

Public Transport Demand Management and Travelling Safely Campaign Launching 16 November 2020

Campaign aims –

We are using some of the funding provided by the DfT for Travel Demand Management to run a campaign to:

- Encourage people to plan their journeys to manage the demand at peak times
- Advise on using public transport safely, including wearing face coverings



From 5 November until 2 December, there is a national lock down so people should only travel to buy goods or services from premises that are open, including essential retail, for work, or to access education, medical appointments or to access the outdoors for exercise and recreation. The campaign will communicate this and any ongoing changes that emerge as we come out of lockdown and find out what further restrictions are in place.

Key campaign messages -

We need to balance our messages to avoid lasting negativity on using public transport as in normal times it is an integral part of our sustainable transport offer. We will provide information and advice about using public transport safely and communicate the efforts by operators to ensure vehicles are as clean and safe as possible.

- At the moment we should all try to reduce the number of journeys we make, avoid unnecessary travel and stay local.
- Please walk or cycle if you can, or if you do need to use public transport, plan ahead and avoid busy times and routes to allow social distancing.
- Encourage wearing face coverings as the right thing to do, it is a legal requirement on public transport and in interchanges and bus stations
- Tie it into the LRF 'Let's do it for Lancashire' messages where possible.

Rock FM advertising

We have a 15 week sponsorship campaign running on Rock FM which includes 6 key messages a month running 16 Nov 20 – 12 Feb 21. We will be able to regularly change messages to reflect the changing situation around travelling by public transport.

Web presence

We have updated our [web page](#) with information and advice on travelling safely by public transport, as well as linking to our [Active Travel](#) and Switch to [Cycling pages](#)

Poster




A poster is being printed and distributed to public transport operators. It is aimed at young people to encourage the use of face coverings throughout the journey.

Social media

We have produced a short animation to help encourage wearing face coverings on buses following feedback from operators that many young people are failing to wear them, or taking them off on the bus. This will be launched on our Instagram channel.

The campaign will be supported by a schedule of posts on Facebook, Instagram and Twitter. Some of these will be boosted via social media advertising to gain a greater exposure or reach specific target groups. Below are some examples of posts, please note they are for illustration purposes only and the interactive versions will be released on our social media channels from 16 November.

Message	Image/multimedia
<p>We can all do our bit to help stop the spread and reduce unessential journeys. If you do need to use public transport, please plan your journey and travel off peak if you can.</p> <p>For advice about using public transport safely visit https://www.lancashire.gov.uk/coronavirus-updates/public-transport/</p>	

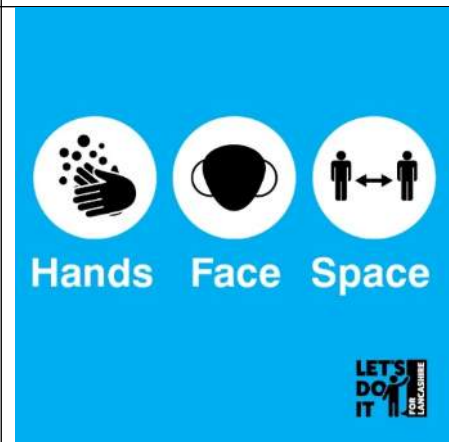
If you need to travel, it's important to wear a face covering in all enclosed spaces, including in bus and train stations. Our operators are working hard to make your public transport journeys as safe as possible but we all have a part to play. Find out more about using public transport safely

<https://www.lancashire.gov.uk/coronavirus-updates/public-transport/>

#LetsDoltForLancashire

Need to travel by bus or train? Our operators are working hard to make your public transport journeys as safe as possible but you can help stop the spread. For advice on using public transport safely, visit

<https://www.lancashire.gov.uk/coronavirus-updates/public-transport/>




Stakeholders

We are encouraging staff and partner organisations to support the campaign.


How you can support the campaign

Please help us to promote the campaign and direct people to the webpage [lancashire.gov.uk/publictransport](https://www.lancashire.gov.uk/publictransport)

You can help support our digital campaign by sharing and commenting on our social media posts:

 Follow us on Twitter @lancashirecc and search #LetsDoltForLancashire for messages to re-tweet from your Twitter account.

 Like us on Facebook from your Facebook profile and share our #LetsDoltForLancashire posts.

 Follow us on Instagram @lancashirecc and share our #LetsDoltForLancashire posts.

For more information about the campaign, please contact jennifer.dobson@lancashire.gov.uk or suzie.evans@lancashire.gov.uk