



Stakeholder Toolkit

Monday 14 October 2019 –
Wednesday 8 January 2020

Background:

Buses are vital for Greater Manchester. They're used for three-out-of-four public transport journeys and thousands of us depend on them to get to work, the shops or services like our local GP.

Buses also help reduce the number of cars on our roads, this means less congestion and less pollution.

But bus use is falling.

Currently in Greater Manchester, individual bus companies decide their own routes, timetables, tickets and standards. In areas they don't run, the public sector pays to fill in the gaps in the market where it can.

It's hard to make our buses work together, or with other kinds of public transport, and the fares and tickets available can be confusing.

Buses can be improved and Greater Manchester now has a chance to do buses differently.

GMCA is proposing a franchising scheme for the whole of Greater Manchester.

This would mean that bus services would be under Greater Manchester's control and we would decide which services would be provided - like the way buses are run in London and some other major cities around the world. We would set the routes, timetables, tickets and standards, while the bus operators would run the services.

This would allow buses to work better with the rest of our public transport – as part of Our Network – Greater Manchester's vision for a joined-up transport system.

We want to hear your views as part of our public consultation. It doesn't matter if you're a regular bus passenger or rarely use the buses, everyone's views are important and will inform a future decision on how your buses are run. Have your say at www.gmconsult.org

Toolkit

As part of the consultation we want to reach as many people, organisations and businesses as possible to raise awareness of the consultation and so they can share their views. We want this shared as widely as possible to encourage participation.

We want to hear from bus passengers, but also people who don't travel by bus. We want to hear from people across Greater Manchester, we also want to hear from people who don't live in Greater Manchester, such as people in our neighbouring authorities.

As a key stakeholder, we would like your help by sharing our content through our channels, including your internal and external newsletters and magazines and your social media channels.

This toolkit includes:

- Newsletter/Magazine copy (External/Internal)
- Specific social media content for your audience
 - Twitter, Facebook and LinkedIn
- A link to images and animations which include:
 - Photography of people on buses, at bus stops and interchanges
 - Photography of people in Greater Manchester's cities and towns
 - Photography of buses and other modes of transport
 - A full animation explaining what the consultation is about
 - A short animation explaining what the consultation is about
 - A short animation explaining what the consultation is about (with health focus)
 - GIFs taken from the animation

- The correct hyperlink to use

Please note: This is a statutory consultation, to ensure consistency and accuracy please use the content as supplied.

We can also supply A4 posters and leaflets on request. If you would like these please contact gmbusconsultation@greatermanchester-ca.gov.uk.

Copy (Internal/External)

300 Words

Have your say on how your buses are run

Buses are vital for Greater Manchester. They're used for three-out-of-four public transport journeys and thousands of people depend on them to get to work, the shops or services like our local GP.

Buses also help reduce the number of cars on the roads, this means less congestion and less pollution.

But bus use is falling.

Currently in Greater Manchester, individual bus companies decide their own routes, timetables, tickets and standards. In areas they don't run, the public sector pays to fill in the gaps in the market where it can.

It's hard to make buses work together, or with other kinds of public transport, and the fares and tickets available can be confusing.

Buses can be improved and Greater Manchester now has a chance to do buses differently.

Greater Manchester Combined Authority (GMCA) is proposing a franchising scheme for the whole of Greater Manchester.

This would mean that bus services would be under Greater Manchester's control and they would decide which services would be provided - like the way buses are run in London and some other major cities around the world. GMCA would set the routes, timetables, tickets and standards, while the bus operators would run the services.

This would allow buses to work better with the rest of public transport – as part of Our Network – Greater Manchester's vision for a joined-up transport system.

GMCA wants to hear your views as part of their public consultation. It doesn't matter if you're a regular bus passenger or rarely use the buses, everyone's views are important and will inform a future decision on how your buses are run.

Have your say at www.gmconsult.org

If you need to respond in a different way, or require the consultation materials in a different format, please contact gmbusconsultation@greatermanchester-ca.gov.uk or call 0161 244 1100 to discuss your requirements.

150 Words

GREATER MANCHESTER BUS CONSULTATION: Have your say on how your buses are run

Greater Manchester Combined Authority (GMCA) is proposing a bus franchising scheme for the whole of Greater Manchester.

This would mean that bus services would be under Greater Manchester's control and they would decide which services would be provided - like the way buses are run in London and some other major cities around the world. GMCA would set the routes, timetables, tickets and standards, while the bus operators would run the services.

This would allow buses to work better with the rest of public transport – as part of Our Network – Greater Manchester's vision for a joined-up transport system.

GMCA wants to hear your views as part of their public consultation. It doesn't matter if you're a regular bus passenger or rarely use the buses, everyone's views are important and will inform a future decision on how your buses are run.

Have your say at www.gmconsult.org

If you need to respond in a different way, or require the consultation materials in a different format, please contact gmbusconsultation@greatermanchester-ca.gov.uk or call 0161 244 1100 to discuss your requirements.

SOCIAL MEDIA

Creative assets

Creative assets including animation and photography have been produced in suitable formats for Facebook (1200 x 628) and Twitter (1024 x 512).

You can download them here: <https://tfgm.sharefile.com/d-s034c7320e3f461fa>

Hyperlinks

Please use the campaign URL so we can track how people find out about the consultation.

Website link: www.gmconsult.org

Campaign URL: <http://ow.ly/8bD150wd1nA>

Twitter

 How should Greater Manchester's buses be run?

 @greatermcr want to hear your views as part of a consultation.

 <http://ow.ly/8bD150wd1nA> #gmbusconsultation

 Do you have a view on how Greater Manchester's buses should be run?

 @greatermcr want to hear your views as part of a consultation on a proposed franchising scheme.

Click here  <http://ow.ly/8bD150wd1nA> #gmbusconsultation

 @greatermcr want to hear your views on how Greater Manchester's buses should be run.

Click here  <http://ow.ly/8bD150wd1nA> #gmbusconsultation

Everyone has a chance to share their thoughts on how buses should be run as part of a @greatermcr consultation on a proposed franchising scheme for #GM

Find out more and have your say at <http://ow.ly/8bD150wd1nA> #gmbusconsultation

Greater Manchester has the chance to do buses differently and @greatermcr wants to hear your views as part of a public consultation

It doesn't matter if you're a regular bus passenger or rarely use the buses, everyone's views are important.

<http://ow.ly/8bD150wd1nA> #gmbusconsultation

Facebook

 How should Greater Manchester's buses be run?

 @greatermcr want to hear your views as part of a consultation.

Click here  <http://ow.ly/8bD150wd1nA> #gmbusconsultation

Linked In

Greater Manchester Combined Authority is planning to bring buses under local control.

They want to hear your views as part of a statutory public consultation.

It doesn't matter if you're a regular bus passenger or rarely use the buses, everyone's views are important.

<http://ow.ly/8bD150wd1nA>

#gmbusconsultation

For further information, please contact the TfGM Corporate Comms team:

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0161 244 1055

Thanks for your support!