

University Travel Communications Summary Pack

East Midlands Railway

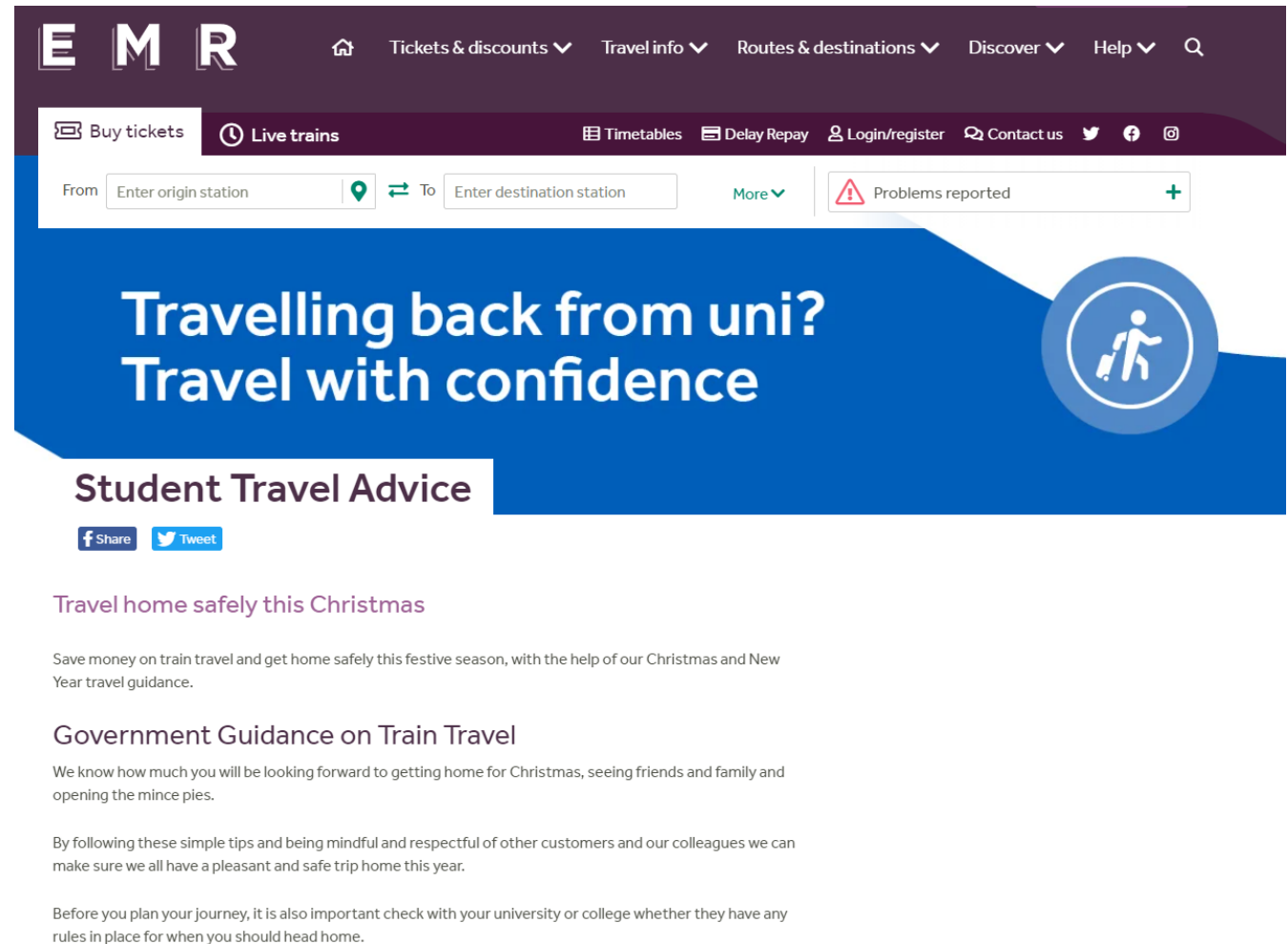
Digital Communications – Dedicated Student Webpage

EMR have set up a dedicated online platform for students, with advice and guidance on how to travel and how to get the best fares.

<https://www.eastmidlandsrailway.co.uk/students>

This webpage contains:

- Student travel advice
- Government guidance on train travel
- What to expect on train and at the station
- Seat Finder tool, to find less busy services
- Accessing the best fares
- FAQ's



The screenshot shows the EMR (East Midlands Railway) website's dedicated student travel advice page. The header features the EMR logo and navigation links: Tickets & discounts, Travel info, Routes & destinations, Discover, and Help. Below the header, there are buttons for 'Buy tickets' and 'Live trains', followed by links to 'Timetables', 'Delay Repay', 'Login/register', 'Contact us', and social media icons. A search bar is present with 'From' and 'To' fields, a location pin icon, and a 'More' dropdown. A 'Problems reported' button with a plus icon is also visible. The main content area has a blue background with the text 'Travelling back from uni? Travel with confidence' and a circular icon of a person with a suitcase. Below this, the 'Student Travel Advice' section includes 'Share' and 'Tweet' buttons. The 'Travel home safely this Christmas' section offers advice on saving money and getting home safely. The 'Government Guidance on Train Travel' section provides tips on being mindful and respectful of other customers. The bottom section advises checking university or college rules before planning a journey.

EMR

Tickets & discounts ▼ Travel info ▼ Routes & destinations ▼ Discover ▼ Help ▼

Buy tickets Live trains Timetables Delay Repay Login/register Contact us

From Enter origin station To Enter destination station More ▼ Problems reported +

Travelling back from uni? Travel with confidence

Student Travel Advice

Share Tweet

Travel home safely this Christmas

Save money on train travel and get home safely this festive season, with the help of our Christmas and New Year travel guidance.

Government Guidance on Train Travel

We know how much you will be looking forward to getting home for Christmas, seeing friends and family and opening the mince pies.

By following these simple tips and being mindful and respectful of other customers and our colleagues we can make sure we all have a pleasant and safe trip home this year.

Before you plan your journey, it is also important check with your university or college whether they have any rules in place for when you should head home.

Digital Communications – Social Media & Digital Screens

EMR will be promoting the Travel with Confidence message for students across our social media platforms and our digital screens at stations across our network.

The key message focusses on **planning ahead, booking online** and **travelling safely**.

The Facebook social media graphic will be accompanied with the following text:

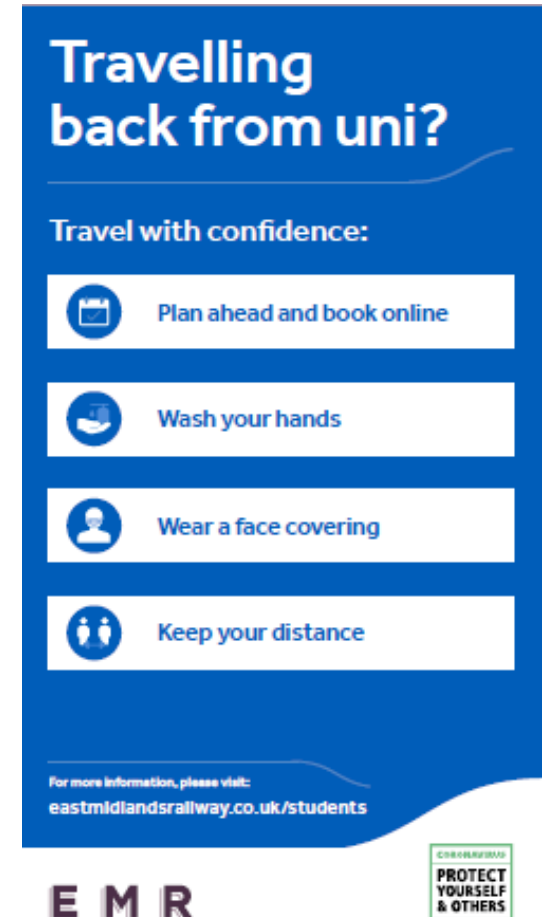
To help minimise the spread of Covid-19, and to ensure all students are able to get home safely in time for Christmas, the student travel window is open between 3rd and 9th December.

To help keep you and those around you protected during your travels, remember to follow the government's advice at all times.

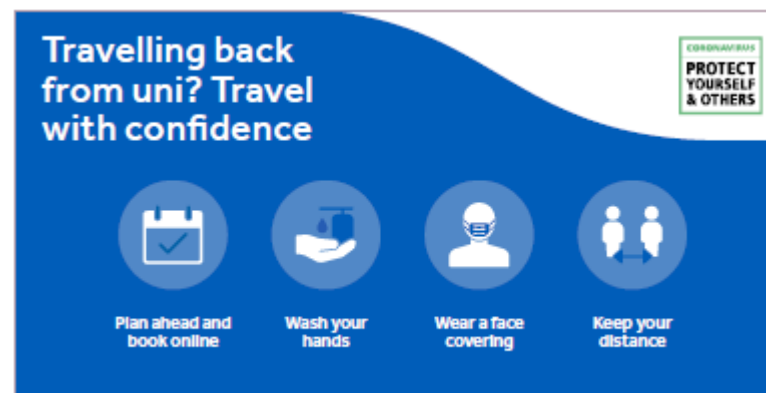
Head here for more information on Covid-19 travel for students:

<https://www.eastmidlandsrailway.co.uk/students>

Digital Station Poster Graphic



Facebook Social Media Graphic



Digital Communications – Social Media

Instagram Story Social Media Graphics



Press Release

EMR has sent out a press release today to all local media across our routes, which has a clear message asking students to book ahead and follow a number of simple steps.

The full press release can be found here:

<https://www.eastmidlandsrailway.co.uk/help-manage/about-us/media-release/students-urged-to-book-ahead-and-follow-simple-steps-before>

Students urged to book ahead and follow simple steps before travelling home for Christmas

**Travelling back from uni?
Travel with confidence**



Student Travel Advice

Download

- Students asked to book ahead
- Check online Seat Finder tool for quieter trains
- Stay at home and get a test if feeling unwell

East Midlands Railway (EMR) is urging students to book ahead and follow a number of simple steps when using its services to get home for the Christmas period.

The Government has recently announced a travel window from Thursday 4th to Wednesday 9th December to support students in returning home for the festive period. To help students through this process, EMR is asking them to plan ahead and use its website or app to book their tickets. If they subsequently test positive after making a online booking their journey can be moved to another day – without cost.

Thank you

If you have any questions, please get in touch with our Stakeholder Manager:

Laura Etheridge

Laura.Etheridge@eastmidlandsrailway.co.uk
