

Communications and activity action plan – travel and transport

This plan outlines key actions to co-ordinate activities across the partners

Issue	Action	Leads	Names	Priority	Status RAG
Travel planning resources	<p>If Trusts make available resources from their travel planning teams, initially to co-ordinate the production of personalised travel plans and distribute leaflets across the health sector. This commitment will hopefully develop into a resource for the Trusts that, based on experience elsewhere, can develop into a Travel Plan Co-ordinator role.</p> <p>This co-ordinator can work with bus operators and Nexus to develop extended and amended bus services, and other transport initiatives, that will further improve access to the hospital sites.</p>				
Mapping and leaflets	<p>New leaflet to summarise bus and metro links that serve each hospital</p> <p>Agreement of content</p>	Nexus communications NECS communications			

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	Distribution				
Personalised journey planning	<p>Nexus Live map, a resource exists to provide individual journey plans for people's appointments, which can be included in appointment letters.</p> <p>Nexus can provide relevant Trust staff with training on how to prepare these individual journey plans.</p> <p>Nexus can also work with the Trust to source a system that can automate this process for a large number of appointments in a single database</p>	Nexus Trusts			
Discounted staff travel tickets	Bus operators and Nexus can work with the Trust to promote existing and develop new discounted travel offers for Trust staff. Trusts already benefit from some corporate travel schemes on offer in the area. The use of a staff card as proof of eligibility for these discounted products can be considered	Nexus Bus operators Trust			
New patient/visitor travel tickets	Should there be a demonstrable demand, bus operators can consider developing a multi-operator day ticket for people accessing the two	Bus operators			

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	hospitals, which could be helpful for people who need to interchange between a Stagecoach and a GNE bus to access the hospital				
Bus stop information	Nexus can explore the opportunity to add a Hospital Access logo to bus stop information boards where they are served by frequent routes that link directly to hospitals				
Co-ordinated communications and marketing strategy	NHS and transport operators to work together to develop information tools together NHS social media channels digital content use to reinforce and amplify the campaign advising how to get to new service locations and/or between sites.				
Bus information displays in hospitals	Nexus is developing a simple piece of equipment that can display real-time information about forthcoming bus departures from nearby stops. This equipment could be made available for the Trusts to display bus information on their existing TV screens and displays; and				
Patient transport	have up to date information on the				

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	other options available (cf information leaflets) so that those who can make their own arrangement are given the information that allows them to do so.				