Advice for businesses
Introduction

As the Government continues to ease lockdown measures, the rail industry is working hard to reassure passengers that the network is safe and ready for their return.

Train companies across the country have increased measures throughout the pandemic to maximise the safety of passengers and staff. It is important to continue raising awareness on the new way of travelling by train, that allows everyone to travel with confidence.

This briefing outlines some of the practical steps businesses can take to help their customers and employees return to rail safely.

It is essential for the country’s economic recovery, and for the environment, that people return to rail in a safe way.
Passengers can travel with confidence

The rail industry is doing all it can to keep passengers and its staff safe. We are taking extra steps in stations and on trains to reduce and manage any risk of transmission of coronavirus.

Train companies have introduced enhanced cleaning measures: more cleaning staff, new cleaning equipment, a focus on high touch areas, ensuring toilets are well stocked with soap, and carriages checked regularly throughout the day.

Passengers are required to wear a face covering when using the railway – unless they are exempt, and they could be refused travel if they do not. A list of exemption criteria can be found at www.gov.uk.

Our frontline staff also wear face coverings or visors for their own and passenger safety.

Passenger assistance continues to be available to those who need it. We ask that passengers book in advance, where possible through www.nationalrail.co.uk, where further information is also available.

Signage throughout a passenger’s journey will encourage social distancing and will help guide passengers on the new way to travel.

On top of this, train companies are managing capacity at stations and on trains by using technology, developed by Zipabout, to alert rail passengers to busy trains and stations before they leave home, helping them to plan and stagger their journeys and keep safe while travelling.
Help us to help you – what to tell your customers

It is vital for the country’s economic recovery, and for the environment, that as people begin travelling again, they choose rail. The rail industry is already helping to reconnect people to business, leisure and other opportunities.

The below text can be used to reassure potential customers that they can travel safely by rail to access businesses and services.

What to say
This text can be displayed on websites, promotional materials or on social media channels.

**In short**
Travel with confidence when travelling by train – wear a face covering, wash your hands and travel at quieter times.

**In detail**
Train companies are taking extra steps to ensure you can travel with confidence by maximising space, boosting cleaning, helping with hygiene and improving information.

When travelling by train wear a face covering – unless exempt, wash your hands and travel at quieter times. Plan ahead and sign up for National Rail’s Alert Me service to get personalised updates about your journey.

Visit [nationalrail.co.uk](http://nationalrail.co.uk) for the latest travel advice.
Help us to help you – what to display

What to display
Posters and social graphics are available to help educate customers and employees about how they can travel with confidence when using the train.

Poster - A5/A4/A3

<table>
<thead>
<tr>
<th>Travel with confidence by train</th>
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<tbody>
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<td>Wash your hands</td>
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Train companies are
Maximising space
Boosting cleaning
Helping with hygiene
Improving information

Learn more about the railway’s safer travel pledge
nationalrail.co.uk/travelsafer

Social graphics
Facebook  1280x720
Instagram 1000x10000
Twitter   1024x512

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For the latest travel advice visit
nationalrail.co.uk

All the content is available to download from this [webpage](#).
Help us to help you – what we ask of businesses

We are also advising businesses to take the necessary steps to help allow their employees and customers to travel with confidence when they use the railway.

**Avoid peak times**

Help your employees and customers avoid peak times. We suggest businesses consider changing opening hours and stagger start and finish times, to allow people to travel when the railway is quieter, allowing for further social distancing.

**Promote better routes to your business**

Consider how people travel to your business. Is there a less busy route they can take, can they avoid changing trains or can they travel at different times?

We also ask businesses to encourage employees and customers to follow the recommended travel guidance, in particular, the need to wear a face covering – unless exempt.
For the latest travel advice visit nationalrail.co.uk/coronavirus

Rail Delivery Group

National Rail

www.raildeliverygroup.com
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