The Safely Reopening GM campaign will direct people to the [**www.togethergm.org/reopen**](http://www.togethergm.org/reopen)**ing** web page, which includes general campaign information and links to other sources of information. Information will be shared via social media using the **#SafeGM** hashtag.

**Campaign graphics**

A set of visual resources has been developed to support social media posts and share campaign messages. This includes social media graphics, posters containing campaign key messages, and a newsletter providing the latest transport advice for businesses. These assets can be downloaded via this [link](https://we.tl/t-3gWXsdH3oC).

Social media graphics to support the campaign’s workplace messaging can be downloaded via this [link](https://we.tl/t-Dah2fm7rSQ), with supporting social media posts below.

NB. Downloads are via wetransfer and links will expire on June 19.

**Content – Initial launch**

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| Suggested web copy for GM partners | Working in partnership with TFGM and GMCA, the Growth Company has launched Safely Reopening GM, a co-ordinated awareness campaign designed to ensure that employers and employees in Greater Manchester can access information they need to support the safe return to work as the economy starts to reopen. The campaign is part of the broader #SafeGM initiative to boost confidence and put safety first.  Information supporting employers and employees in reopening the Greater Manchester economy safely is available via [www.togethergm.org/reopening](http://www.togethergm.org/reopening) and will also be shared on social media using the #SafeGM hashtag. |
| Twitter | We’re supporting the #SafeGM campaign and encouraging businesses and individuals to work together to ensure the safe reopening of our economy. Find out how to play your part in Safely Reopening GM: <https://bit.ly/37lSOXs> |
| LinkedIn / Facebook | We’re supporting the #SafeGM campaign and encouraging businesses and individuals to work together to ensure the safe reopening of our economy. We all have a role to play in getting our city-region back on its feet - whether it's wearing a face mask on public transport and maintaining social distancing, or helping your staff to explore alternative ways of getting to work and going above and beyond to make your premises Covid-safe. Learn more about how to support Safely Reopening GM: <https://bit.ly/3cMWdPR> |
| Suggested newsletter content for GM Partners | Working in partnership with TFGM and GMCA, the Growth Company has launched Safely Reopening GM, a co-ordinated and aligned awareness campaign designed to ensure that employers and employees in Greater Manchester can access information they need to support the safe return to work as the economy starts to reopen. The campaign is part of the broader #SafeGM initiative to boost confidence and put safety first.  Where home working isn’t possible, Safely Reopening GM will provide advice enabling employers to support staff in commuting and working safely.  **Where homeworking is not possible, businesses and workers are being encouraged to:**   * Only use public transport if necessary – walk, cycle or drive instead * Get ready for mandatory face coverings on public transport from June 15   To help with the return to work, a series of changes are being introduced across the transport network, including:   * Increased Metrolink frequency – with services running every 10 minutes – from June 22 * Hand sanitiser dispensers placed at bus stations and interchanges by mid-June and assessing further roll out at key Metrolink stops * Discounted travel for people working more flexibly and travelling less often * Delivery of up to 200km of new, emergency active travel protected routes, traffic calming measures and increasing access to bikes – subject to confirmation of a £21.5m DfT funding bid. * An expansion of GM’s bike loan scheme and relaunching of cycle training to provide people with the confidence and skills to commute by bike   Face coverings will be mandatory on public transport from Monday, 15 June, and it will be up to passengers to ensure they are wearing a face covering. To help people get used to the change and embed this new expected behaviour TfGM will be distributing a limited number of masks at staffed bus stations, interchanges and some Metrolink stops from Monday, June 15.  **Employers are being urged to follow a set of SafeGM guidelines, including:**   * Supporting home working wherever possible * Where possible, only bringing a proportion of their staff back at one time and staggering the working day by allowing some staff to start earlier and others to finish later to ease the peak on public transport. * Providing good hygiene facilities. * Enabling social distancing and where operationally impractical implementing measures to lower risk of transmission e.g. providing PPE * Boosting employee confidence by conducting and publishing a risk assessment * Workplaces, especially Retail should boost confidence by displaying a notice visibly in their shop windows or outside their store to show their employees, customers and other visitors that they are implementing Government guidance * Acknowledging the needs of individual employees, who may need to consider childcare or other responsibilities * Promoting good mental and physical health   **Information supporting employers and employees in reopening the Greater Manchester economy safely is available via** [**www.togethergm.org/reopening**](http://www.togethergm.org/reopening) **and will also be shared on social media using the #SafeGM hashtag.** |

**Supporting content – Safe Workplaces**

Over the coming weeks, we will be developing further content and messaging to support the safe opening of workplaces across the city-region – this will include blogs, case studies and guides to help you implement the necessary safety measures to make your workplace Covid-safe.

We will provide you with an updated comms pack every Friday, which will contain new content, social media posts and assets to promote across your channels.

Additional social media posts to support specific workplace key messages are below, with supporting visuals available via this [link](https://we.tl/t-Dah2fm7rSQ).

**Social media graphics to support the campaign’s business messaging**

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| **Home working – Twitter** | To support the safe reopening of Greater Manchester, employers should continue to encourage their staff to work from home if possible. Find out more about how we can all play our part in Safely Reopening GM #SafeGM <https://bit.ly/37lSOXs> |
| **Home working - Facebook and LinkedIn** | To support the safe reopening of Greater Manchester, employers should continue to encourage their staff to work from home if possible. This will help to reduce the risk of potential spread in workspaces, and whilst commuting.  Find out more about how we can all play our part in Safely Reopening GM #SafeGM <https://bit.ly/3cMWdPR> |
| **Risk Assessment – Twitter** | As we begin to safely reopen Greater Manchester, it’s important to ensure staff and customers feel confident in returning to your business premises. To boost confidence, businesses should conduct and display their risk assessment. #SafeGM Learn more <https://bit.ly/37lSOXs> |
| **Risk Assessment – Facebook and LinkedIn** | As we begin to safely reopen Greater Manchester, it’s important to ensure staff and customers feel confident in returning to your business premises. To boost confidence, businesses should conduct and display their risk assessment, helping people to understand what measures have been put in place to protect them.  Find out more about the support and advice available to help make your organisation as safe as possible <https://bit.ly/3cMWdPR> #SafeGM |
| **Good Hygiene – Twitter** | Good hygiene in the workplace will be crucial as we begin to reopen Greater Manchester safely. From hand sanitising stations to regular and thorough cleans, there are numerous measures you should implement to halt the spread of coronavirus. #SafeGM Learn more about <https://bit.ly/37lSOXs> |
| **Good Hygiene – Facebook and LinkedIn** | Good hygiene in the workplace will be crucial as we begin to reopen Greater Manchester safely. From hand sanitising stations to regular and thorough cleans, there are numerous measures you should implement to prevent the spread of coronavirus and protect your staff, clients and customers.  Learn more about the Safely Reopening GM campaign - #SafeGM - and find out how we can work together to reopen GM safely and kickstart our economy <https://bit.ly/3cMWdPR>#SafeGM |
| **Social distancing – Twitter** | As workplaces across Greater Manchester begin to reopen, businesses will need to be able to implement social distancing to help keep staff safe. Find out more about the measures you can introduce to ensure a safe reopening of Greater Manchester. #SafeGM  <https://bit.ly/37lSOXs> |
| **Social distancing – Facebook and LinkedIn** | As workplaces across Greater Manchester begin to reopen, businesses will need to be able to implement social distancing to help keep staff safe. Whether it’s introducing floor markers, spreading out desks or limiting the number of people in your building at any one time, there are numerous steps you can take to ensure that your staff and customers can stay 2 metres apart.  Learn more about how we can work together to ensure a safe reopening of Greater Manchester. #SafeGM <https://bit.ly/3cMWdPR> |
| **Staggered hours – Twitter** | Employers across Greater Manchester are being urged to introduce staggered shift patterns for their staff as we start to reopen the city-region safely. This can help to ease the peak rush on public transport. #SafeGM Learn more <https://bit.ly/37lSOXs> |
| **Staggered hours – Facebook and LinkedIn** | Employers across Greater Manchester are being urged to introduce staggered shift patterns for their staff as we start to reopen the city-region safely. This can help to ease the peak rush on public transport – ultimately making it easier for people to social distance, and reduce any potential risk of the coronavirus spreading.  Learn more and let’s work together to create a #SafeGM <https://bit.ly/3cMWdPR> |

**Supporting content – Safe Travel**

Transport for Greater Manchester have put together a suite of social media posts to promote the safe and responsible use of transport. Please feel free to use the below posts across your social media channels as part of the wider campaign activity. A set of visual assets to support these posts is available via this [link](https://we.tl/t-3gWXsdH3oC).

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| **Twitter – clipper / sanitiser / tram frequency** |
| To help keep you safe if you have to use public transport, @officialtfgm is:   * Increasing tram services from 22 June so there is more capacity * Introducing Clipper, a flexible tram ticket * Making hand sanitiser available at bus stations & interchanges   tfgm.com/coronavirus  #ClipperGM #SafeGM |
| Remember Clipper Cards? There is an online version for @MCRMetrolink from Mon 15 June.  It will offer discounted, flexible travel for people who have to use the tram but travel less often, as they work from home more.  <https://bit.ly/3fa9ioi>  #SafeGM #ClipperGM |
| **Twitter – face coverings** |
| You must wear a face covering when using public transport.  You can easily make your own and the most important thing is that it should cover your mouth and nose.  Let’s work together to stay safe.    #SafeGM |
| From Monday 15 June it is mandatory to wear a #facecovering on buses, trains and trams.    Please help keep yourself and others safe by wearing a face covering – unless your condition means you’re unable to do so.    #SafeGM |
| **Twitter – Active Travel** |
| Greater Manchester is reopening and starting to move.  Please walk or cycle for your journey if you can.    Do not use public transport unless you have to. Keep it for those with no alternative.    Visit tfgm.com/coronavirus for safe travel advice.    #SafeGM |
| One third of all journeys under 1km in Greater Manchester are made by car – that’s about a 5-minute bike ride or a 10-minute walk!    Visit tfgm.com/coronavirus/cycling-walking for tips and advice on cycling and walking.    #SafeGM #ActiveTravel |
| Greater #Manchester local authorities are introducing measures to give pedestrians & people on bikes more space.    Find out more: tfgm.com/safestreets    #SafeGM #SafeStreetsSaveLives |
| **Twitter – Driving** |
| Greater Manchester is moving differently.    More people than ever are choosing to walk or #cycle.    Please help keep others safe by slowing down and passing wide.     #DriveSafe #SafeGM |