



→ Time to take the train

2024 Partner and supporter pack: Schools

About the campaign



Dear partner,

We're excited to introduce you to the "Time to Take the Train" campaign, an initiative by Wokingham Borough Council in partnership with South Western Railway. This campaign aims to make train travel a go to choice for school students, staff, and parents in Wokingham.

Traveling by train offers many of benefits for everyone:

- **Save time:** Trains can get you to your destination quickly and efficiently, often a much quicker option than car travel.
- **Save money:** Train travel can be cheaper than driving, especially with school student discounts and railcards.
- **Support the environment:** Trains are a more sustainable travel choice compared to cars. By choosing train travel, you're actively reducing your carbon footprint and contributing to a healthier planet.
- **Safety:** Trains are one of the safest modes of transportation available. Sit back, relax, and enjoy the journey knowing you're in good hands.
- **Convenience:** Forget about parking hassles and traffic jams. Trains offer a comfortable and convenient way to travel, with plenty of space to study, work, or relax.

We're committed to making train travel even more convenient for everyone. Three of our Wokingham stations are now equipped with bike repair stands, making it easier to cycle to and from the station.

This partner pack is designed to be a helpful tool for encouraging train travel within your school community.

Explore the resources in the partner pack and start promoting the benefits of train travel within your school!

- [Learn more about train travel in Wokingham.](#)
- [Explore passenger information from South Western Railway.](#)

Many thanks for your support,

My Journey Wokingham Team

How to use this pack



We've designed this pack to make it as easy as possible to share tips and advice for train travel. We hope you'll find this helpful for your school networks:

- **Two digital posters (for bulletin boards)**
 - Two digital posters to support with the promotion of train travel.
- **Two newsletters**
 - Two newsletters with placeholder spaces for you to add specific information and contact details for your school community. Four newsletter graphics will also be provided.
- **Four social media posts**
 - These posts cover topics including saving time, saving money, and environmental impact of train travel. The posts are adaptable to suit your school community. Four social media graphics have also been provided to complement the posts.

All artwork is available in PNG format. Download the artwork [here](#)

Feel free to adapt the posts and content provided.

When posting on social media, please tag the My Journey Wokingham channels:

Facebook: <https://www.facebook.com/MJWokingham/>

X: @MJWokingham

Instagram: @myjourney_wokingham

We encourage the use the following hashtags when sharing your inspiring content:

#TimeToTakeTheTrain

Newsletter content



Newsletter 1: Time for the school run? Time to take the train

Are you tired of the morning rush and afternoon traffic jams? There's another way to do the school run that's fast, fun, and stress-free - time to take the train!

Imagine getting the kids to school hassle-free and on time every day, without the stress of traffic. That's the power of train travel! Not only will you save time, but you'll likely save money on fuel costs too. And while you're on the train, you can spend quality time with your children, or help them catch up on last minute homework! So next time you're dropping the kids to school, hop on a train and experience the time-saving and money-saving benefits for yourself!

Ready to take the train? Check out these resources to learn more about travelling across Wokingham:

- **Wokingham Train Travel:** [Link to My Journey train travel information](#)
- **South Western Railway:** [Link to South Western Railway information](#)

[School Logo]

[School Website Link]

Newsletter content



Newsletter 2: Sustainable travel? Time to take the Train!

Why is train travel great for the environment?

- **Reduced pollution:** Trains produce far less pollution than cars, helping to keep our air clean and healthy.
- **Save energy:** Trains are much more energy-efficient than cars, saving fuel and money.
- **Protect wildlife:** By choosing trains, we help to protect wildlife habitats and reduce noise pollution.

Why not take it one step further and try active travel at the same time?

For an even bigger environmental impact, combine train travel with active travel like cycling. Some of our train stations now have improved bike facilities, including bike repair stands. This makes it easy to cycle to the station with the family and enjoy the benefits of both modes of transportation.

Visit <https://www.myjourneywokingham.com/train-travel/> to see an infographic of the handy bike repair stands that are now available at stations across Wokingham.

Why not encourage other teachers to join you?

[School Logo]

[School Website Link]

Newsletter assets

Newsletter graphics - saved [here](#).

→ → →

Time for the
school run

→ **Time to
take the train**

myjourneywokingham.com/train-travel



South Western
Railway

my Journey
HELPING
WOKINGHAM
GET AROUND

→ → →

Time to teach

→ **Time to
take the train**

myjourneywokingham.com/train-travel



South Western
Railway

my Journey
HELPING
WOKINGHAM
GET AROUND

Social media content



1. Time to get the kids to school? Time to take the train!

Are you looking for a sustainable and healthy way to get the kids to school? Try an active swap and combine cycling with train travel.

- Save the planet with eco friendly travel 🌍
- Boost energy levels so the kids feel ready for school 📖
- Beat the traffic and enjoy a stress-free journey 🚆

Some of the Wokingham stations now have brand new bike repair stands! So, a flat tyre won't ruin your day.

Ready to go? Find out more about train travel and routes across Wokingham:

- **Wokingham Train Travel:** [\[Link to My Journey train travel information\]](#)
- **My Journey Wokingham:** [\[Link to My Journey Wokingham journey planner\]](#)

Let's make your school drop off an active adventure!

#TimeToTakeTheTrain #Wokingham #ActiveTravel

2. Safety whilst travelling to school

Enjoy a safe and stress-free journey by train.

- Trains are one of the safest modes of transportation available 👁️👁️
- Reliable departures and arrivals to get you to school on time 🕒
- Friendly and helpful staff are always on hand to assist you 🧑

Tips for a safe train journey:

- Stay alert and pay attention to your belongings.
- Follow station rules and announcements.
- Report any suspicious activity.

[School Logo]

[School Website Link]


#TimeToTakeTheTrain

Social media content



3. Time to get active? Time to take the train!




Looking for a fun and active way to get the kids to school? Try an Active Swap and combine walking or cycling with the train!

Walk or cycle with your kids to get to the local train station. It's a great way to get some exercise and fresh air, meaning the kids are energised for a day at school and you are ready to take on work! 

#TimeToTakeTheTrain #ActiveSwaps #Wokingham

4. Time for the school run? Time to take the train!

Taking the train and leaving the car behind is a great option when it comes to the school run, just imagine:

- Stress-free mornings without sitting in traffic jams 
- Doing your bit for the planet while on your commute 
- More quality time with your kids 

Find out more about train travel across Wokingham: [\[Link to Wokingham Train Travel\]](#)

#TimeToTakeTheTrain #Wokingham

Social media assets

Graphics can be downloaded [here](#).

→ → →

Time to get the kids to school

→ Time to take the train

South Western Railway 



→ → →

Enjoy a safe journey

→ Time to take the train

South Western Railway 



→ → →

Time for the school run

→ Time to take the train


South Western Railway 




→ → →

Time to get active

→ Time to take the train

South Western Railway 



Digital poster content



Poster 1: It's time to take the train!

- Time for a stress-free school run


Poster 2: It's time to take the train!

- Time for a comfortable journey to school

Call to action: Ready to take the train? Find out more about train travel across Wokingham by visiting:
<https://www.myjourneywokingham.com/train-travel/>

Digital poster assets

Poster 1: Time for a stress-free school run



→ Time to
take the train


Time for a stress-free school run

Ready to take the train? Find out more:
myjourneywokingham.com/train-travel/

South Western
Railway

my Journey

Poster 2: Time for a comfortable journey to school



→ Time to
take the train

Time for a comfortable journey to school

Ready to take the train? Find out more:
myjourneywokingham.com/train-travel/

South Western
Railway

my Journey

Download your digital posters [here](#).

Contact information



Do you want to learn more, or do you have further questions about promoting train travel amongst your school community? Our dedicated team is here to help, contact them using the information below.

For queries about the My Journey programme or the 'Time To Take the Train' campaign, please contact: myjourney@wokingham.gov.uk

For queries about this pack or marketing and promotion please contact:
lizzie@brightsparksagency.com

