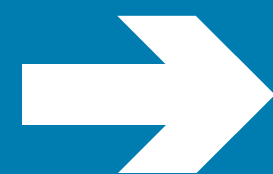


Drive Safe Accountability Campaign

Communications
toolkit asset list



Drive

Safe

Show it some love

We’ve done a lot of work to improve the safety of our fleet, mainly focused around driving – but this time we’re thinking about the condition of the vehicles themselves, and we’re asking colleagues who drive to help us.

This phase of the Drive Safe Programme is all about accountability and getting every driver to take more personal responsibility for the safety of their vehicles.

There are three main things we’re asking drivers to do – carry out their first use checks, report every collision and get their vehicle washed regularly – all under the positive idea of showing it some love.

When drivers feel a sense of pride or fondness for their vehicle, safe behaviour becomes self-motivated rather than enforced. Affection creates ownership. The aim is for drivers to do what we’re asking because they want to, not because they’re told to. And the assets in this toolkit are a simple and positive reminder of what to do and why.

Using this toolkit

Please support Drive Safe by sharing the resources in this toolkit.

- Use the safety briefing pack to spark open and honest team conversations.
- Download and email the Accountability guide directly to your colleagues.
- Display our posters around your workspace.
- Share relevant content on Viva Engage.

Thank you for your support.

As always, we’d love to hear your ideas on growing the programme – to get in touch, please email Caitriona.OBrien@networkrail.co.uk

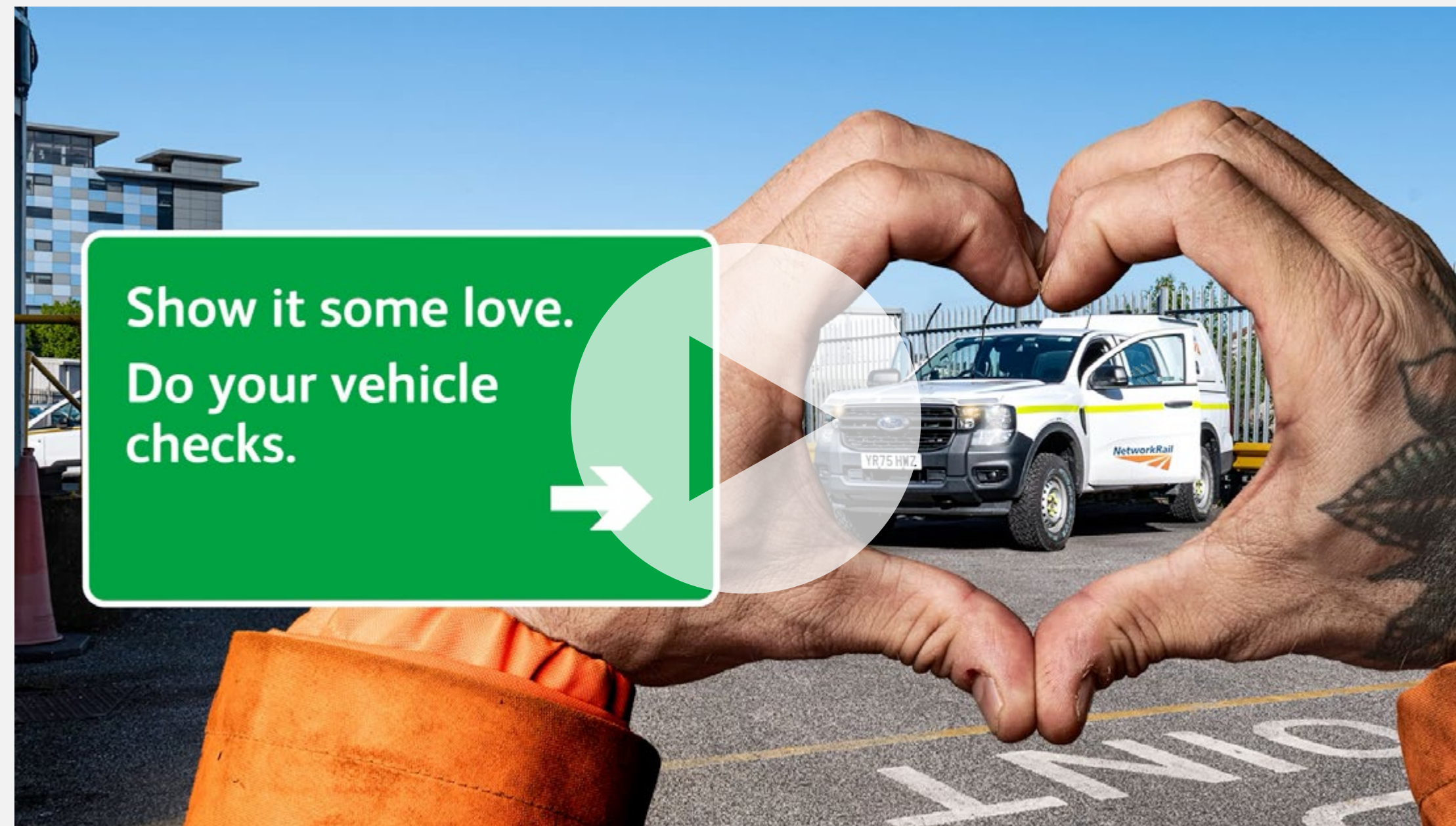
Contents:

Introduction	2
Office and depot screens	3
Posters	4
Team briefing pack	5
Team briefing pack – mobile	6
‘Show it some love’ guide	7
Viva Engage content	8

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

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

Please print out these posters and put them up in areas where they'll be most visible to your colleagues.

Poster 1



Poster 2



Poster 3



Team briefing pack

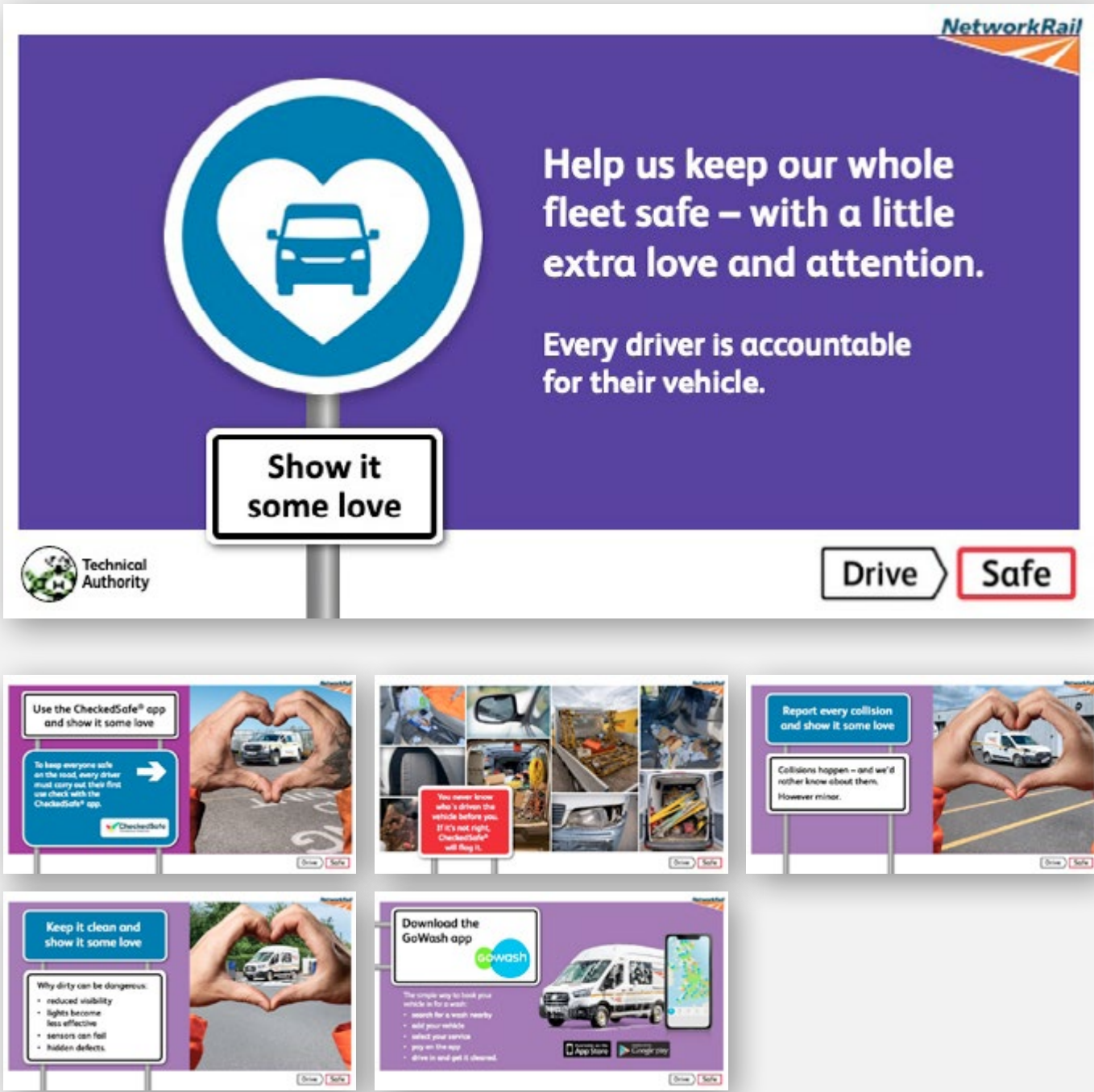
Line manager discussion guide

This pack is a PowerPoint document for managers to present to their teams to raise awareness about the importance of taking personal responsibility for the safety of their Network Rail vehicles.

It gives clear guidance on the actions drivers must take, and encourages conversations to take place.

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

Drive Safe Accountability: team briefing pack



Drive Safe Accountability: one-page summary



Team 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 Accountability: team briefing pack (mobile version)



‘Show it some love’ accountability guide

You can share this short guide which summarises our advice on keeping your vehicle safe and clean for drivers and managers.

‘Show it some love’ accountability guide

Show it some love and keep everyone safe

→ **Every driver is responsible for the safety of their vehicle.**

Drive Safe

Are you putting yourself and others in danger?

Five people are killed on UK roads every day and many more are seriously injured – and while we can't stop all the accidents, we can help you ensure your vehicle is as safe as it can be.

Every driver is responsible for the safety of their vehicle and their passengers, as well as other drivers and pedestrians.

Three simple ways to ensure your vehicle is safe to drive:

1. Use the **CheckedSafe** app for your first use checks.
2. Report any collisions, whatever the cause and however minor.
3. Book in regular washes through the **GoWash** app.

Everything in this guide is designed to keep you, your passengers and the public safe.

Drive Safe

Show it some love. Do your vehicle checks.

A little love and attention will keep you and your passengers safer and help reduce breakdowns.

Falling to use the **CheckedSafe** app for your first use checks puts everyone at risk of injury or worse.

Drivers are personally responsible for:

1. carrying out first use checks
2. logging any damage, faults or issues on the **CheckedSafe** app
3. any consequences that follow if they fail to do points 1 and 2

CheckedSafe

Drive Safe

Show it some love. Report every collision.

Give your vehicle some extra love – report every collision, whatever the cause and however minor.

Damaged vehicles are a danger to everyone on the road – and you could be held responsible for any consequences.

You might not be able to see any significant damage, or think it's particularly dangerous, but it's always better to be safe than sorry.

How to report a collision:

1. stop safely and report the collision immediately
2. contact the Network Rail Driver Helpline 0800 551 9148 and your Line Manager
3. report all damage, faults and incidents within 24 hours – no matter how minor.

Collisions happen – reporting isn't about assigning blame, it's about getting things fixed and keeping everyone safe.

For more information please see the Driver's Handbook on Safety Central.

Drive Safe

Show it some love. Keep it clean.

Your vehicle looks after you, mile after mile, so it's only fair that you return the favour.

Book in regular washes through the **GoWash** app and keep it clean and safe – a dirty vehicle reduces visibility and could hide dangerous defects.

Book in a wash with the **GoWash** app.

- Use the app to book a hand car wash close to your job / nearest to your home for 15 mins.
- Add your vehicle
- Enter your registration area and it's saved for next time – and make sure it's a hand car wash and under 15 mins.
- Select your service
- Choose the right wash for your vehicle. Some options will only be listed depending on your account.
- Pay in the app
- Select 'My Wash Fleet Account' and you're good to go – no need to pay on the day
- Drive in and get it cleaned
- Show confirmation if needed and let the team take care of the rest.

GoWash

Drive Safe

Passengers can share the love too

The driver of any vehicle is primarily responsible for its safety, but everyone has a role to play.

If you're a passenger, you are equally at risk as the driver. So, for your own safety, please make sure the driver knows and that the car checks, logs it down and reports any collisions. Your life is in their hands.

To ensure minimal lowering your vehicle's safe use:

- **Drive Safe on Safety Central**

everyone home safe every day

Drive Safe

Viva Engage content

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

Image post 1



A little love and attention will keep you and your passengers safer and help reduce breakdowns.

Failing to use the CheckedSafe® app for your first use checks puts everyone at risk of injury or worse.

Show your vehicle more love [here](#).

Image post 2



Show your vehicle some extra love – report every collision, whatever the cause and however minor.

Damaged vehicles are a danger to everyone on the road – and you could be held responsible for any consequences.

Show your vehicle more love [here](#).

Image post 3



Your vehicle looks after you, mile after mile, so it's only fair that you return the favour.

Book in regular washes through the GoWash app and keep it clean and safe – a dirty vehicle reduces visibility and could hide dangerous defects.

Show your vehicle more love [here](#).

For further information or support, please contact:

Caitriona O'Brien
Workforce Health and Safety Manager
caitriona.obrien@networkrail.co.uk

Thank you.