

Thistle Assistance Comms Pack

What is Thistle Assistance?

Thistle Assistance is a free card and app for people to use when they need some additional support using public transport. Both can be personalised to show the support required (for example more time getting to a seat) and are shown to the driver or public transport staff member when boarding.

As a transport provider, you can make a big difference by looking out for people using Thistle Assistance and providing help and understanding where needed.

Thistle Assistance is part of the Scottish Government's ambition to have an inclusive and accessible transport system, aiming to improve the journey experience for anyone who requires extra assistance while travelling.

To let people know about Thistle Assistance, we have produced some assets and messaging for partners and transport operators to use.



Find out more at
ThistleAssistance.com

Information for transport providers

It's important that the transport staff are aware of Thistle Assistance and know what the card / app are when shown by a customer.

Use the wording provided on this page to ensure your staff understand what Thistle Assistance is and how to respond when shown the card or app by a customer.

We also have a poster for transport staff:
<https://www.thistleassistance.com/promotional-material/>

Short - 103 words

A little of your help goes a long way

There are many reasons why some people might feel anxious when travelling. Some may need more time to get to their seat, or for transport staff to notify them when they have reached their destination.

As a transport provider, we can make a big difference by looking out for people using the Thistle Assistance card and app, offering help and understanding when needed.

Thistle Assistance is part of the Scottish Government's ambition to have an inclusive and accessible transport system, aiming to improve the journey experience for anyone who requires extra assistance while travelling.

Find out more: www.thistleassistance.com

Long - 249 words

A little of your help goes a long way

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As a transport provider, we can make a big difference by looking out for people using the Thistle Assistance card and app, offering help and understanding when needed.

Here are a few things you can do to help your disabled passengers on their journey:

- Try to focus on what assistance your passengers need rather than assuming based on age or appearance.
- Be patient, and listen carefully to what your passengers are saying, and if you are not sure that you've understood then check and ask them to repeat themselves if needed.
- Keep an eye out for any passengers that may be taking longer to board or alight and give them sufficient time to do so safely. Bear in mind that some passengers with mobility impairments may not stand up to leave until the train or bus has fully stopped.
- Be prepared to answer any questions that passengers have during the journey, and to repeat yourself if needed, as some passengers may forget what you have told them or need reassurance that they've understood correctly.

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Find out more: www.thistleassistance.com

**The card / app
can be
personalised by
each customer**



Social media

We have downloadable assets and two template social media posts you can use to show your support of Thistle Assistance.

Download the assets:

<https://www.thistleassistance.com/promotional-material/>

Twitter / X

Post 1

We're proud to support #ThistleAssistance.

Thistle Assistance is a free card & app to help you feel safer & more comfortable when using public transport. Just show your card / app to a member of our staff.

Find out more: www.thistleassistance.com

Post 2

We're proud to support #ThistleAssistance.

Thistle Assistance is an easy way to ask for help without making a song & dance about it. Use the free card / app to discreetly let our staff know what help you need.

Find out more: www.thistleassistance.com

Facebook

Post 1

We're proud to support Thistle Assistance.

We all welcome a little extra assistance now and again, particularly when travelling alone.

Thistle Assistance is a free card and app to help you feel safer and more comfortable when using public transport. Just show your card / app to a member of our staff and we'll discreetly provide the support you need.

Find out more: www.thistleassistance.com

Post 2

We're proud to support Thistle Assistance.

Thistle Assistance is an easy way to ask for help without making a song and dance about it. You can use the free card or app to discreetly let our staff know what help you need.

The card and app can be personalised to suit you because a little help can go a long way.

Find out more: www.thistleassistance.com

Newsletter copy

Long version (159 words)

A little help goes a long way

We all welcome a little extra assistance now and again, particularly when travelling alone. Thistle Assistance is a free initiative to help you feel safer and more comfortable when using public transport.

You may prefer more time to get to your seat. You may like your driver to speak more slowly and clearly. The Thistle Assistance card and app let transport staff know in an easy and subtle way what extra support you'd like.

The Thistle Assistance card and app are recognised by many public transport operators across Scotland, from buses and trains to planes and ferries. Simply show your personalised card or app to their staff and they will understand what additional assistance you require.

The Thistle Assistance card and app are free to use for anyone who needs it. Use the card for a single journey or use it every day: it's adaptable and disposable.

Find out more: www.thistleassistance.com

Short version (85 words)

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A little help goes a long way.
The free Thistle Assistance card
and app tell public transport
staff what help you need.

Video

If you have any video screens, either on your transport or in your waiting areas, we have a very short video explaining Thistle Assistance which you can show.

You can download the video:

<https://www.thistleassistance.com/promotional-material/>

Contact

If you have any questions about promoting Thistle Assistance to either your customers or staff, please contact:

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