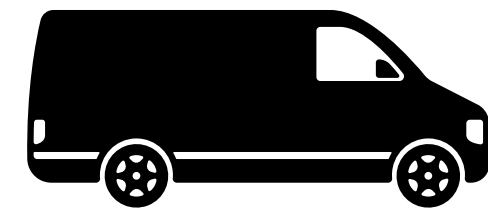
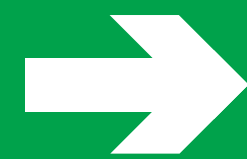


# Drive Safe programme



Communications  
toolkit asset list



Drive

Safe



# About Drive Safe

It’s a concern that, for an industry whose business is rail, the single biggest cause of fatalities for workers is the road<sup>1</sup>.

Drive Safe is a new national Road Risk Reduction programme from the National Road Risk Community of Practice. The launch is timed to coincide with Rail Industry Road Safety Week, 18-22 November 2024. Drive Safe aims to change our culture around driving, at all levels of the business, through a compassionate approach to driver care and safety.

Starting with a ‘back to basics’ message, Drive Safe will then tackle each of our main road risks, providing you with quarterly content in 2025 on alertness management (fatigue), speeding and distractions. This regular drumbeat will continue, and the programme will bring together all our efforts to minimise road risks over the long term, with Safety Central being our hub for content.

1. Technical Authority and RSSB statistics. From 2009-2024 road traffic accidents were the biggest contributor to fatalities in the rail industry.

# Using the toolkit

Please help us improve driver safety by sharing the materials in this toolkit. We want you to use the video and safety briefing downloads to spark team conversations; email the ‘back to basics’ guide to team members; please put up our posters and share content on Viva Engage.

This is just the start and we’d love to hear your ideas on growing the programme – to get in touch, please email [Caitriona.OBrien@networkrail.co.uk](mailto:Caitriona.OBrien@networkrail.co.uk)

## Contents:

Introduction	2
Programme story	3
Drive Safe video	4
Depot and office screens	5
Posters	6
Team briefing pack	8
Team briefing pack – mobile	9
‘Back to basics’ guide	10
Viva Engage/social media assets	11

# Programme story

**In rail, one of the greatest risks is the road**

Driving is the single most common cause of death for rail workers<sup>1</sup>. From 2011-2024, Network Rail vehicles were involved in 11 fatalities – a higher rate than any other area of our operations. We must do everything we can to avoid these tragedies.

**The Drive Safe programme aims to reduce our risks**

We’re incredibly rigorous when it comes to keeping our people safe on the track. The road network is a dynamic system, like the railway – but it’s a less controlled environment. The risks are even more varied and unpredictable.

Our new Drive Safe programme is a coordinated national effort to drive our risks down. It will be built on positive, two-way conversations between our safety teams, our drivers and their colleagues, to understand how we can work together to keep our people safe on the road.

**Our journeys push drivers to their limits**

We navigate Britain’s roads in all conditions to keep the railway open. Our journeys are often pre-dawn commutes, long and difficult trips to isolated locations or high-pressure responses to track-side emergencies. We’re out there day and night, driving nearly 10,000 vehicles, in cars, 4x4s, vans and trucks, navigating twisting country lanes, muddy tracks, mountain roads and crowded motorways.

**Safety doesn’t start with the driver**

When we think about road risk, we naturally focus on the driver. But safety depends on a chain of actions – and we’re only as strong as our weakest link. We rely on a range of people to manage the vehicles, plan the work, organise the journeys, check the paperwork and look after our drivers’ welfare. Drive Safe will involve all these people to address the underlying reasons that contribute to unsafe driving.

**We will clearly define and explain the rules for drivers**

When you’re driving for work or personal reasons, you have a legal duty to stay within the law. As part of your contract of employment, you must also follow the rules of the road. Our Driver Handbook sets out everything you need to know about driving for Network Rail – both fleet vehicles and your own vehicle.

**Our fleet vehicles are better, safer and smarter than ever**

We’re investing in newer vehicles with the latest safety features. We’ve introduced the vehicle CheckedSafe app, so it’s easy for drivers to check the roadworthiness of their vehicles daily.

We run driver inductions and training – with in-house and external experts. We also have the In-Cab Safety System (ICSS) in our fleet vehicles. Industry research shows that telematics systems like ours can cut speeding by 34%<sup>2</sup>, helping more of you get home safe to your loved ones. The data is tightly managed, and it can’t be used for anything other than supporting driver safety.

**Despite all this, our road risks are still worryingly high**

Speeding. Driving when we’re at our least alert. Getting distracted behind the wheel.

Even with all our safety measures in place, some of our risks are increasing. So it’s time for a new conversation. Our experts will go out on the road visiting depots and offices, speaking to drivers and their teams. We’ll listen more and involve you in finding the answers.

**We all need to think like professional drivers**

Driving for work – carrying equipment, transporting colleagues, navigating railway locations – involves skills and respect for the task. We are going to recognise and reward those who drive safely and give them a platform so they can share their tips on staying safe. Whenever any of us get behind the wheel for work, we need to think like a professional driver.

**Every job starts and ends with the journey**

We know change won’t happen overnight. It takes time to shift habits, and we want you to come on this journey with us so we can protect more of you from one of our industry’s biggest risks.

**Nothing matters more than getting everyone home safe every day.**

1. Technical Authority and RSSB statistics. From 2009-2024 road traffic accidents were the biggest contributor to fatalities in the rail industry.

2. Evaluating the impact of Heavy Goods Vehicle driver monitoring and coaching to reduce risky behaviour’ Mase et al. Journal of Accident Analysis and Prevention (2020) – with thanks to Dr Lisa Dorn for this reference.



# Drive Safe video

**Why the road is one of the railway’s greatest risks.**

Our launch video is a reminder of the extreme conditions and unique challenges we face behind the wheel. With over 10,000 vehicles, driving over 138 million miles a year, our journeys push us to our limits.



## Office and depot screens

**We've created a version for screens in your workspaces.**

Please share this with your teams so we can give the programme maximum visibility.





Posters

Front line

Please give Drive Safe a presence in your workspaces with these posters.

Throughout the programme, we'll share different poster messages for quarterly themes so you can give your notice boards a refresh every few periods.



# Posters

## Managers and planners

Please put up these posters in the offices of teams who plan and check drivers and journeys.





# Safety briefing pack

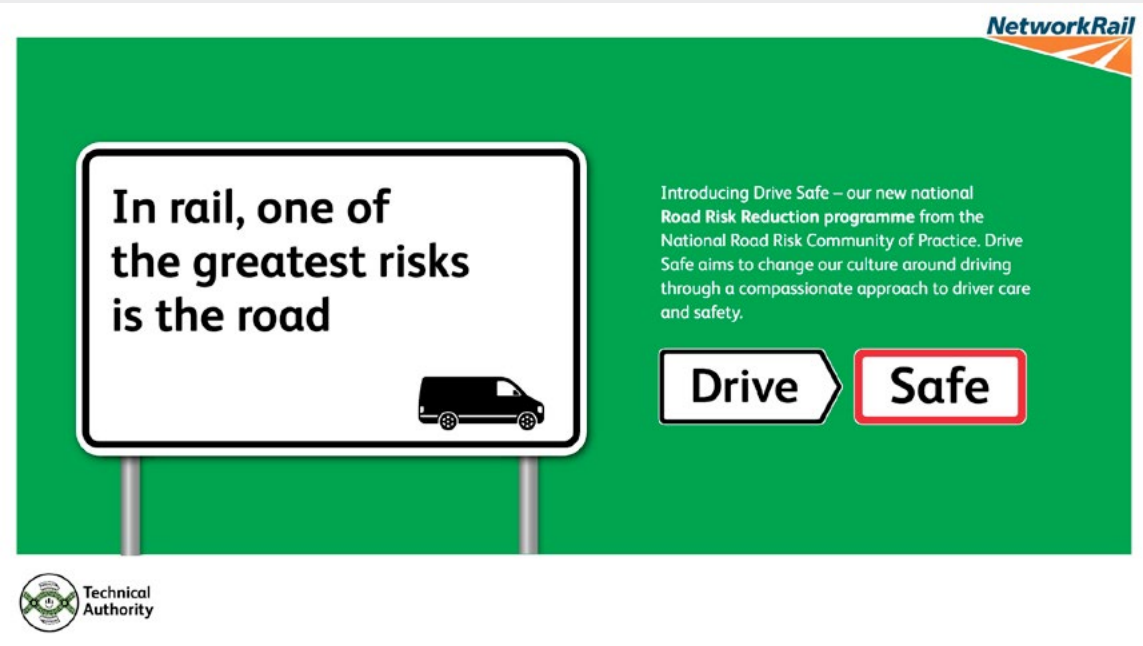
## Line manager discussion guide

This pack is a PowerPoint document for managers to present to their teams to help launch the Drive Safe programme.

It’s designed to generate healthy conversations about driver safety and explains the need to go ‘back to basics’ with driver, vehicle and journey checks. Within the pack, there’s also a two-minute survey for team members to complete via their mobile phones. This will help us understand more about the risks our colleagues face on the road.

We’ve also produced a one-page summary slide, if you need to include this as part of a wider presentation.

Drive Safe: team briefing pack



Drive Safe: one-page summary





# Safety briefing pack

## Mobile version

Please share this with your teams to read on the go – especially if they can’t take part in a team briefing.

Drive Safe: team briefing pack (Mobile version)





# ‘Drive Safe: back to basics’ guide

Give your teams a reminder of the basic checks and tips for staying safe out on the road.

Our ‘Back to basics’ guide is part of Rail Industry Road Safety Week. It takes just a few minutes to read and covers the essentials in three sections: safe driver, safe vehicle, safe journey.

‘Drive Safe: back to basics’ guide





# Viva Engage content

Please help spread the word about Drive Safe by sharing these posts on your Viva Engage networks.



Driving is the most common cause of death for rail workers. Drive Safe is our response – a **Road Risk Reduction programme** from the National Road Risk Community of Practice. Search ‘Drive Safe’ on Safety Central to find out more.



For two decades, driving has been the single biggest cause of railworker fatalities. Drive Safe is our response: Our new national **Road Risk Reduction programme** from the National Road Risk Community of Practice. [Watch our video](#) to learn more.



As part of our new Drive Safe risk reduction programme we want to know how we can support you and your teammates out on the road. Please [complete our short survey](#).



To mark Rail Industry Road Safety Week, we're reminding everyone about the essential actions that can keep you safe on the road. Download our 'Back to basics' guide [here](#).



For further information or support, please contact:

**Caitriona O'Brien**

Safety Improvement Specialist  
Corporate Workforce Safety Team  
Technical Authority

[caitriona.obrien@networkrail.co.uk](mailto:caitriona.obrien@networkrail.co.uk)

## **Thank you.**