

Guidance Document: Promoting Breeze through your communication channels to staff, visitors, customers and others

Introduction

This document is intended to support your organisation to develop a range of web, email, and social media content to promote the benefits of the Breeze app to a range of audiences including staff, customers, visitors, and patients. It will allow you to highlight clear benefits to those travelling to your organisation on a regular basis while aligning you with the overall brand image and content of Breeze. When viewing the table content below please select the correct audience type based on those who travel to your organisation and then run through the suggested messaging aligned with that to lead your promotion of the Breeze for Business programme. Further support is available by visiting [Breeze for Business New – Breeze App \(breezeuk.app\)](https://www.breezeuk.app) at any time.

Timeline

There may be a benefit to releasing this content over a period which covers any organisation travel events or national campaigns for example National Bike Week where the potential for behaviour change may be higher. While webpage content and email contact has been designed to follow an initial call to action followed several weeks later by a reminder to get involved the social media content should be released regularly over a longer period of time for the best impact.

Note: All Breeze for Business agreement documents should have been signed and finalised prior to any promotion by your organisation taking place, if you are unsure, please contact the team directly using [Breeze for Business New – Breeze App \(breezeuk.app\)](https://www.breezeuk.app)

Example Web content for use by participating organisation

Audience	Content
Staff	<p>We are proud to be a participating organisation in the Breeze for Business programme. The Breeze super app. allows staff to book, plan and pay for their sustainable transport in one place.</p> <p>Staff using Breeze will find the right transport and route to enable a safe, efficient, and environmentally friendly journey allowing us to manage the impact upon the local community, lower congestion and support a healthy workforce. Avoid the hassle of using multiple Apps for train, bus, scooter enquiries as Breeze does it all!</p> <p>Download the Breeze App and find more information on each Breeze programme here: www.breezeuk.app</p> <p><i>Breeze is part of the Future Transport Zones programme delivered by Solent Transport and funded by the Department</i></p>

	<p>for Transport, it is initially a trial programme set to run until June 2024.</p>
<p>Customers / Visitors</p>	<p>We are proud to be a participating organisation in the Breeze for Business programme. The Breeze super app allows customers and visitors to book, plan and pay for their sustainable transport in one place.</p> <p>Use the Breeze app to complete your journey in a variety of ways or even take more than one mode of transport to best arrive here avoiding the hassle of using a different app. each time you step on a different mode. It is cost effective; helps you avoid congestion and works right across the Solent region.</p> <p>Download the Breeze App and find more information on each Breeze programme here: www.breezeuk.app</p> <p><i>Breeze is part of the Future Transport Zones programme delivered by Solent Transport and funded by the Department for Transport, it is initially a trial programme set to run until June 2024.</i></p>
<p>Students</p>	<p>We are proud to be a participating organisation in the Breeze for Business programme. The Breeze super app allows students to book, plan and pay for their sustainable transport in one place.</p> <p>Our students can save money, time and the environment using Breeze for journeys to study or when meeting up with friends. Avoid the hassle of using multiple Apps for train, bus, scooter enquiries as Breeze does it all!</p> <p>Download the Breeze App and find more information on each Breeze programme here: www.breezeuk.app</p> <p><i>Breeze for Business is part of the Future Transport Zones programme delivered by Solent Transport and funded by the Department for Transport, it is initially a trial programme set to run until June 2024.</i></p>
<p>Patients / Healthcare</p>	<p>We are proud to be a participating organisation in the Breeze for Business programme. The Breeze super app allows patients to book, plan and pay for their sustainable transport in one place.</p> <p>Breeze includes all modes of transport to ensure that all of our patients have the opportunity to avoid the need to find parking, make appointments on time and travel in a healthy sustainable way.</p> <p>Avoid the hassle of using multiple Apps for train, bus, scooter enquiries as Breeze does it all!</p>

	<p>Download the Breeze App and find more information on each Breeze programme here: www.breezeuk.app</p>
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Example Email Content for use by participating organisations

Stage 1 – Call to Action; Organisation to Individual

Note: This should be a simple first call to action, which will then link the individual to the wider information held on the Breeze webpages.

“[insert name of organisation] is bringing you more ways to travel having recently been confirmed as a participating organisation by Solent Transport in the Breeze for business programme.

Breeze is the super app which enables you to plan, book and pay for your travel across the Solent region. The app. will support you to find the best route, identify the most efficient mode of transport, save time while joining us in controlling the environmental impact of travel upon the local community.

Download the Breeze App and find more information on each Breeze programme here:
www.breezeuk.app

Stage 2 – Follow-up reminder to engage with Breeze

Note: This is designed as a follow up several weeks after the initial call to action.

“Have you seen all the great ways the Breeze App. can help you to travel around the Solent region? Remember you can plan, book, and pay with Breeze, identifying the best route and most cost effective and efficient mode of transport to get to a range of locations including ourselves here at _____.

Download the Breeze App now [here](#). For more information on Breeze please visit [Breeze App – Breeze Transport Application \(breezeuk.app\)](#).”

Example social media content for use by participating organisation

Audience	Content	Required Links
Staff	<ul style="list-style-type: none"> • See the quickest, cheapest, and most eco-friendly options for your journey to work and for business. With Breeze. Travel with ease, journey with Breeze! • Wave goodbye to rush hour traffic. Choose to travel more sustainably using the Breeze app, it can help reduce your journey time across South Hampshire and the Isle of Wight. • Park the daily stress by using the Breeze app to plan, book and pay for your public transport modes each and every commute. • Help us reduce the number of vehicles using the limited car parking spaces and parking in the local area. Use Breeze to book, plan and pay for your alternative modes of travel and leave the car at home. • Help us reduce our carbon emissions and find a sustainable transport mode using the Breeze app. to plan, book and pay for each trip. • Change up your commute, without the hassle. Breeze is a journey planning app that combines all your transport needs, saving you from app overload. • Enjoy your commute and support a healthy planet each time you head out of the door. Use the Breeze journey planning app. to find the quickest, cheapest, and most eco-friendly options for your journey to work. • Kick-start your fitness and look after your mental health while choosing a more sustainable way to travel to work. Why not use the Breeze app. to hire an e-Scooter on your daily commute? 	<p>On release of any messaging the following links should accompany the post either within the content itself or linked to via hashtag or tag.</p> <p>Breeze Webpage: Breeze App – Breeze (breezeuk.app)</p> <p>Breeze download locations: Breeze: Journey Planner on the App Store (apple.com) Breeze: Journey Planner - Apps on Google Play</p> <p>#BreezeUK</p>

<p>Customers / Visitors</p>	<ul style="list-style-type: none"> • Breeze shows you the quickest, cheapest, and most eco-friendly options for your journey. Travel with ease, journey with Breeze. • Save money and help the planet. Access all modes of transport in South Hampshire and the Isle of Wight via one, convenient app. • Plan your route with confidence on the Breeze app. Designed to help you find the cheapest, fastest, and most sustainable way to travel. • Ditch the stress of parking, skip the traffic jams, and arrive on time, with the journey planning app, Breeze, designed to help you find the cheapest, fastest, and most sustainable way to travel. • Sick of using multiple apps to plan your journey? Breeze is a journey planning app that combines all your transport needs, saving you from app overload. 	<p>On release of any messaging the following links should accompany the post either within the content itself or linked to via hashtag or tag.</p> <p>Breeze Webpage: Breeze App – Breeze (breezeuk.app)</p> <p>Breeze download locations: Breeze: Journey Planner on the App Store (apple.com) Breeze: Journey Planner - Apps on Google Play</p> <p>#BreezeUK</p>
<p>Students</p>	<ul style="list-style-type: none"> • Plan your route with confidence on the Breeze app. Designed to help you find the cheapest, fastest, and most sustainable way to get to school/college/university. • Arrive on time for class with the Breeze travel app, designed to show you the cheapest, fastest and most sustainable way to get to school/college/university. • Sick of using lots of apps to plan your journey? Breeze is a super-app that combines all your transport needs, saving you from app overload. • Quickly find the best way to travel to class, see friends or go on a night out with Breeze. Travel with ease, journey with Breeze. • Ditch the stress of parking, arrive on time for class and skip the traffic jams, with the Breeze travel app, designed to help you find the 	<p>On release of any messaging the following links should accompany the post either within the content itself or linked to via hashtag or tag.</p> <p>Breeze Webpage: Breeze App – Breeze (breezeuk.app)</p> <p>Breeze download locations: Breeze: Journey Planner on the App Store (apple.com) Breeze: Journey Planner - Apps on Google Play</p> <p>#BreezeUK</p>

	<p>cheapest, fastest, and most sustainable way to travel.</p> <ul style="list-style-type: none"> • Save money and help the planet. Access all modes of transport in South Hampshire and the Isle of Wight via one, convenient app. • Help reduce congestion and improve parking on campus with the new Breeze journey planning app, designed to help you find the cheapest, fastest, and most sustainable way to travel. • Together, we can help reduce our carbon emissions. Use the Breeze app to plan the most sustainable option for your journey to school/college/university. 	
<p>Patients / Healthcare</p>	<ul style="list-style-type: none"> • Arrive on time to your next appointment. The reliable Breeze app can help you find the quickest, cheapest, and most eco-friendly options for your journey. Travel with ease, journey with Breeze. • Help us reduce the number of vehicles using our limited car parks, leaving the space for those who really need it most. Use the Breeze app to book, plan and pay for your public transport options. • See if you can reduce your travel costs to the hospital with Breeze journey planning app. • Reduce the strain on our hospitals, make it easier for ambulances and all-important deliveries to access the site by not taking the car and using the Breeze app to plan, book and pay for public transport. • Forget struggling to find a parking space and those long queues. Take the stress out of your visit to the hospital, using the new Breeze journey planning app, designed to help you find the cheapest, fastest, and most sustainable way to travel. Travel with ease, journey with Breeze. 	<p>On release of any messaging the following links should accompany the post either within the content itself or linked to via hashtag or tag.</p> <p>Breeze Webpage: Breeze App – Breeze (breezeuk.app)</p> <p>Breeze download locations: Breeze: Journey Planner on the App Store (apple.com) Breeze: Journey Planner - Apps on Google Play</p> <p>#BreezeUK</p>

	<ul style="list-style-type: none">• Help us tackle air pollution and its contribution to deaths in the city by using public transport. Find a healthier way to travel on the Breeze app.	
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