

# TransPennine Express join the fight to end loneliness

June 16, 2021



TransPennine Express (TPE) has joined the fight to end loneliness in the UK by partnering with the Campaign to End Loneliness.

The announcement of the partnership comes during Loneliness Awareness Week and TPE is taking steps to inform customers, colleagues and people who live in and around the places they serve about support services and tips to help tackle loneliness.

There are more than 9 million people who suffer from loneliness in the UK and this figure has increased during the COVID-19 pandemic as people have struggled to see family and friends. Now the train company is aiming to be part of the solution and to help bring people together.

Partnership Marketing Manager for TransPennine Express, Lisa Hewitt said: “Loneliness affects so many people in the UK and we share the vision of the Campaign to End Loneliness that everyone can live a life free from chronic loneliness.

“We’re delighted to announce that we have partnered with the charity to help raise awareness of the issue

and support the work of the Campaign to End Loneliness. Now more than ever we want to encourage people to get out and about and make those human connections that we all need, and as a provider of travel, we know we can make a difference to those in need.”

Robin Hewings, Programme Director of the Campaign to End Loneliness, said: “Tackling loneliness by helping people to build social connections is important. Loneliness can be felt by people of all ages and backgrounds and can really impact on your quality of life.

“We are delighted to be working with TransPennine Express in raising awareness across their network of how people can support each other in building their social connections after Covid-19.”

TPE will be taking on the Campaign to End Loneliness employer’s pledge, setting up pathways and signage for colleagues to access support and training resources will be made available so colleagues can recognise if someone may be experiencing loneliness.

In addition, the train company will be conducting an employee survey to measure loneliness amongst colleagues as it recognises that some of the workforce may have experienced loneliness during the COVID-19 pandemic.

As well as looking out for their own colleagues, TPE will also be taking steps to raise awareness of the issue to its customers.

Lisa Hewitt continued: “We’re excited to see what this partnership brings and we will be encouraging fundraising for such a worthy cause and ultimately helping those in need. TransPennine Express will also be matching any funds raised by employees and we will be exploring opportunities to volunteer for organisations whose role is to support people who may experience loneliness.

“We hope that through our commitment to the cause, our advertising and our work on the ground with employees and customers we can help raise awareness and make a real difference to people who may be experiencing loneliness.

“We are looking at activity to raise awareness in stations and on our services during the next twelve months amongst our customers and we hope that this will encourage people to connect more, both with their family and friends and with people they may encounter on their journey.

To find out more about TransPennine Express and the Campaign to End Loneliness

visit: <https://www.tpexpress.co.uk/loneliness> and <https://www.campaigntoendloneliness.org/>

*Photo credit: TransPennine Express*