



OURPASS

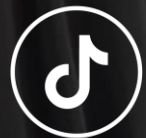
more than just a bus pass...



ourpass.co.uk



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



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

What is Our Pass?

OURPASS

Our Pass provides the freedom to travel, learn and work, and make the most of what Greater Manchester has to offer.

Our Pass is available to all 16 to 18-year-olds who are in years 12 and 13 or equivalent, and who reside in Greater Manchester.

Our Pass can be used from the 1st September after a young person's 16th birthday until the 31st August after their 18th birthday, unless they turn 18 on the 31st August. Care leavers can use Our Pass up to their 21st birthday.

Travel

For a one-off £10 administration fee, Our Pass provides free bus travel across Greater Manchester. Our Pass holders can also purchase half-price off-peak 1 day and weekend travelcards on Metrolink.

Our Pass Exclusives

Our Pass is **more than just a bus pass**, it also provides access to loads of free and discounted offers, events and experiences across Greater Manchester.

“We introduced Our Pass to unlock the city-region for 16 to 18 year-olds, helping them to get around and discover new horizons. Since it launched in 2019 the impact it's had has been phenomenal, with 91% of young people saying it has increased their levels of personal freedom and 86% saying it has helped them take part in new experiences.”

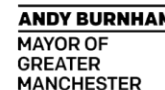
ANDY BURNHAM, MAYOR OF GREATER MANCHESTER

“It opens up so many doors for you. You can not only save money, but also get anywhere you want, with anyone you want - so make sure your friends apply as well so you can travel in a group. You can get to town and go to a restaurant with your friends – it helps you socialise as well, which is really good.”

OLIVIA FELINSKA, OUR PASS HOLDER

More information

- For more information and to discuss how you can support Our Pass please contact us on opportunities@ourpass.info



Our Pass Exclusives

OURPASS

OURPASS
more than just a bus pass...

Exclusives are free or discounted products, services, or experiences.

Flash your pass – Exclusive provider promotes their support for Our Pass at their premises and when Our Pass holders show their card, they receive a discounted product or service.

e.g. **Wax and Beans** in Bury



Online discount codes – The Exclusive is promoted on the Our Pass website and via the smartphone app; when young people apply they receive a discount code that they use when they purchase the providers service online.

e.g. **TOTUM+** membership



Prize draws – Exclusive Provider offers a fixed number of opportunities to engage with their exclusive. These can be event tickets, gift cards or special offers. Young people enter a prize draw, and the winner(s) are picked at random.

e.g. **Parklife** VIP weekend tickets

Experiences – Exclusive provider provides access to training, or a promotional opportunity related to the activity of the provider. This can be cultural, sport, leisure, careers, learning and development focussed.

e.g. **The Palace Theatre** host backstage tours for Our Pass members and provide access to training events relating to their current performances such as The Lion King dance workshop.



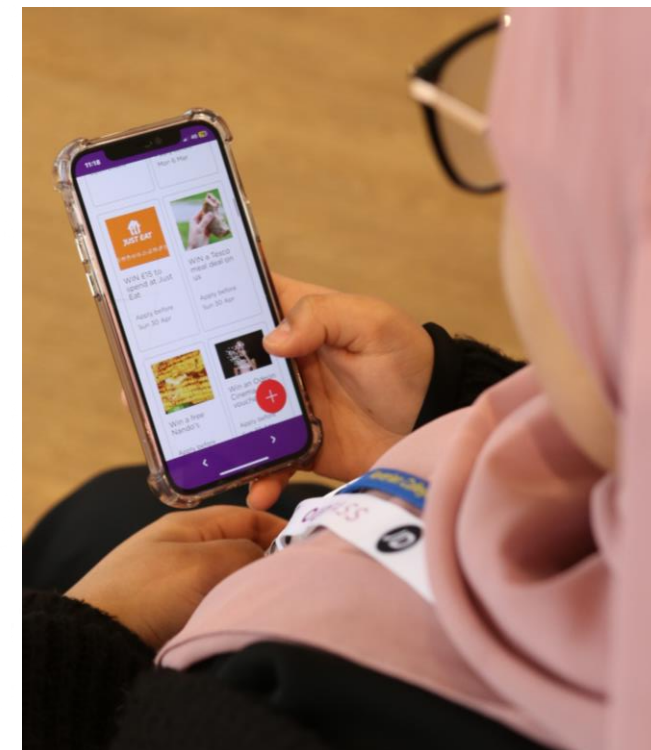
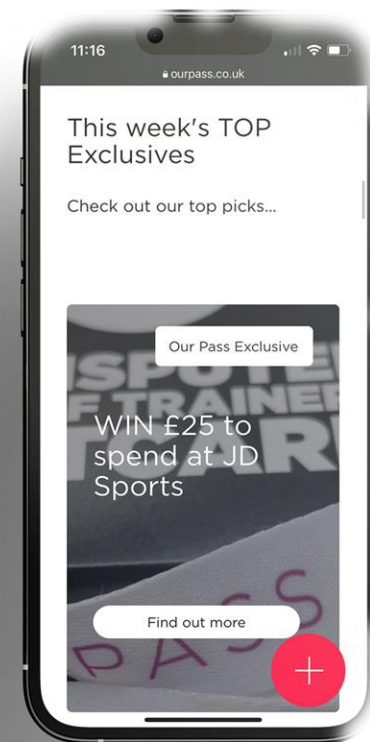
Exclusive provider benefits

OURPASS

By becoming an Exclusive provider, you will be **supporting young people to broaden their horizons and increase their social mobility**. Our Pass is Greater Manchester's flagship initiative supporting young people during their post 16 journey after they leave school.

- Every Exclusive has its own dedicated page on the Our Pass website; **promoting your organisation** and your Exclusive to Our Pass holders **across Greater Manchester**.
- **Featured Exclusives are pinned to the homepage of the website** which is the landing page whether the site is accessed via a browser or the smartphone app.
- Exclusives are **promoted to Our Pass members** via the weekly email **newsletter** and **push notifications** to app users, as well as on our **social media** channels.
- Our Pass will provide assets that you can use to **promote your support for Our Pass** in your venue or premises. Members will know you support Our Pass which can **increase footfall**.

Ready to sign up?
[click here](#)



See the Wax and Beans case study on page 7 for further info

Our Pass reach

OURPASS

49k+

16-18 year old **Our Pass holders** across Greater Manchester

119k+

Combined **reach** of the Our Pass **social media channels**

26k+

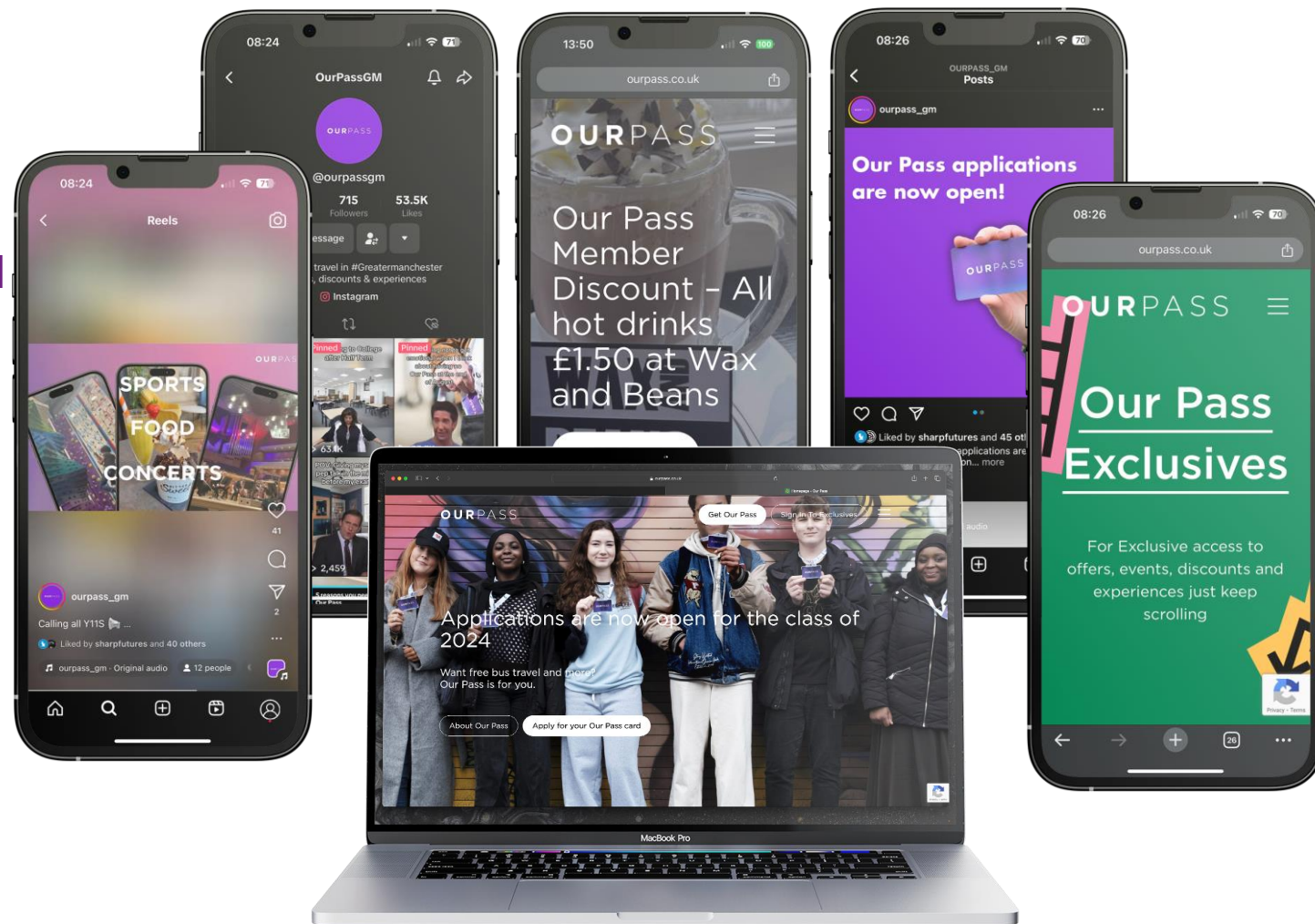
Email **newsletter subscribers**

50k+

Combined **subscribed reach** *

26k+

Visits to the Our Pass **website**



Data correct for September 2024

* Combined subscribed reach is email newsletter subscribers, social media followers and app users.



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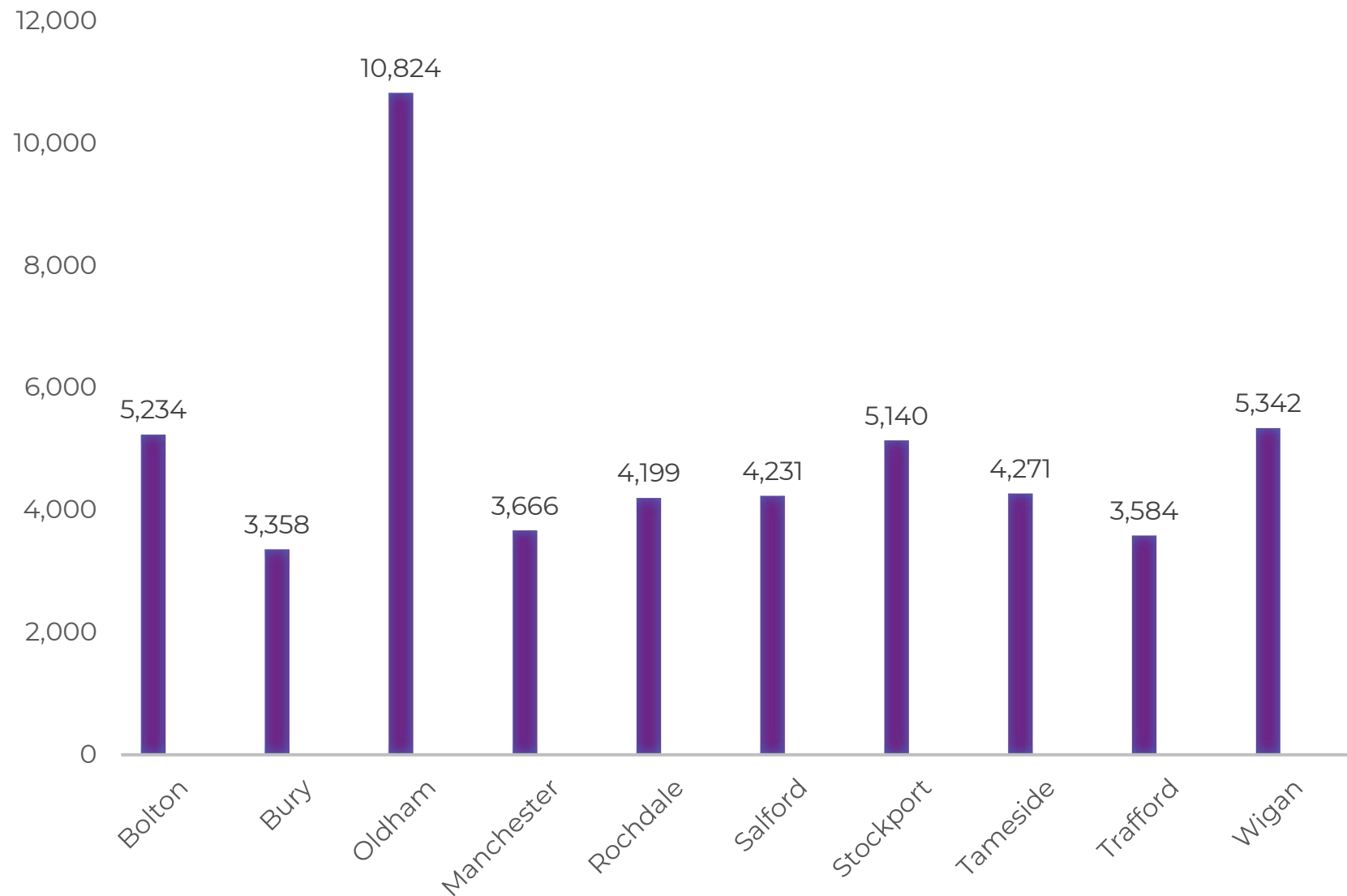


[@OurPassGM](https://twitter.com/ourpassgm)



Our Pass holders in your area

OURPASS



Greater
Manchester
Our Pass holders
49,849

Data correct @ 6/10/24

Case Study: Wax and Beans

OURPASS

Wax and Beans are Bury's only independent record store but they don't stop there. They serve their new and pre-loved vinyl alongside a simple but delicious menu that includes decadent loaded hot chocolates, delicious homemade cakes and really great coffee.

Wax and Beans provide a simple **'flash your card'**

Exclusive where Our Pass members can show their Our Pass card and get discounted hot drinks.

"As a business, we decided to support Our Pass because we are very pleased with what the Mayor of Manchester and the Combined Manchester Authority seeks to achieve with the scheme. Post Covid, it has become evidently more urgent to support young people with safe spaces, with support around mental health and isolation, to be able to explore and take advantage of opportunities within The Greater Manchester area while supporting with cost of living and recreational offers, supporting Our Pass ticks a lot of boxes for us."

BEN SOOTHILL – FOUNDER, WAX AND BEANS



Our Pass Member
Discount – All hot
drinks £1.50 at ...

Open ended



Case Study: Wax and Beans

OURPASS

✓ We have received **free word of mouth marketing**, when a young person who is an Our Pass Holder comes to Wax and Beans with their friends, they have coffee or another hot drink from the menu, discounted with an Our Pass, they use the space to work and socialise, they introduce the business to other friends.

✓ We have experienced an increase in the number of our student customers, and **increased foot traffic to our location**. As a result of more students coming in here and spending time here, our store is perceived as a preferred location for students to meet, and their presence enhances the welcoming community feel.

✓ We have also experienced **increased sales of our hot drinks**, since we introduced an exclusive and discounted hot drinks menu, we have sold close to 3,000 hot drinks to Our Pass holders.

✓ Beyond the financial impact, as a business we are very happy to be able to **contribute to enhancing social skills of young people**, knowing they can get discounted drinks at Wax and Beans encourages young people to go out more and meet others, which will keep developing their social skills and create healthy connections.

Q: Would you recommend Our Pass to other businesses?

We would be delighted to recommend and shout about the positives that the Our Pass scheme can bring to other independent businesses and would encourage them to join in supporting Our Pass by providing exclusive offers to young people on the scheme.



Become an Exclusive provider

OURPASS

Can you provide a **special offer, discount or experience** that will **support young people** to develop their social mobility and/or manage cost-of-living challenges?

Would you like to **support Our Pass members** but are unsure whether what you can offer is an Exclusive?

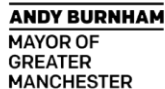
If your answer to either of these questions is yes, or you'd like more information about Our Pass, then we'd love to hear from you.

Please get in touch via opportunities@ourpass.info or contact me directly:

Name: Ed Curry – Senior Service Manager

Email: ed.curry@growthco.uk

Mobile: 07493 971558



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