

# OURPASS

## 2023 Applications

### Briefing Pack



[www.ourpass.co.uk](http://www.ourpass.co.uk)



[@ourpass\\_gm](https://www.instagram.com/ourpass_gm)



[@ourpassgm](https://www.tiktok.com/@ourpassgm)



[@OurPassGM](https://twitter.com/OurPassGM)



April 2023

**This pack has been designed to give you all the tools you need to share the news of the Our Pass application launch with current year 11 students.**

**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 recent launch of the new **Our Pass Exclusives Smartphone App** now makes it even easier for them to access free and discounted culture and leisure opportunities across the city-region.

## Contents of this pack

- What is Our Pass?
- How to apply for Our Pass
- How you can support young people to apply for Our Pass
- Our Pass promotional poster
- Our Pass information to email to young people
- Social Media posts content
- Our Pass videos
- The Our Pass Exclusives Smartphone App

## More information

- All queries about the application process, problems in applying, and use of the travel card: [help@ourpass.co.uk](mailto:help@ourpass.co.uk)
- For more information and feedback about Our Pass, and Our Pass Exclusives: [opportunities@ourpass.info](mailto:opportunities@ourpass.info)

## What is Our Pass?

**Our Pass** is a UK first, a simple scheme that ensures that all eligible 16–18 year olds in Greater Manchester have the chance to become an Our Pass member – and gain access to two things: free bus travel, and Exclusive offers and experiences:

### 1. Travel

For a one-off £10 administration fee, Our Pass provides free travel on most local buses across Greater Manchester. It also gives members half-price off peak 1 day and weekend travelcards on Metrolink.

### 2. Exclusives

Membership also unlocks Exclusive offers and experiences that range from discounts and event tickets to careers talks, taster sessions and workshops.

## When can young people apply?

Applications for this years' membership (which starts on the 1<sup>st</sup> of September) open on Tuesday 2nd May 2023. Those who are eligible this year must live in Greater Manchester and have been born between 1<sup>st</sup> September 2005 and 31<sup>st</sup> August 2007. Once they have applied, young people will be posted their cards in late August, ready for use on 1<sup>st</sup> September.

## How can young people apply?

Young people need to go to [ourpass.co.uk](https://ourpass.co.uk)

The documents and information they will need are:

- An email address
- Passport-style photograph
- Proof of date of birth
- Proof that they live in Greater Manchester
- A valid payment card (so that they can pay the one-off £10 administration fee).

## How can you support your young people?

Sometimes young people find the application process tricky and sometimes applications are rejected – often, because the photo, proof of address or date of birth documents have been uploaded incorrectly. If your young people find the process difficult, please encourage them to look at the information and diagrams on this web page: [Everything you need to know before you apply](#).

They can also call Transport for Greater Manchester's Customer Services team for help, on 0300 232 0777

*Open Mon – Fri 7am – 8pm, and 8am – 8pm at weekends.*

If any of your young people are unable to provide verification documents then a letter from their school, sent to the young person's home address, confirming they are age eligible for Our Pass can be used instead.

**Check out our Frequently Asked Questions here: [FAQ's](#)**

## What about young people who don't have internet access?

They can apply using a paper application form, which they can collect from a TfGM Travelshop. They can pay the fee in the Travelshop by cash or by card. Travelshop locations can be found [here](#).

## What are Our Pass Exclusives?

The Our Pass website contains an exciting range of discounts special offers and experiences. Our members have accessed Exclusive offers, including free theatre and gig tickets, discounted merchandise, free swimming, sport and leisure centre passes, and career taster days and experiences – please encourage young people to sign up [here](#).

**Please note:** registration for Exclusives is currently a separate process to the Our Pass travelcard registration with TfGM.

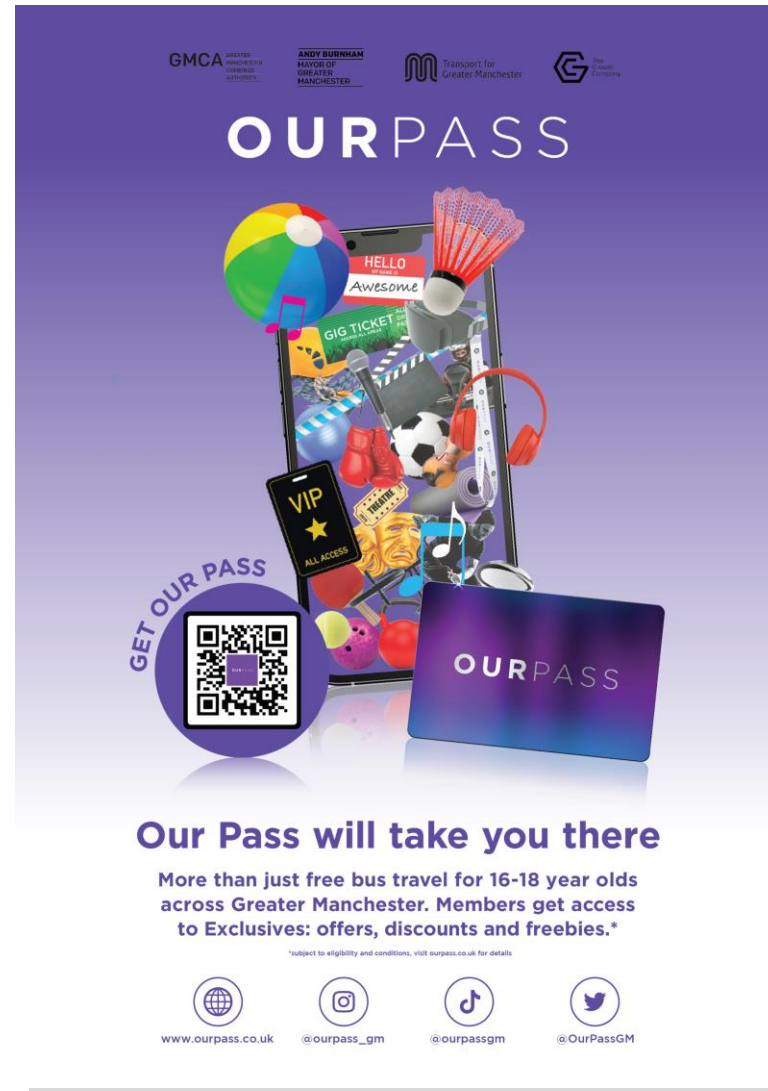
**Got any more questions? Email us at [opportunities@ourpass.info](mailto:opportunities@ourpass.info)**

# Our Pass Poster

OURPASS

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

There are links to download the poster in the Appendix.





# Information for students

We've created an information leaflet to email to your young people and their parents/guardians.

There are links to download the leaflet in the Appendix.

A purple-themed graphic for the OURPASS leaflet. It features the word "OURPASS" in large white letters at the top. Below it, there are several circular images: a group of young people, a person on a bicycle, a person holding a pass, a person on a skateboard, a person holding a pass, a person holding a smartphone, a person holding a pass, and a person holding a smartphone. At the bottom, it says "Free 16-18 bus travel. Unlock all Greater Manchester has to offer." and includes a QR code and the website "ourpass.co.uk".

**OURPASS**

**Free 16-18 bus travel.  
Unlock all Greater  
Manchester has to offer.**

ourpass.co.uk

# OURPASS

In partnership with:

GMCA  
GREATER  
MANCHESTER  
COMBINED  
AUTHORITY

ANDY BURNHAM  
MAYOR OF  
GREATER  
MANCHESTER

Transport for  
Greater Manchester

The  
Growth  
Company

## Your journey starts here!

Our Pass gives 16-18\* year olds free bus travel across Greater Manchester – providing the freedom to travel, work and learn.

### How to apply for Our Pass

Our Pass\* is for 16-18 year olds who live in Greater Manchester.

The pass can be used from September 1st after your 16th birthday until August 31st after your 18th birthday

Apply online at [ourpass.co.uk](https://ourpass.co.uk) – you will need proof of your age and address, a photo, and a credit/debit card to pay the £10 administration fee.

### Our Pass Exclusives

Our Pass is not just a bus travel pass – members have access to loads of free and discounted offers, events and experiences across Greater Manchester. Past Exclusives have included free tickets for ParkLife, Disney's The Lion King, Lightopia, The Halle, Manchester Originals and much more.

Download the Our Pass app or go to the website to sign up for an Exclusives account and make sure you're following our social media accounts for the latest updates and offers.

Apply now [ourpass.co.uk](https://ourpass.co.uk)  
[help@ourpass.co.uk](mailto:help@ourpass.co.uk) 0300 323 0777



[ourpass.co.uk](https://ourpass.co.uk)



[@OurPassGM](https://twitter.com/OurPassGM)



[@OurPassGM](https://facebook.com/OurPassGM)



[ourpass\\_gm](https://instagram.com/ourpass_gm)



[OurPassGM](https://tiktok.com/@OurPassGM)

\* subject to eligibility, check website for details

# Social post content

Below is content which you can share on your Social Media accounts to promote Our Pass. Please share them on your social media channels with your students, across your networks and in any relevant newsletters. Please see Appendix (ii) for download links to each image.

Channel	Graphic	Post copy
Instagram Feed		Our GCSE leavers can access free bus travel across Greater Manchester whatever they are moving on to next year. With Our Pass students can save over £500 on travel as well access exclusive offers, discounts, and experiences. To find out more and apply, visit <a href="https://ourpass.co.uk">ourpass.co.uk</a>
Instagram Stories		Note: copy on graphic, please tag @ourpass_gm and @officialtfgm in your story
Facebook		Our GCSE leavers can access free bus travel across Greater Manchester whatever they are moving on to next year. With Our Pass students can save over £500 on travel as well as access exclusive offers, discounts, and experiences. To find out more and apply, visit <a href="https://ourpass.co.uk/">https://ourpass.co.uk/</a>
Twitter		Whatever they are moving on to next year, our GCSE leavers can save over £500 by accessing free bus travel and exclusive offers/discounts with Our Pass. To find out more and apply, visit <a href="https://ourpass.co.uk/">https://ourpass.co.uk/</a>

There is also an image available for use on a video display screen or on social media posts towards the end of the academic year – see Appendix (ii) for link to download.

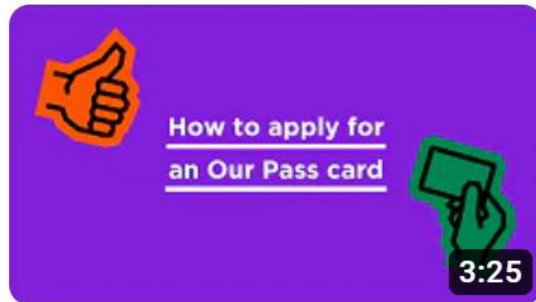
# Our Pass videos

OURPASS

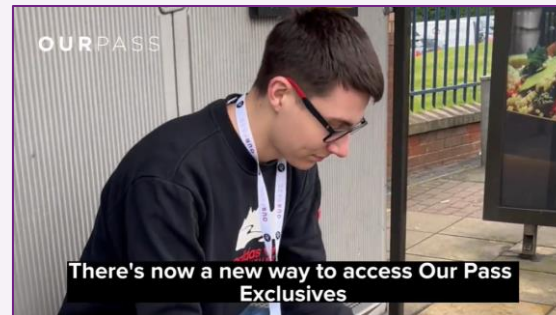
Click [here](#) to watch and share short videos on the [Our Pass GM YouTube Channel](#) which are designed to help set up access to Our Pass 'Exclusives' accounts



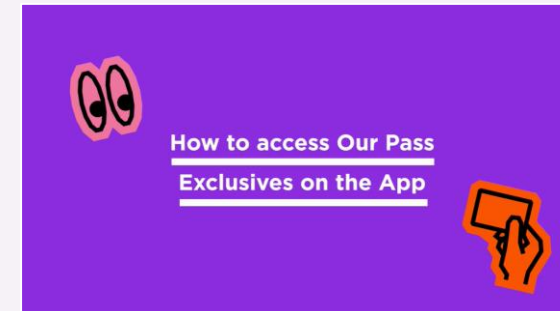
Our Pass GM  
@ourpass\_gm



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 your 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](#) of the website.

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



# Appendix (i)



[Click to download  
email-friendly  
version](#)



[Click to download  
print-friendly  
version](#)



[Click to download  
email-friendly  
version](#)



[Click to download  
print-friendly  
version](#)

# Appendix (ii)

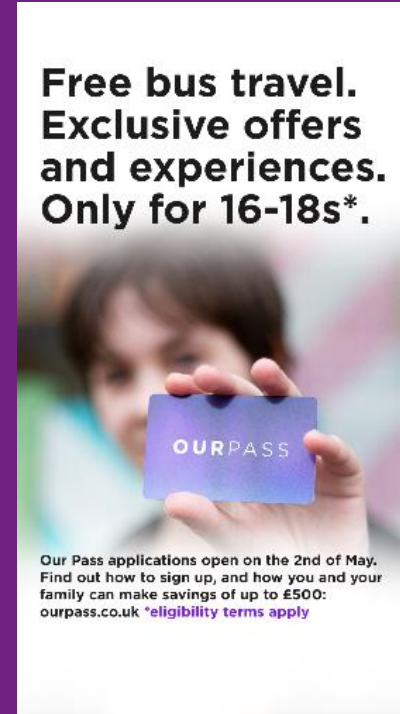
## Social media images to download, sized for each platform



[Click to download](#)  
In-school screen image



[Click to download](#)  
Instagram post image



[Click to download](#)  
Instagram Story image



[Click to download](#)  
Facebook post image



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Twitter post image



[www.ourpass.co.uk](https://www.ourpass.co.uk)



[@ourpass\\_gm](https://www.instagram.com/ourpass_gm)



[@ourpassgm](https://www.tiktok.com/@ourpassgm)



[@OurPassGM](https://twitter.com/OurPassGM)