

# Trespass Toolkit (2021/2022)



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## 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.

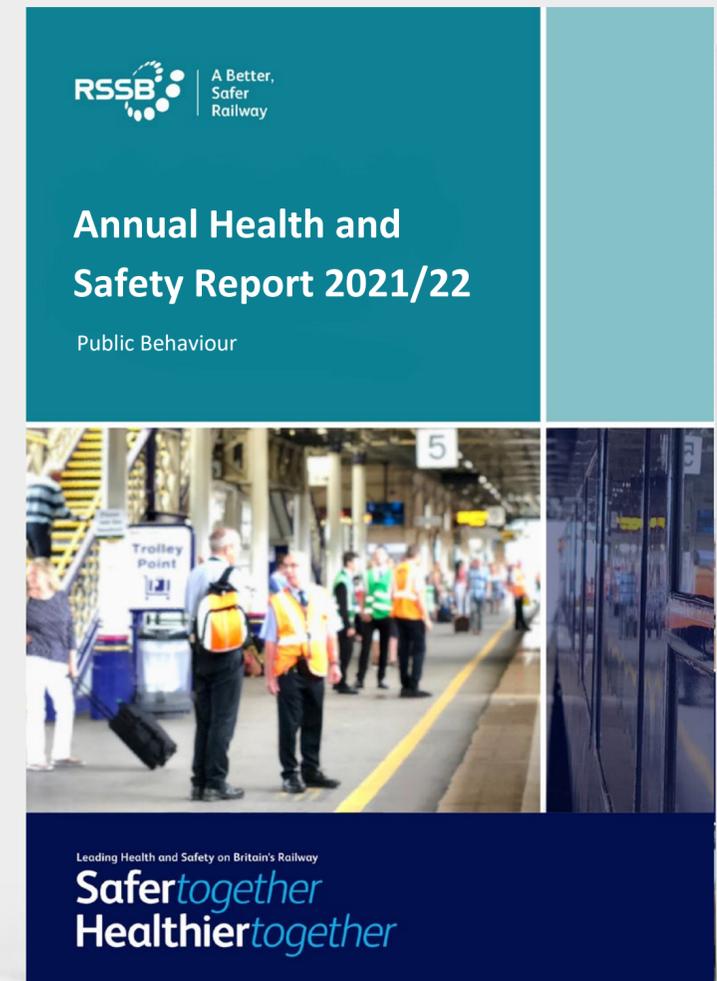
The You vs. Train campaign aims to:

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

## RSSB's Annual Health and Safety Report 2020/21

### Headlines

- ” There were 15 trespass fatalities (excluding suicides) reported in 2021/22. 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 exceeded 15,000. This was an increase of 12.6% in the previous year. There was a significant peak in reported events during April and a relatively high number in May and June. This was likely influenced by the easing of lockdown and other restrictions, children returning to school, and the typical seasonal trend of increased activity during the spring/summer months when days are longer and brighter.
- ” There were more than 4,600 child-related trespass events, which is 30.8% of the total. This was the second highest number of reported child events for the last five years.



## Safety segmentation research (2018)

*Significant proportions of the population are unaware of the dangers associated with the railways. On average, the public were able to correctly answer fewer than half of the questions about railway knowledge.*

**% believe to be true...**

- “ **Overhead lines around rail tracks carry dangerous amounts of electricity – 66%**
- “ **Levels of electrical current in the railway tracks are dangerous to me – 55%**
- “ **The third rail carries electricity – 42%**
- “ **Railway tracks carry electricity at all times – 40%**

People under 35 and those who have lived in the UK for less time are least likely to know the answers.

## Other research

Research conducted by Network Rail and the British Transport Police in 2018 found that – young audiences don't see the railway as dangerous:

- “ Only just over a third (37%) of youths consider the railway to be extremely dangerous
- “ 18% believe there is no risk of being electrocuted unless they touch the main rail track or overhead power cable
- “ Nearly a fifth (17%) think that getting a dropped/lost item (e.g. phone or football) from the railway track is relatively safe as long as they were to leave again straight away
- “ Almost a fifth (17.7%) think it's safe to walk on the railway line as long as they are careful.

## 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 **4,641** events involving youths and children (under 18s) during 2021/22, one of these was a fatality. This is a 17% increase compared to last year.



There were **19,408**  trespass incidents last year in total (April 2021 – April 2022).



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

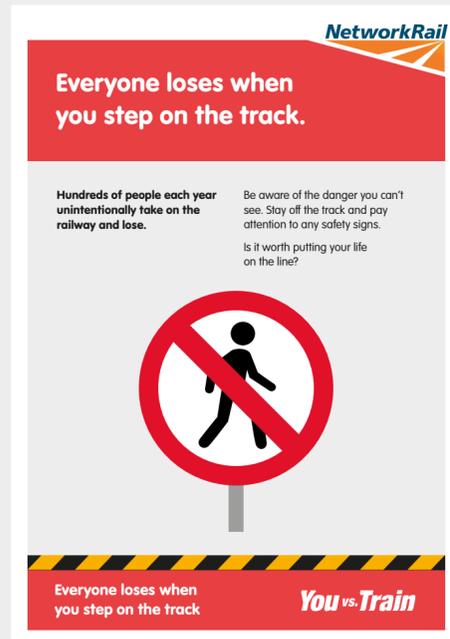
**3,000 °C** – 

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

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](mailto:marketing@networkrail.co.uk)

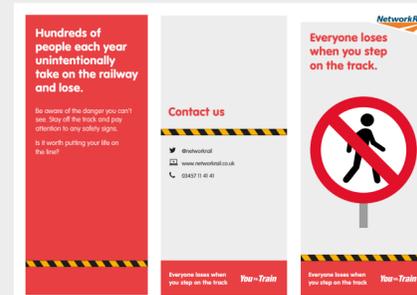
## Editable resources

Postcard



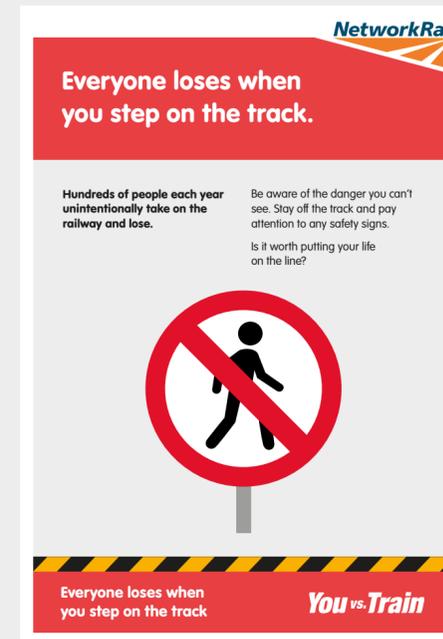
Edit and download

Leaflet



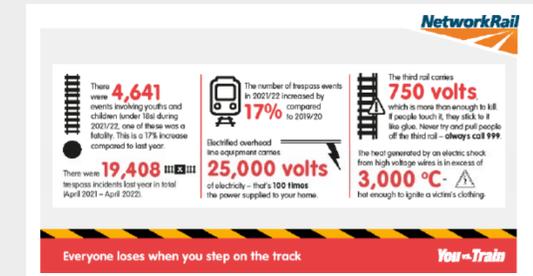
Edit and download

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](mailto: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](mailto: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.

There is limited central budget remaining for 2023 to support you to order merchandise and is available on a first come first served basis, max order £200.

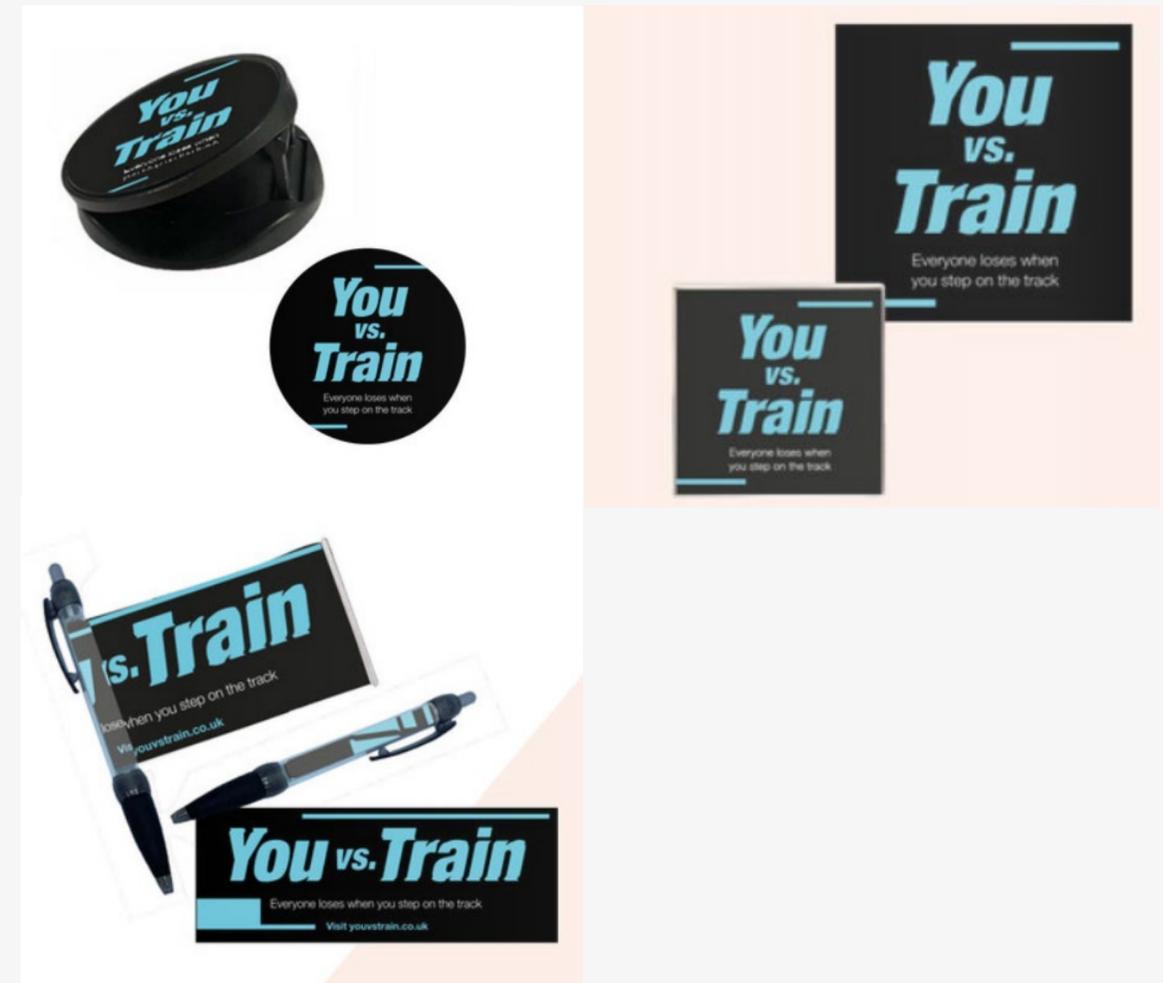
Once the central budget has been used you can still order using your own local budget.

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

Please note prices shown within the catalogue 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](mailto: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](#)



## Related campaigns

### Shattered Lives

Developed by Network Rail and supported by British Transport Police, on behalf of the rail industry. Shattered Lives focuses on adult trespassers (20-55) to challenge their misconception that their behaviour isn't really dangerous.



[Click here to view](#)

### Parallel Lines

You vs Train aims to raise awareness about the dangers of trespassing. The rail industry and the British Transport Police have worked together to educate schools to help communicate the importance of rail safety to pupils across the UK.



[Click here to view](#)

## Real life examples

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

