



# → Time to take the train

Employer pack

# About the campaign

Dear partner,

At Wokingham Borough Council, we're committed to making your commute more convenient, sustainable, and enjoyable. Our "Time to Take the Train" campaign, an initiative by Wokingham Borough Council and funded by the South Western Railway Customer and Communities Interest Fund, is designed to encourage more people to choose rail as their primary mode of transportation.

This campaign aims to make train travel a go to choice for your employees and partners, and all commuters across Wokingham.

By opting for rail travel, you and your employees can:

- Reduce stress levels by avoiding traffic congestion when travelling by car.
- Save time compared to travelling by car.
- Contribute to a sustainable environment, by reducing your carbon footprint.
- Relax or spend your commute time productively.

This employer pack provides you with the tools and resources to promote rail travel within your organisation. We encourage you to share this information with your employees and encourage them to enjoy the benefits of commuting by rail.

By working together, we can create a more sustainable and enjoyable commute for everyone.

Thank you for your support!

More information is available at <https://myjourneywokingham.com/train-travel>

For queries around the My Journey programme please contact: [myjourney@wokingham.gov.uk](mailto:myjourney@wokingham.gov.uk)

# How to use this pack



We've designed this employer pack to make it as easy as possible to share tips and advice for train travel. We hope you'll find this helpful for your organisation's networks:

- **Two newsletters**
  - Two newsletters with placeholder spaces for you to add specific information and contact details for your organisation. Four newsletter graphics will also be provided.
- **Four social media posts**
  - These posts cover topics including saving time, saving money, and environmental impact of train travel. The posts are adaptable to suit your organisation. Four social media graphics have also been provided to complement the posts.

All artwork is available in PNG format. Download the artwork [here](#).

Feel free to adapt the posts and content provided.

When posting on social media, please tag the My Journey Wokingham channels:

Facebook: <https://www.facebook.com/MJWokingham/>

X: @MJWokingham

Instagram: @myjourney\_wokingham

We encourage the use the following hashtags when sharing your inspiring content:

#TimeToTakeTheTrain

# Stations

Taking the train can benefit everyone, whether you or your employees are a regular commuter, casual traveller or a weekend tripper! From convenience and comfort to sustainability and affordability, there are many reasons to choose train travel. Wokingham has a number of stations making it easy to get where you need to be.

Here are the details of the stations and rail services available across Wokingham.

- Wokingham station - Reading to London Waterloo/Gatwick
- Earley station - Reading to London Waterloo
- Elizabeth line - Reading, via Twyford and London Paddington and through central London to Shenfield or Abbey Wood
- Wargrave - Henley Branch line
- Winnersh - Reading to London Waterloo
- Winnersh Triangle - Reading to London Waterloo

For more information, visit: <https://myjourneywokingham.com/train-travel/>

# Ways to promote train travel

## Peak and off-peak travel

If you can offer flexible working amongst your organisation, it means commuters are able to travel to work during off-peak hours when trains are quieter, and fares are cheaper. Many rail services offer discounted prices during these times, helping to save money.

## Season tickets

For frequent travellers, such as the commuters in your organisation, season tickets are a smart choice. They can save money compared to buying daily tickets and make your commute more convenient, as you won't need to purchase a ticket each day.

## Discounted travel

Promote discounted travel amongst your organisation to highlight the money saving opportunity of travelling by train. For up to date information to share with your teams, visit:

<https://myjourneywokingham.com/train-travel/discounted-travel/>

## A smoother commute

Click the link below to find ways to save time, cut costs and make the most of your commute. This includes how to enjoy a comfortable journey, whether that's enjoying the station amenities, staying productive with work, or taking some well deserved time out.

<https://www.myjourneywokingham.com/train-travel/time-for-a-smoother-journey/>

# Newsletter Content



## Newsletter 1: Time for a smoother commute? It's time to take the train!

Dear colleagues,

Wokingham businesses are committed to promoting sustainable and efficient travel. By choosing train travel, you can reduce your carbon footprint, save time, and enjoy a more relaxing commute.

Why choose the train?

- Relax and unwind as you travel in comfort.
- By taking the train, you can reduce your carbon emissions and contribute to a greener Wokingham.
- Use your commuting time to work, read, or simply relax!
- Wokingham Station offers excellent connections to London, Reading, and other destinations.

Making your commute easy

- Use the MyJourney Wokingham website or the National Rail website or app to plan your journey and purchase tickets.
- Wokingham Station provides accessible facilities for all passengers.

For more information and to plan your journey, visit:

- My Journey Wokingham: <https://myjourneywokingham.com/train-travel/>
- National Rail: <https://www.nationalrail.co.uk/>

It's time to take the train!

# Newsletter Content



## Newsletter 2: Time for a more sustainable commute? It's time to take the train!

Dear colleagues,

Wokingham is committed to creating a more sustainable and active future. By combining train travel with active transport, you can significantly reduce your carbon footprint, improve your health, and enjoy a more fulfilling commute.

The benefits of taking the train

- Trains are one of the most environmentally friendly modes of transport, and cycling or walking to the station further minimises your carbon footprint.
- Fewer cars on the road means cleaner air for you and everyone in Wokingham.
- Enjoy a peaceful and relaxing train journey, free from traffic congestion and parking hassles. If you choose to cycle to the station, some of the stations across Wokingham are now equipped with bike repair stands. This makes it easier than ever to cycle to and from the station with peace of mind.

Let's work together to make Wokingham a more sustainable and active community.

By choosing train travel and incorporating active transport into your daily routine, you're not only making a positive impact on the environment, but also improving your own quality of life.

For more information and to plan your journey, visit:

- My Journey Wokingham: <https://myjourneywokingham.com/train-travel/>

It's time to take the train!



# Newsletter Graphics

Newsletter graphics - saved [here](#):

Newsletter 1 graphic:

Time for a stress-free journey

→ Time to take the train

[myjourneywokingham.com/train-travel](http://myjourneywokingham.com/train-travel)

South Western Railway

my Journey HELPING WOKINGHAM GET AROUND

Newsletter 2 graphic:

Time for a sustainable journey

→ Time to take the train

[myjourneywokingham.com/train-travel](http://myjourneywokingham.com/train-travel)

South Western Railway

my Journey HELPING WOKINGHAM GET AROUND



# Social media content

## 1. Time for a more relaxing commute? It's time to take the train!

Simplify your commute across Wokingham by ditching the stress of traffic and choosing train travel. Arrive refreshed after a comfortable journey and feel ready to conquer your working day! #TimeToTakeTheTrain #MyJourneyWokingham

## 2. Looking to save money? It's time to take the train!

If you're a regular commuter, you could save money, time and stress with a season ticket, or enjoy reduced fares for off peak travel!

Visit <https://www.myjourneywokingham.com/train-travel/discounted-travel/> for more information. #TimeToTakeTheTrain #MyJourneyWokingham

## 3. Want to leave the car behind? It's time to take the train!

Tired of circling for a parking spot at work? Choose train travel instead! ➡ Leave the car behind and enjoy a comfortable, stress-free journey to work. #TimeToTakeTheTrain #MyJourneyWokingham

## 4. Switching up your commute? It's time to take the train!

If you're considering opting for active travel as part of your commute, now is the time, as Wokingham and Winnersh Triangle stations feature convenient bicycle repair stands. They make it easy to cycle to and from the station, without the stress of a flat tyre holding you back! #TimeToTakeTheTrain #MyJourneyWokingham

# Social Media Graphics

Social Media graphics - saved [here](#):

Post 1 graphic:



Post 3 graphic:



Post 2 graphic:



Post 4 graphic:



