

Trespass Toolkit

(2023/2024)



1

2

3

4

Your trespass toolkit

Using the toolkit

Understanding the problem

- Background
- RSSB’s Annual Safety Performance Report 2021/22
- Safety Comms Strategy Research 2024
- Other learnings from Safety Comms Strategy Research 2024

External messaging

- Key messages
- Key national statistics

Available resources

- Downloadable resources
- Editable resources
- Printable items
- Promotional merchandise
- Educational resources
- Most recent campaign
- Real life examples

Using the toolkit

This toolkit has been created to help you deliver outreach work with members of the public on trespassing. There are no right or wrong ways to use the content. It is designed to be flexible to suit your needs.

The content in the toolkit itself provides a national overview, along with key messages and facts approved for external use. Given the variety of ways in which you and your colleagues interact with the public, we have included a range of standardised resources, as well as links to resources that you can adapt for your needs.

Ultimately this is your toolkit, so use it how you feel is most appropriate to help deliver vital messages on trespassing.

Background

Trespassing on the railway network is a growing problem. Research indicates that people fail to understand the danger of stepping on the track, and reasons for trespassing include anti-social behaviour, fare-evasion and short cuts.

Spikes in the number of trespass incidents occur at the start of British Summer Time (March/April) and across the school summer holidays (late July to early September).

In July 2018, Network Rail, on behalf of the rail industry, and the British Transport Police launched a campaign – called ‘You vs. Train’. Initially targeting boys aged 11-18 years old, who are the largest risk group for trespass, the campaign has seen the numbers of trespass incidents by children in key target locations drop significantly. In 2020, the campaign widened its scope to include young adults (aged 18-35).

One of the main dangers of trespassing is the risk of electrocution by coming into contact with either overhead lines (OLE) or conductor rail (third rail). The third rail has 750 volts passing through it and OLE carries 25,000 volts of electricity, both of them are always turned on – 24 hours a day, 7 days a week.

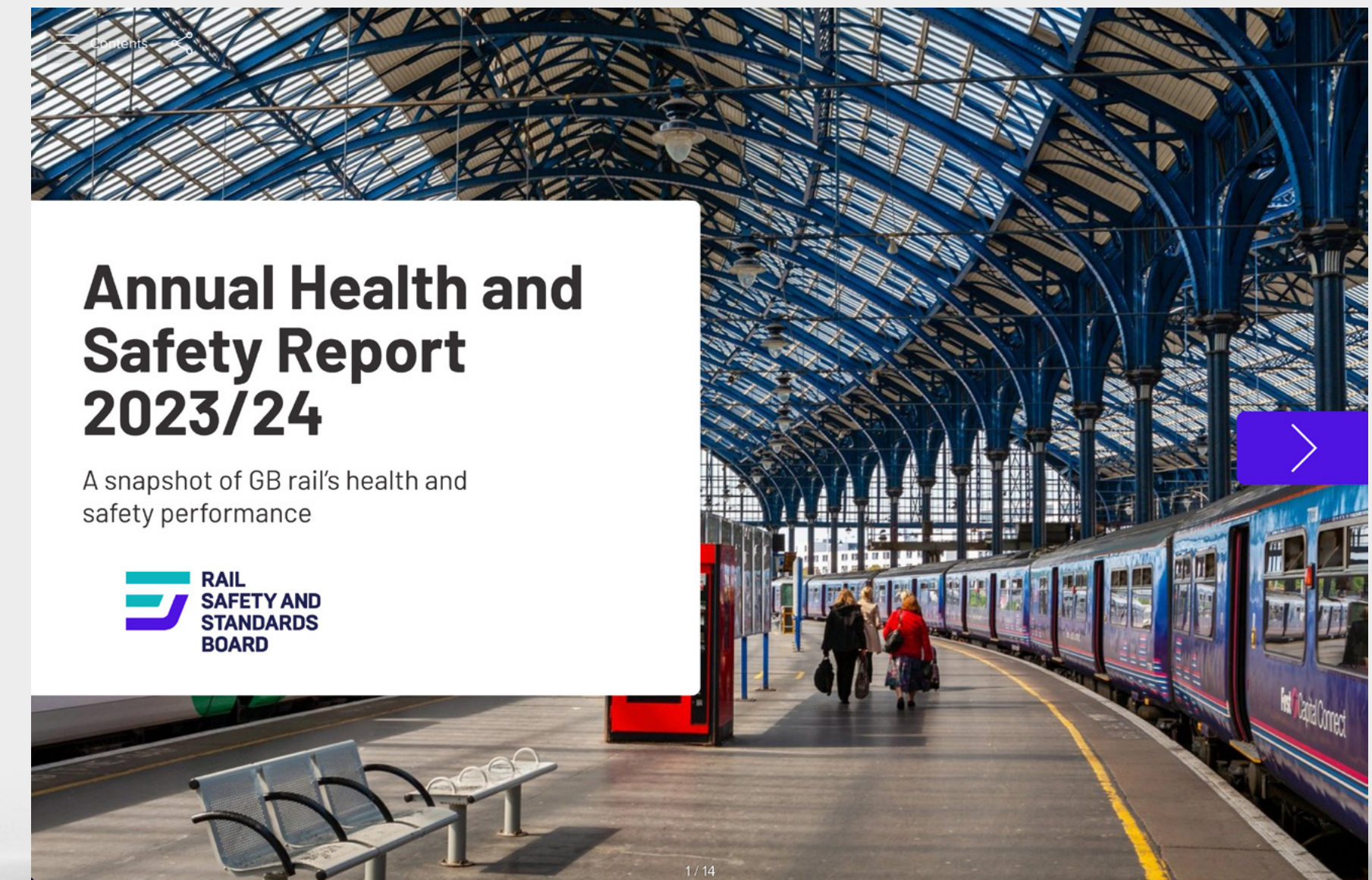
The You vs. Train campaign aims to:

- Raise awareness about the dangers of trespassing
- Change attitudes towards trespassing
- Reduce the likelihood of future trespassing.

RSSB's Annual Health and Safety Report 2023/24

Headlines

- ” There were 10 trespass fatalities (excluding suicides) reported in 2023/24. This is one more fatality than last year but is still low compared to number of trespass fatalities in previous years.
- ” The number of recorded trespass events in 2023/24 was 19,386. This is an insignificant increase of only 0.74% compared to the previous year.
- ” In 2023/24 there were 3,788 child-related trespass events, which is a 15.1% increase on the previous year.



Safety Comms Strategy Research 2024

In 2023/24 a new piece of research was conducted to better understand who is carrying out unsafe behaviours on the railway, what they are doing, and why (through capability, opportunity and motivation). Awareness of dangers regarding the third rail and electricity are limited and misconceptions are rife.

% believe to be true*

- ” There are signs or staff to stop you going on to the dangerous parts of the railway – 72%**
- ” The line is only electrified in certain places e.g. outside stations – 24%**
- ” If the railways were that dangerous, you wouldn't be able to walk on them – 21%**
- ” Electricity is switched on during the day when trains are running and switched off at nights – 15%**
- ” Stepping onto the tracks is safe if you can't see any trains – 13%**

*survey respondents who have carried out unsafe behaviours on the railway'

Other learnings from Safety Comms Strategy Research 2024

Freight train knowledge gaps:

- Awareness of freight trains and out of service passenger trains on the network is extremely limited.
- Whilst there is vague awareness of their presence and existence, understanding of their movement around the network is limited.
- At stations, passengers will rely exclusively upon information boards and can feel empowered to act unsafely (e.g. thinking they are safe to retrieve a dropped item because a passenger train isn't due) when a freight train may arrive.



There was a sign that was saying the train isn't coming for so and so long. And I know that the sign is almost always correct, like I've never seen a train come when there wasn't time for it at all like an unexpected train like so I knew it would be ok [to sit on the edge of the platform]".

Use of term 'trespass'

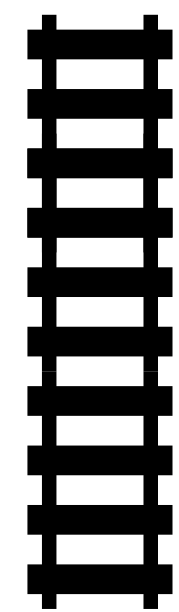
The language of trespassing conjures impressions of a specific type of behaviour. 'Practical' unsafe behaviour (such as retrieving an item or taking a shortcut across tracks) does not align with the perception of what technically constitutes trespassing.

Communications and messaging around trespassing do not resonate with behaviours outside of 'rebellious' behaviours. Greater education on what constitutes trespassing is needed or alternative language which is more applicable to 'everyday' behaviours which are both intentional and unintentional.

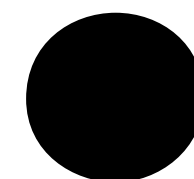
Key messages


- ” The railway is full of hidden dangers. You will be killed or left with catastrophic, life-changing injuries. And your friends and family will be left with the brutal consequences. Everyone loses against this opponent.
- ” Hundreds of people each year unintentionally take on the railway and lose. Is it worth putting your life on the line?
- ” You can’t outrun a train. And most often you wouldn’t hear it coming, as today’s trains almost silently reach speeds of 125mph.
- ” Don’t assume you always know when a train is coming. Trains run 24 hours a day, every day. Train timetables only tell you about passenger services that will stop at local stations. It doesn’t tell you about non-stopping or freight train services.
- ” The power running through overhead railway lines is 100 times stronger than your supply at home and they are never switched off.
- ” You don’t have to touch a cable to be seriously injured by electricity on the railway – The electricity in overhead power lines can jump up to three metres.

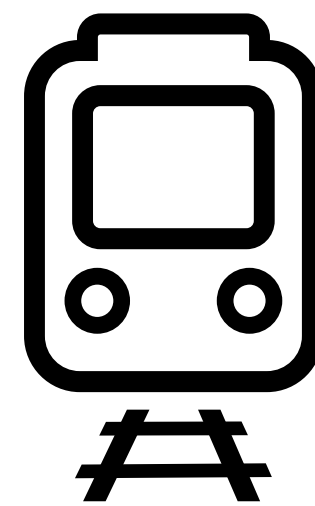
Key national statistics



There were **3,788** events involving youths and children (under 18s) during 2023/24. This is a 15.1% increased compared to 2022/23.



There were **19,386**  trespass incidents last year in total (April 2023 – April 2024).

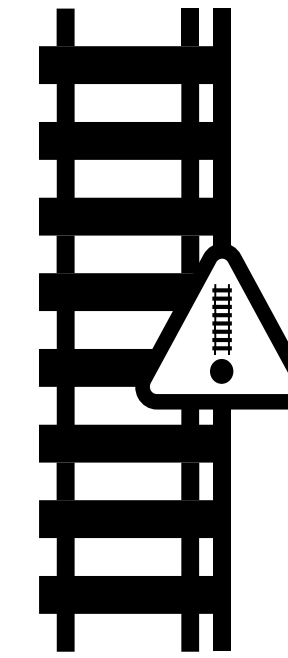


The number of trespass events in 2021/22 increased by **17%** compared to 2019/20.

Electrified overhead line equipment carries

25,000 volts

of electricity – that's **100 times** the power supplied to your home.



The third rail carries

750 volts,

which is more than enough to kill. If people touch it, they stick to it like glue. Never try and pull people off the third rail – **always call 999**.

The heat generated by an electric shock from high voltage wires is in excess of

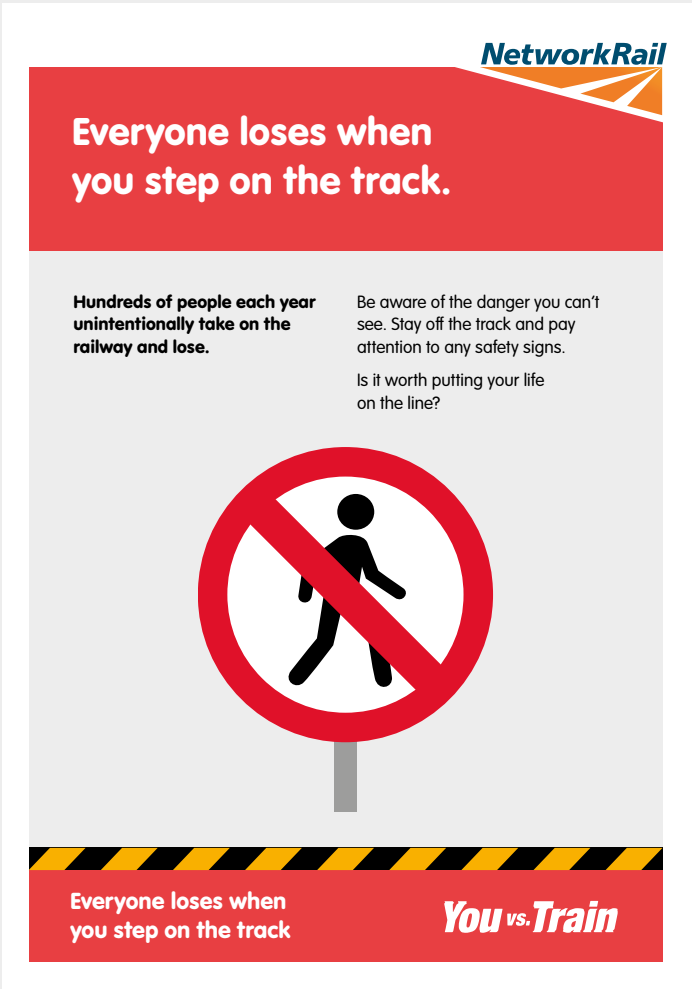
3,000 °C – 

hot enough to ignite a victim's clothing.

Edit and download to add your own statistics

Downloadable resources

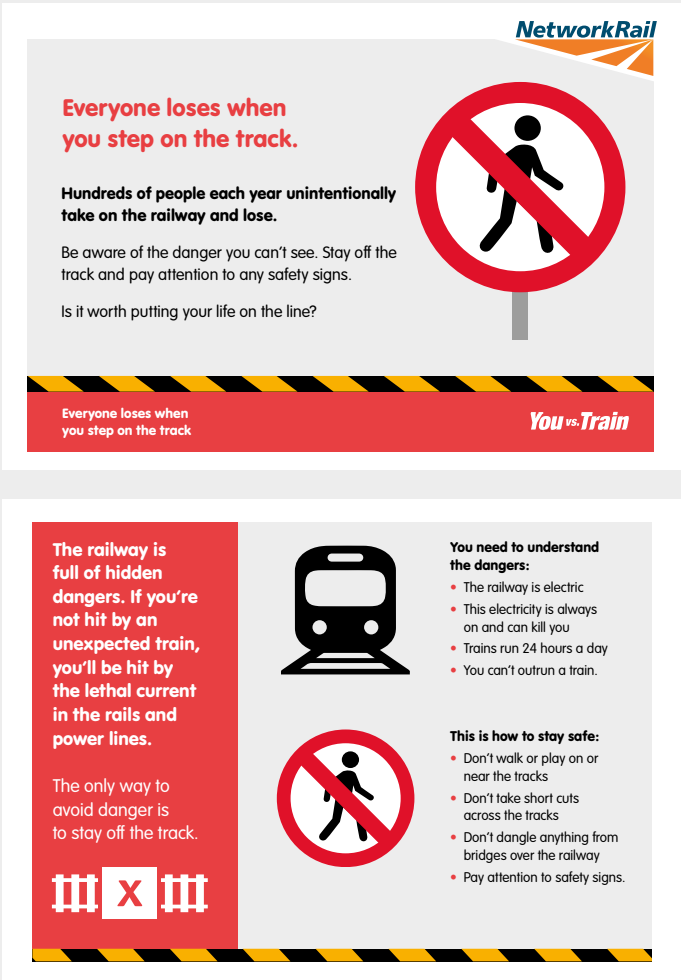
Poster



Download English

Download Welsh

Postcard



Download English

Download Welsh

Easy read leaflet



Download English

Download Welsh

Pull-up banner



Download English

Download Welsh

Editable resources to help you locally

We’ve developed editable and printable resources to help you start conversations with the public.

To access and use the templates:

- 1. Log in to Network Rail [Brand Hub](#) (you’ll need to register if using for the first time)
- 2. Go to the Templates section and click on the template you want to use.
- 3. Click the Create button.

Alternatively once logged into brand hub, you can click on the images in this toolkit to go directly to the template of your choice.

Within the templates you can choose suggested text for the following audience groups.

- Generic
- Parents
- Children

You can also create custom text to target any other specific audiences you may have.

For further step by step guidance on how to use the brand hub please refer to our [editable template user guide](#).

If you have any questions about how to use the templates, visit the FAQs page on the Brand Hub or contact marketing@networkrail.co.uk

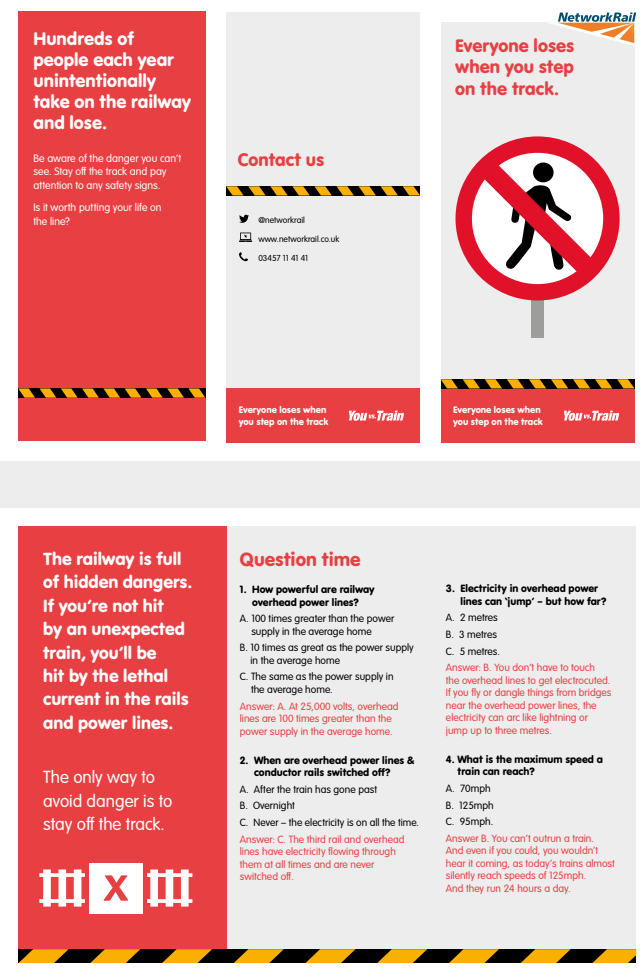
Editable resources

Postcard



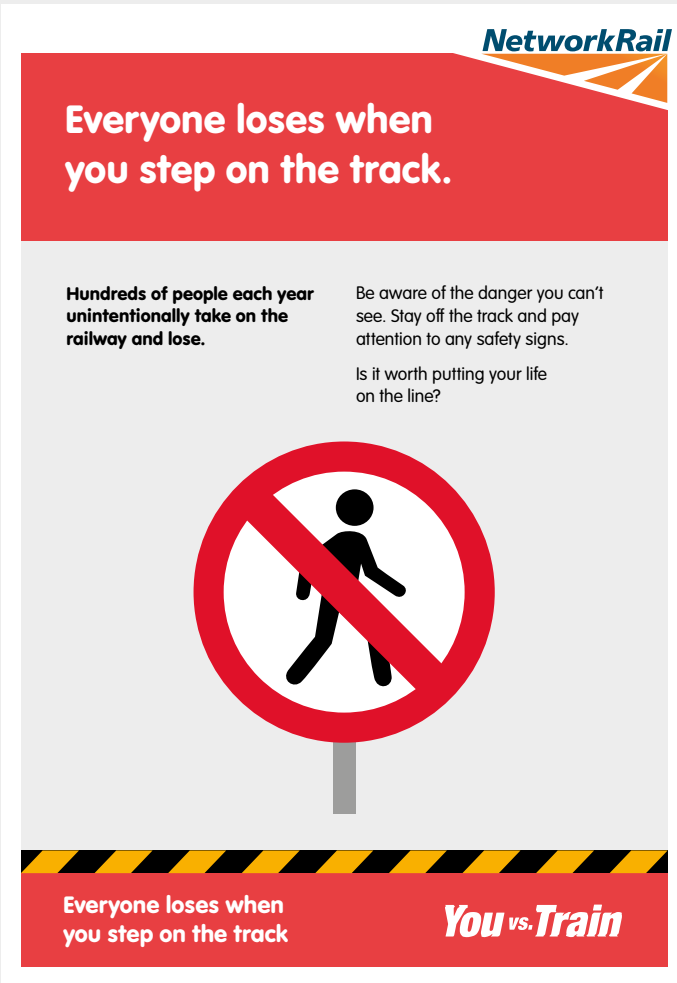
Edit and download

Leaflet



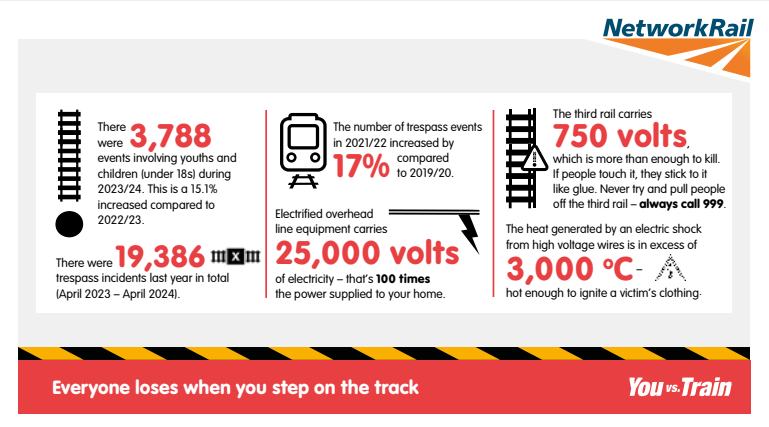
Edit and download

Poster



Edit and download

Infographic



Edit and download

Printable items

Any printable items you download from Safety Central or create on the Brand Hub can be ordered through our partnership with APS Solutions for professional printing.

Costs

There is some central budget available to support you to print resources to a professional standard. The budget remaining for 2023 is available on a first come first served basis. Please contact APS to understand whether there is sufficient budget available for your order.

Once the central budget has been used you can still order additional items using your own budget.

Ordering process

To order printed items, please:

1. Create/ download your print artwork as a PDF on Brand Hub or Safety Central
2. Email the artwork to nrprint@theapsgroup.com Please include the reference CCS0323127708 in the email along with the following:
 - Quantity of each item required
 - Size of items required – you can order posters in any size required.
 - Your route
 - Contact name
 - Full delivery address
3. Deliveries will be made to the address provided within 72 hours of the receipt of the order.

If you have any questions, please contact APS Solutions on nrprint@theapsgroup.com or 0759 541 4257 (Option 1).

Promotional merchandise

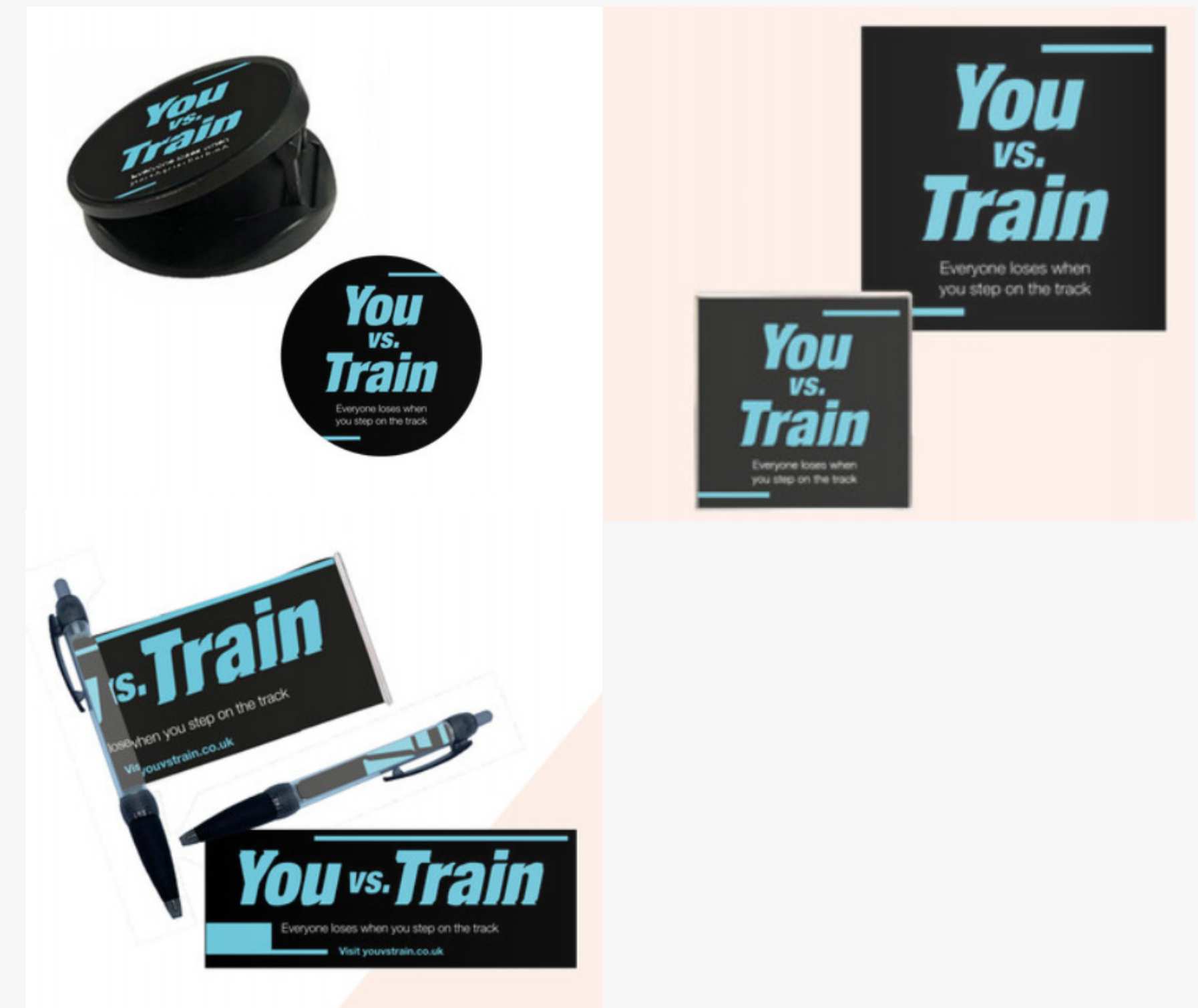
Looking for some goodies to hand out at events? We've created a range of safety branded merchandise to help you start safety conversations when out and about or at events.

To see the range of merchandise available and place an order please visit the [merchandise ecatalogue](#)

Please note prices shown within the ecatalogue are excluding delivery.

Delivery will take 2-3 weeks from placing the order.

Should you have any queries, call 01245 382600 or email sales@allwag.co.uk



Educational resources

Switched On was launched by the rail industry in 2021 to enhance rail safety education provision for children across the UK and mitigate trespass on the rail network.

[3-6 Year Olds](#)

[7-11 Year Olds](#)

[12-16 Year Olds](#)

Welsh Teacher Guidance

[3-6 Year Olds](#)

[7-11 Year Olds](#)

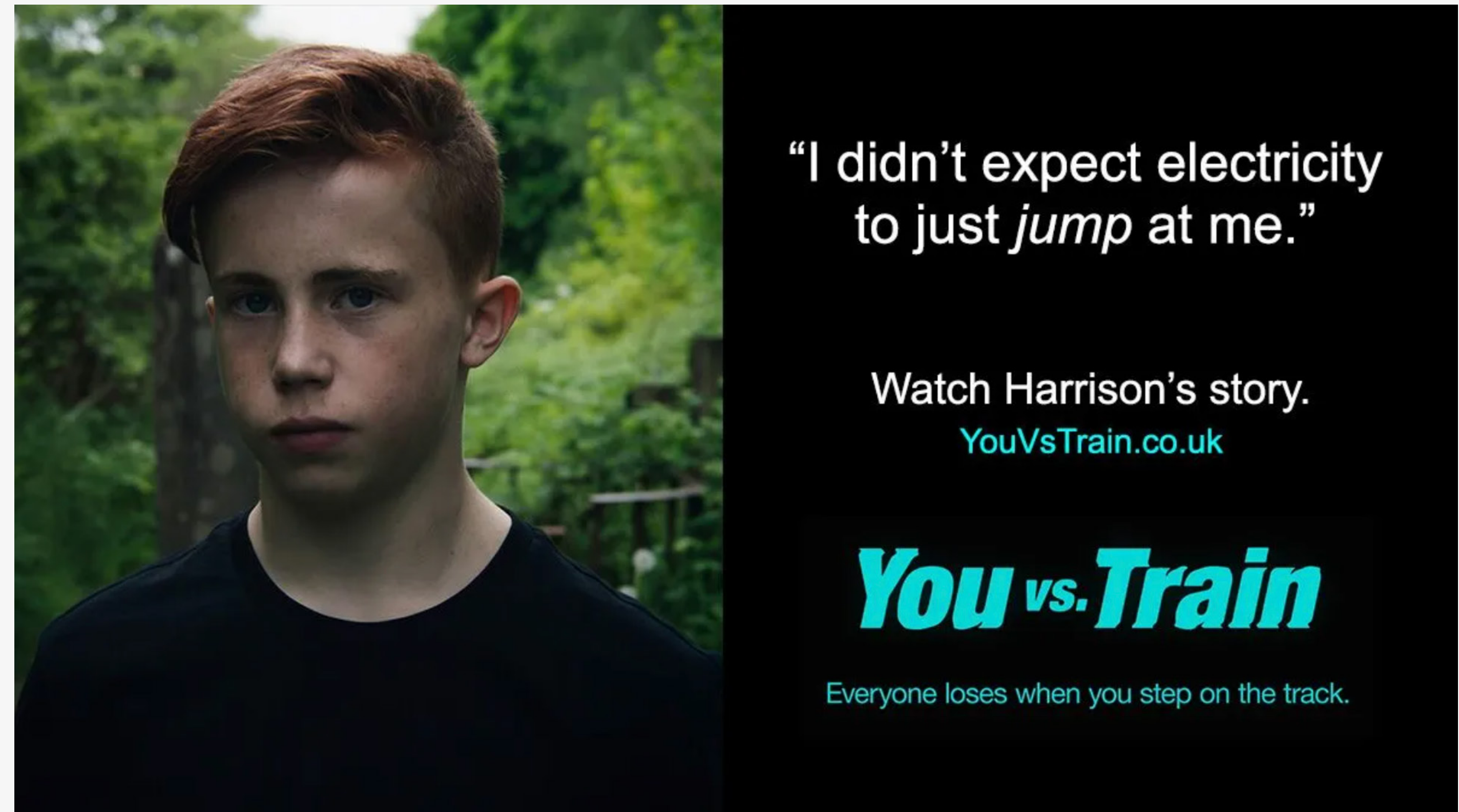
[12-16 Year Olds](#)



Most recent campaign

You vs Train – Harrison's Story

Harrison's Story tells the story of 11-year-old Harrison Ballantyne, who tragically lost his life when he was electrocuted by overhead power cables after trespassing into a rail freight depot to retrieve a lost football.



[Click here to view](#)

Real life examples

Please refer to the case studies here:
<http://www.youvstrain.co.uk/resources>

