

# OURPASS

## 'Exclusives' App

Briefing Pack



**This pack has been designed to give you all the tools you need to share the news of the Our Pass 'Exclusives' App with your students, their parents and your key stakeholders and networks.**

Our Pass coincides with a big moment in young people's lives - as they leave school or care, they face decisions that'll shape their future. These are never easy decisions to make, and many young people face significant challenges as they make them.

Our Pass tackles these challenges head on. Membership not only improves accessibility to jobs and learning through free bus travel - essential to those who couldn't otherwise afford to travel - but through exclusive offers and experiences encourages young people to make the most of what Greater Manchester has to offer.

The launch of the new Our Pass 'Exclusives' App makes it easier for them to access free and discounted culture and leisure opportunities across the city-region.

## Contents of this pack

- Introduction to the Our Pass 'Exclusives' App
- Our Pass App Poster - with QR Code
- 1 Page Our Pass App brief
- Social Post content
- Links to videos to help with Our Pass membership, registering for 'Exclusives' and raising awareness of the App
- Links to download the Our Pass App
- Frequently Asked Questions

"The new Our Pass Exclusives app, also announced today, will give young people simpler hands-on access this and the many other discounts and opportunities provided by businesses and local authorities in Greater Manchester.

"I'd encourage all schools and colleges in the city-region to encourage young people to sign up to the Our Pass scheme and make sure they have activated this invaluable part of their Our Pass membership and downloaded the app, so they can take advantage when new offers and discounts come on board."

**ANDY BURNHAM, MAYOR OF GREATER MANCHESTER**

# Introduction to the Our Pass ' Exclusives' App OURPASS

**Our Pass gives Greater Manchester's 16-18 year olds, and care leavers aged 18-21 access to free bus travel and reduced tram travel, as well as exclusive offers and experiences.**

To mark the success of the scheme, and following feedback from young people, we've launched an app which makes it even easier for young people to access free and discounted culture and leisure opportunities across the city-region.

The app is free to download from [Google Play](#) and [The App Store](#).

Young people with an Our Pass travel card will need to activate their 'Exclusives' account before using the app. They will then get instant on-the-go notifications and access to offers, events, prize-draws, discounts and experiences.

For now, young people will still need to use their physical Our Pass membership card to get their free bus and discounted tram travel

and present that on the vehicles whenever they travel - that's until future plans and enhancements to the Bee Network come into play over the next few years to provide touch-in and touch-out with Contactless cards and devices.

Our Pass has been designed with young people, for young people. Our Pass Ambassador Sam Boffey lives in Wigan and travels to MediaCity for college. Sam said:

*"With Our Pass I've been to many places, from just nipping into the local town centre, to going to college and even visiting the Imperial War Museum in Manchester. I'm always looking for different places that I can go free of charge. It's such an amazing thing.*



*"My favourite 'Exclusive' was Footloose The Musical. It was an amazing night and the tickets were only £13, which was a massive saving. We were sat on the second row to the front and it was a really good show! Thanks to Our Pass for the transport there and also for the actual show itself".*

# Our Pass App Poster

OURPASS

We've created an A4 poster for you to print and display in communal areas to help raise awareness of the Our Pass App.


The A4 PDF is included at the back of this pack in the 'appendix' section.



**OURPASS**


**'Exclusives' App**

**With Our Pass Membership, you can get access to much more than free local bus travel and discounts on the tram...**

- 1 Make sure you have an active **Our Pass membership**.
- 2 Register for an **Our Pass 'Exclusives' account** to get access to offers, events, discounts and experiences - from merchandise, festival tickets, careers tasters, and leisure passes, behind the scenes, free stuff, sports - and loads more.
- 3 Download the **Our Pass 'Exclusives' App\*** from the Google Play Store and Apple App Store and browse and apply for **Our Pass 'Exclusives'** across Greater Manchester straight from your phone.
- 4 **Switch-on the notifications** in your, **Our Pass 'Exclusives' App** (and keep the App updated) and you'll get an instant heads-up as new 'Exclusives' are announced.



<https://ourpass.co.uk/> 

\*You'll still need to use your physical Our Pass membership card to get your free bus and discounted tram travel.

# 1 Page Our Pass App brief

We've created an 1 Page Brief for you to print and display in communal areas to help raise awareness of the Our Pass App.

Please also consider sharing this brief with eligible students (including new cohorts) and also include in any email communications to parents.

The A4 PDF is included at the back of this pack in the 'appendix' section.

The image shows a printed A4 PDF of the Our Pass App brief. It features the 'OURPASS' logo at the top in a large, purple, sans-serif font. Below the logo, there is a purple box with the text 'Exclusives' App'. The main text is in a clean, black, sans-serif font. The layout includes several sections: 'With an Our Pass Membership, you can get access to much more than free local bus travel and discounts on the tram...', 'What is Our Pass?' (describing access for 16-18 year olds and care leavers aged 18-21), 'Download the Our Pass\*' (providing instructions on how to download the app from the Google Play Store and Apple App Store), 'It's more than just a travel card' (listing various benefits like merchandise, festival tickets, and sports passes), and 'Exclusives' are for young people - and there are different types of 'Exclusives' to reflect the diversity of young people across Greater Manchester, wherever you live. At the bottom, there are buttons for 'GET IT ON Google Play' and 'Download on the App Store', a QR code, and the website URL 'https://ourpass.co.uk/'. A small asterisked note at the very bottom states: '\* You'll still need to use your physical Our Pass membership card to get your free bus and discounted tram travel.'

## OURPASS

With an Our Pass Membership, you can get access to much more than free local bus travel and discounts on the tram... **'Exclusives' App**

### What is Our Pass?

Our Pass gives Greater Manchester's **16-18 year olds**, and **care leavers aged 18-21** access to **free bus travel** and **reduced tram travel** - for a **one-off £10 fee**.

Did you know that, as an Our Pass Member, young people can get much more from their membership?

### Download the Our Pass\*

The **app is free** to download the Google Play Store and Apple App Store. Using the Our Pass App, you can browse and apply for discounts, offers and experiences across Greater Manchester straight from your phone when you're out and about.

By **switching-on the notifications** in your Our Pass App and keeping the App updated, you'll get an instant heads-up as new 'Exclusives' are announced - making sure you never miss out.


### It's more than just a travel card


You can register for an **Our Pass 'Exclusives' account** and get access to offers, events, discounts and experiences - from merchandise, festival tickets, careers tasters, behind the scenes, free stuff, sports and leisure passes... and loads more.

'Exclusives' are for young people - and there are different types of 'Exclusives' to reflect the diversity of young people across Greater Manchester, wherever you live.

Since Our Pass launched in 2019, more than £2.5 million worth of discounts and offers have been made available through the scheme.

GET IT ON Google Play Download on the App Store







<https://ourpass.co.uk/> 

\* You'll still need to use your physical Our Pass membership card to get your free bus and discounted tram travel.

# Social Post content

**Below is content which you can share on your Social Media accounts to promote the Our Pass 'Exclusives' App.**

Please share them on your social media channels with your student, across your networks and in any relevant newsletters.

CHANNEL	GRAPHIC	POST COPY
 <p>Instagram: @ourpass_gm</p>		<p>It's now easier for Our Pass members to apply for discounts, offers and experiences across Greater Manchester.</p> <p>The brand new Our Pass 'Exclusives' App means young people can browse and apply for Our Pass 'Exclusives' straight from their phone when they are out and about. Available now to download on Google Play Store and The Apple App Store. Check out the short videos on YouTube to find out more.</p> <p>'Exclusives' are for young people, many designed to provide support during the ongoing cost of living crisis - and there are different types of 'Exclusives' to reflect the diversity of young people across Greater Manchester, wherever they live.</p> <p>Remember to share the news and encourage others to download the Our Pass 'Exclusives' App, so that you can apply for 'Exclusives' and enjoy them with your mates. Remember to switch-on app notifications to get an instant heads-up as and when new 'Exclusives' are announced - making sure you never miss out.</p> <p><a href="https://ourpass.co.uk/">https://ourpass.co.uk/</a> <a href="https://www.youtube.com/channel/UCKJeXZ4QEaJluTXaloSnY3w">https://www.youtube.com/channel/UCKJeXZ4QEaJluTXaloSnY3w</a> <a href="https://qrco.de/bdgCEi?trackSharing=1">https://qrco.de/bdgCEi?trackSharing=1</a></p>
 <p>Facebook: @Our Pass</p>		<p>The brand new @OurPassGM 'Exclusives' App means members can browse and apply for Our Pass 'Exclusives' straight from their phone when they are out and about. Available now to download on Google Play Store and The Apple App Store.</p> <p><a href="https://qrco.de/bdgCEi?trackSharing=1">https://qrco.de/bdgCEi?trackSharing=1</a></p>

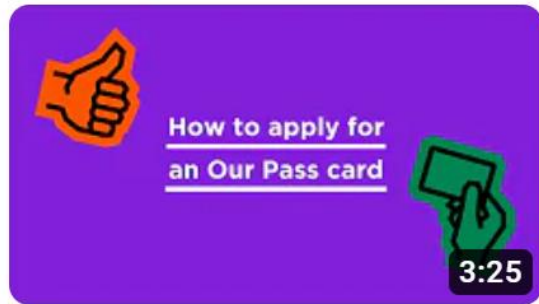
# Our Pass videos

OURPASS

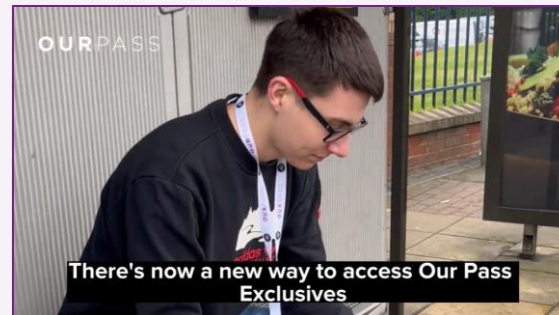
Click [here](#) to watch and share short videos on the [Our Pass GM YouTube Channel](#) which are designed to help set up access to Our Pass 'Exclusives' accounts



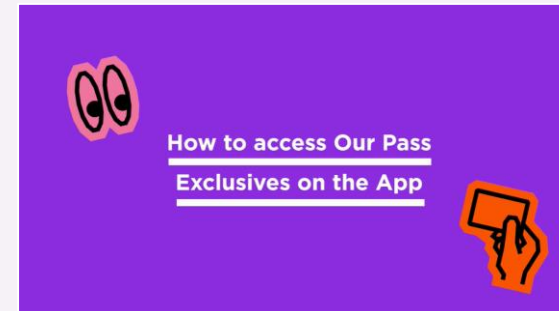
Our Pass GM  
@ourpass\_gm



Also on the channel, you'll find new videos which help you to use and set up 'Exclusives' through the Our Pass 'Exclusives' App:



Introduction to the Our Pass App



How to access Our Pass Exclusives on the app

You can also [watch this video on Instagram](#) which shows the Our Pass 'Exclusives' registration process on a mobile phone - the process is exactly the same on the Our Pass App.

# Links to download the Our Pass 'Exclusives' App OURPASS

**You can now download the Our Pass 'Exclusives' App from Google Play and The App Store and log into your Our Pass 'Exclusives' account on mobile device and get on-the-go access to all the available offers, events, discounts and experiences.**

If you already have an Our Pass travel membership card, you can register to activate your Our Pass 'Exclusives' accounts. Click [here](#) to register on the Our Pass Website - you just need your Our Pass / Get me there card number.

You can also register to activate your Our Pass 'Exclusives' account using the App - watch the short videos [here](#) on the Our Pass YouTube channel to find out more.

By switching-on the notifications in the 'settings' in your Our Pass 'Exclusives' App, you'll get an instant heads-up as and when new 'Exclusives' are announced - making sure you never miss out.

We'll also occasionally send notifications through the App to ask what 'Exclusives' young people would like to see and to also give us feedback on the 'Exclusives' that they've experienced - to make sure we're hitting the mark.

For young people who'd prefer to access Our Pass 'Exclusives' on their desktop device, they can still access them on [this page](#) the Our Pass Website.

Scan the QR Codes or search 'Our Pass' Google Play Store and the Apple App Store:





## We've updated our FAQs with some content to help young people get up and running with the Our Pass 'Exclusives' App.

### Q: What is the Our Pass 'Exclusives' App ?

**A:** It is an easy to use App for Our Pass 'Exclusives' members to browse the latest offers, events and discounts. These are currently available on [www.ourpass.co.uk](http://www.ourpass.co.uk), but with the app they are right in your phone.

### Q: What does the App do?

**A:** The Our Pass 'Exclusives' App allows members to sign in, browse the 'Exclusives' offers apply easily for one the great offers such as free gig and theatre tickets, access to big sports events and free dining offers throughout the whole of Greater Manchester.

### Q: How do I download the App?

**A:** You can now download the Our Pass 'Exclusives' App from [Google Play](#) and [The App Store](#).

### Q: Can I use the App to scan on to the bus and travel?

**A:** For now, young people will still need to use their physical Our Pass membership card to get their free bus and discounted tram travel and present that on the vehicles whenever they travel - that's until future plans and enhancements to the Bee Network come into play over the next few years to provide touch-in and touch-out with Contactless cards and devices.

### Q: Do I need an Our Pass cards to sign in to the Our Pass 'Exclusives' App?

**A:** Yes. When you receive your Our Pass travel card you can then register for your Exclusives account using your Our Pass card number, date of birth and the Borough where you live.

If you can't find the answer, you can get in touch with us [here](#).

### Q: What are Our Pass 'Exclusives'?

**A:** Our Pass 'Exclusives' are a range of free offers, discounts and experiences for Our Pass members in Greater Manchester via the Our Pass website. 'Exclusives' could take the form of discounts, free tickets, event access, retail offers, leisure offers and so on. 'Exclusives' are all time-limited, and so may be available for a short period, or available for a matter of months. The details of timings and terms and conditions can be found on the individual listing on the website. All 'Exclusives' can be accessed via a dedicated web page: [ourpass.co.uk/guide/exclusives](http://ourpass.co.uk/guide/exclusives). 'Exclusives' are regularly updated and are promoted via email and the Our Pass social media accounts.

### Q: I'm having problems signing into the App, what do I do?

**A:** You can email us direct at [Opportunities@ourpass.info](mailto:Opportunities@ourpass.info), or you can contact us through the website here <https://ourpass.co.uk/contact/> and select 'I have a question about the Our Pass App'.

### Q: I've applied for an 'Exclusives' offer on the App, what do I do now?

**A:** Each 'Exclusives' offer is different so you will receive an email confirming that we have received your entry and confirm what happens next. Our emails can get stuck in your junk / spam folder so make sure you check in there if you don't see it.

### Q: I'm having problems downloading the App, what do I do?

**A:** Assuming that you're on the on wifi, or have mobile data, check if your storage is full on your device and that you have the most up-to-date operating system.

# Appendix

# OURPASS

## 'Exclusives' App

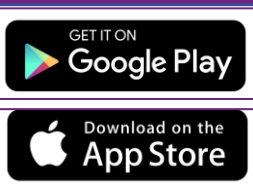
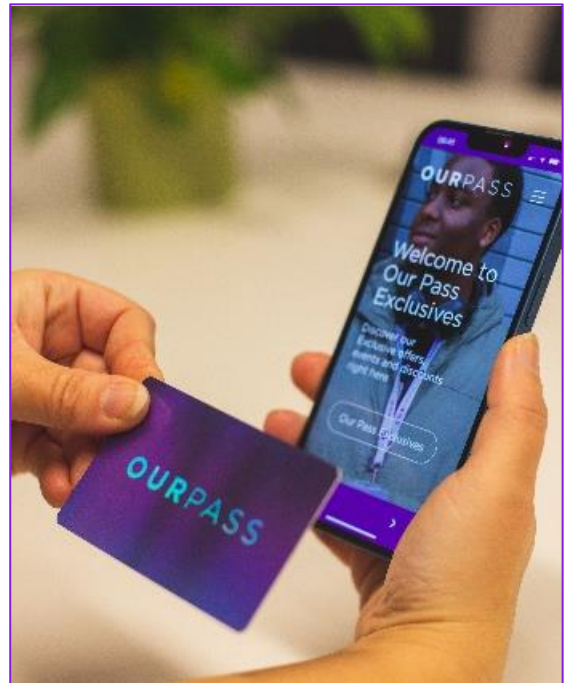
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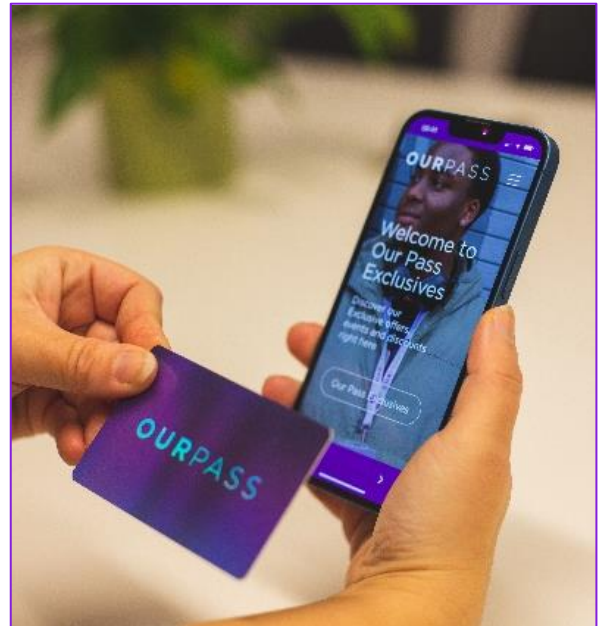
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