

# Pedestrian Level Crossing Safety Campaign

Stakeholder Pack

#BossingtheCrossing



# About the campaign

**From the 1st May 2018, Network Rail are leading a 13-week safety campaign, designed to help people avoid accidents on UK level crossings.**

**The number of pedestrian level crossing incidents\* has not decreased since 2011.**

**This simply isn't good enough.**

We are launching a series of films, resource packs for schools, and extensive social media content to reach people in areas of high risk, and target pedestrian groups who, from research, we know most need to hear our message.

This includes **young people (12-25)**, **older people (65+)**, **parents with young children**, **cyclists**, **horse riders**, **dog walkers** and **people with disabilities**. This pack gives you information about the campaign and how you can support it in your business area, route or team.

**In order to reach as many relevant people as possible with this safety message, we need the support of our colleagues and partners.**

**Thank you for your help.**

\*Level crossing 'incidents' include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

# Setting the scene

There are approximately 6,000 public/private level crossings on the rail network.

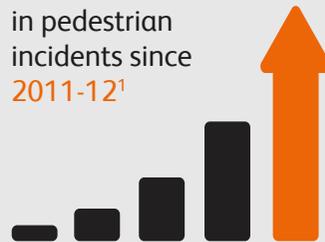
There are up to ten different types of level crossings, some operate with modern automatic barriers, some with barriers remotely controlled by a Signaller, and others have a more traditional operation that require users to STOP, LOOK and LISTEN for approaching trains.

Although the UK has one of the safest level crossing records in Europe, people still die on crossings each year and the Rail and Safety Standards Board (RSSB) claim that 'pedestrian near misses are showing an upward trend' (Annual Safety Performance Report, 2016/17).



## Level Crossing Facts & Figures 2018

There has been an annual **increase** in pedestrian incidents since 2011-12<sup>1</sup>

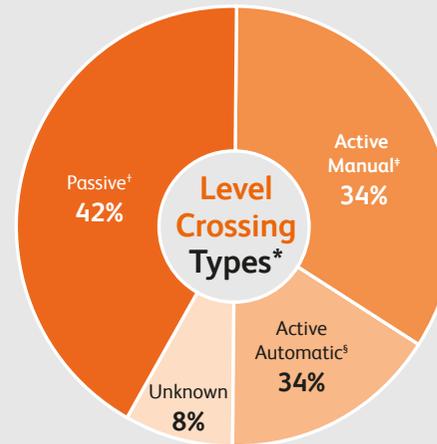


<sup>1</sup>Incidents' include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

### Peak incident months

**Apr – Oct**

Warmer weather, harvest time and outdoor pursuits.



\*Data range 01.04.2016 – 16.09.2017

<sup>+</sup>Passive: Crossing with telephone, open crossing or footpath

<sup>+</sup>Active Manual: Crossing with manually controlled gate or barrier

<sup>+</sup>Active Automatic: Crossing with warning lights, automatic barrier, or monitored crossing

12,665 Level crossing incidents caused: **318,392** minutes of train delays



### Level crossing incidents involved:



**55%**  
Vehicles



**40%**  
Pedestrians



**28**  
Dog walkers



**127**  
Farmers



**44**  
Elderly



**44**  
Horse riders



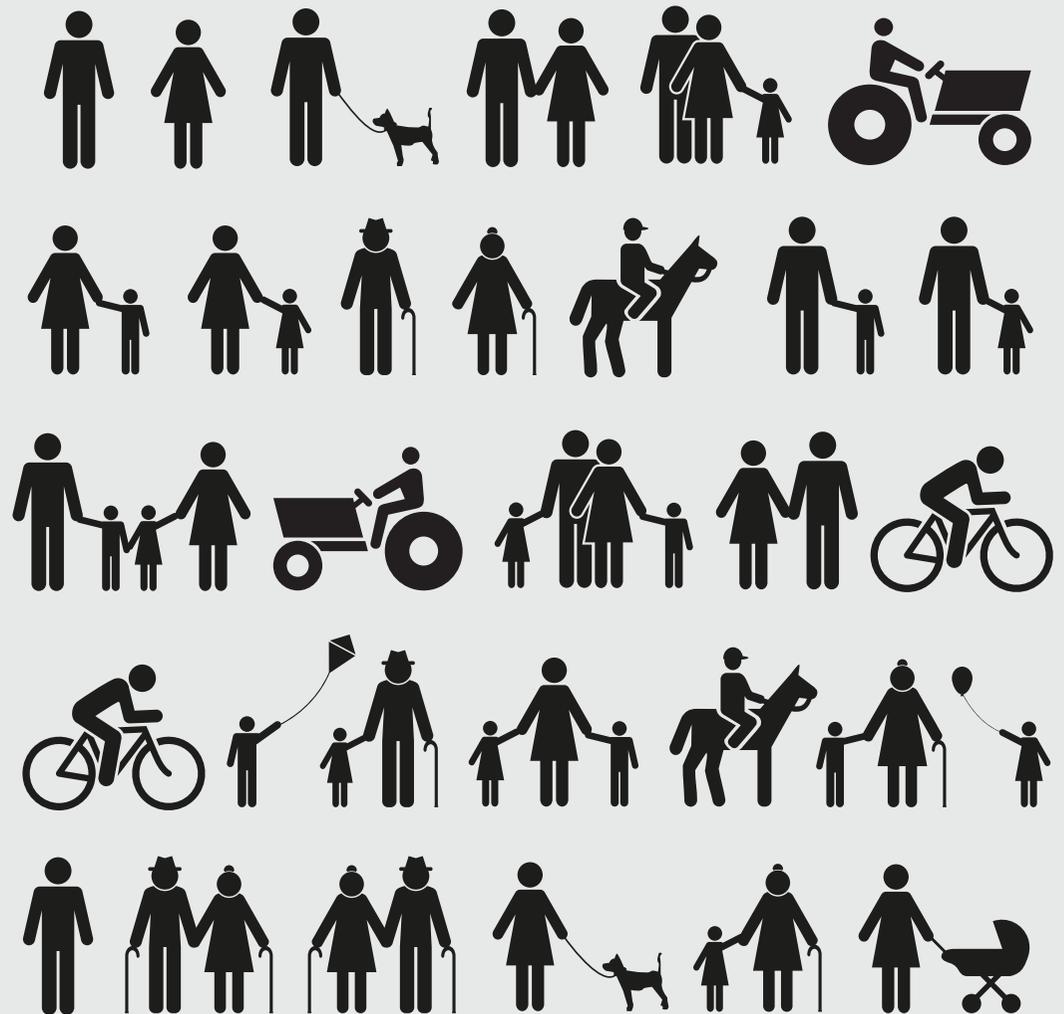
**176**  
Youths

# Our target audiences for this campaign

We have identified a number of key audiences based on data, research and observation.

## Our target audiences are:

1. Older people (65+)
2. Young people (12-25)
3. Parents of young children
4. Cyclists
5. Horse riders
6. Dog walkers
7. Disability groups – sensory disabilities, mobility

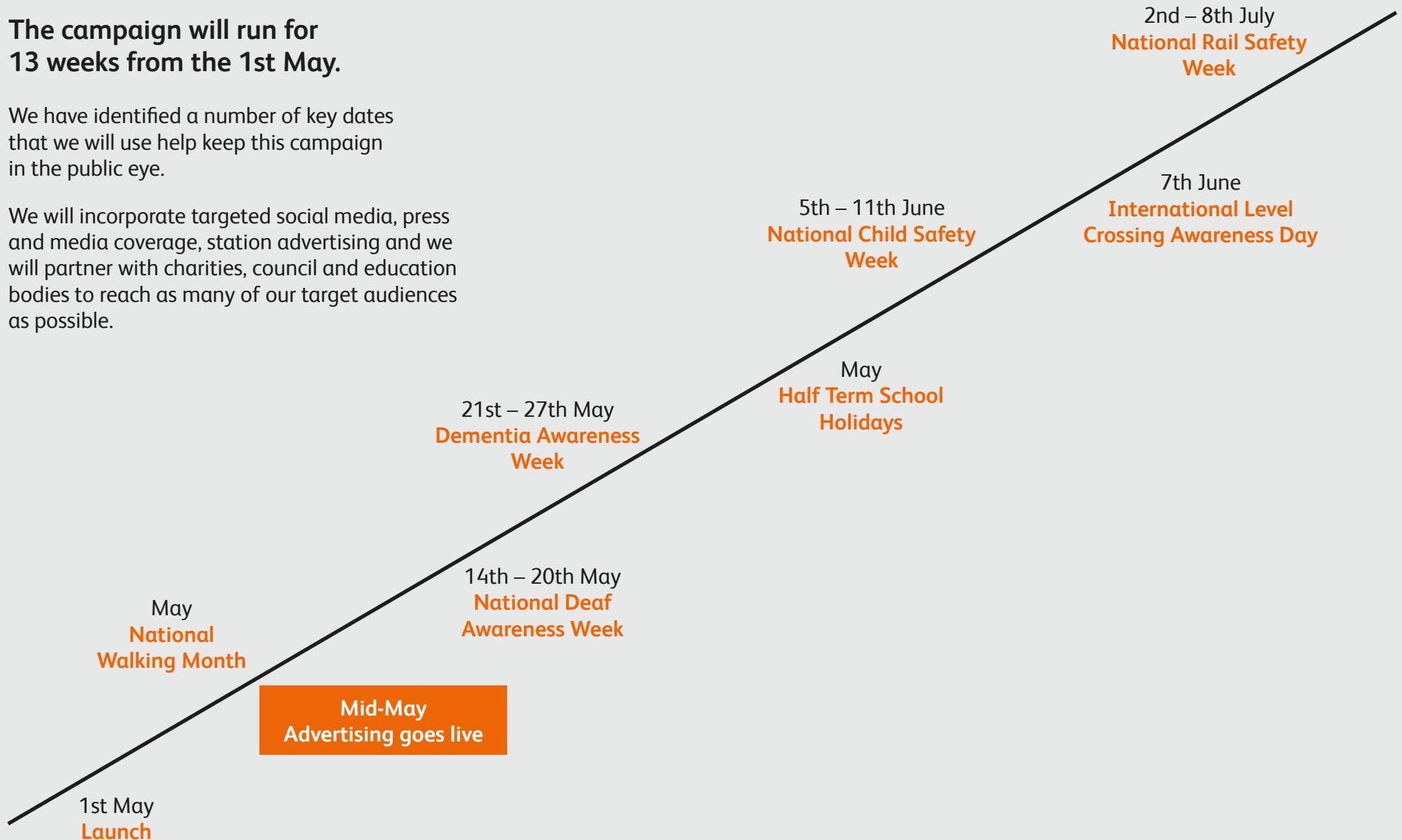


# Key campaign milestones

The campaign will run for 13 weeks from the 1st May.

We have identified a number of key dates that we will use help keep this campaign in the public eye.

We will incorporate targeted social media, press and media coverage, station advertising and we will partner with charities, council and education bodies to reach as many of our target audiences as possible.



# Our look for the campaign – Digital

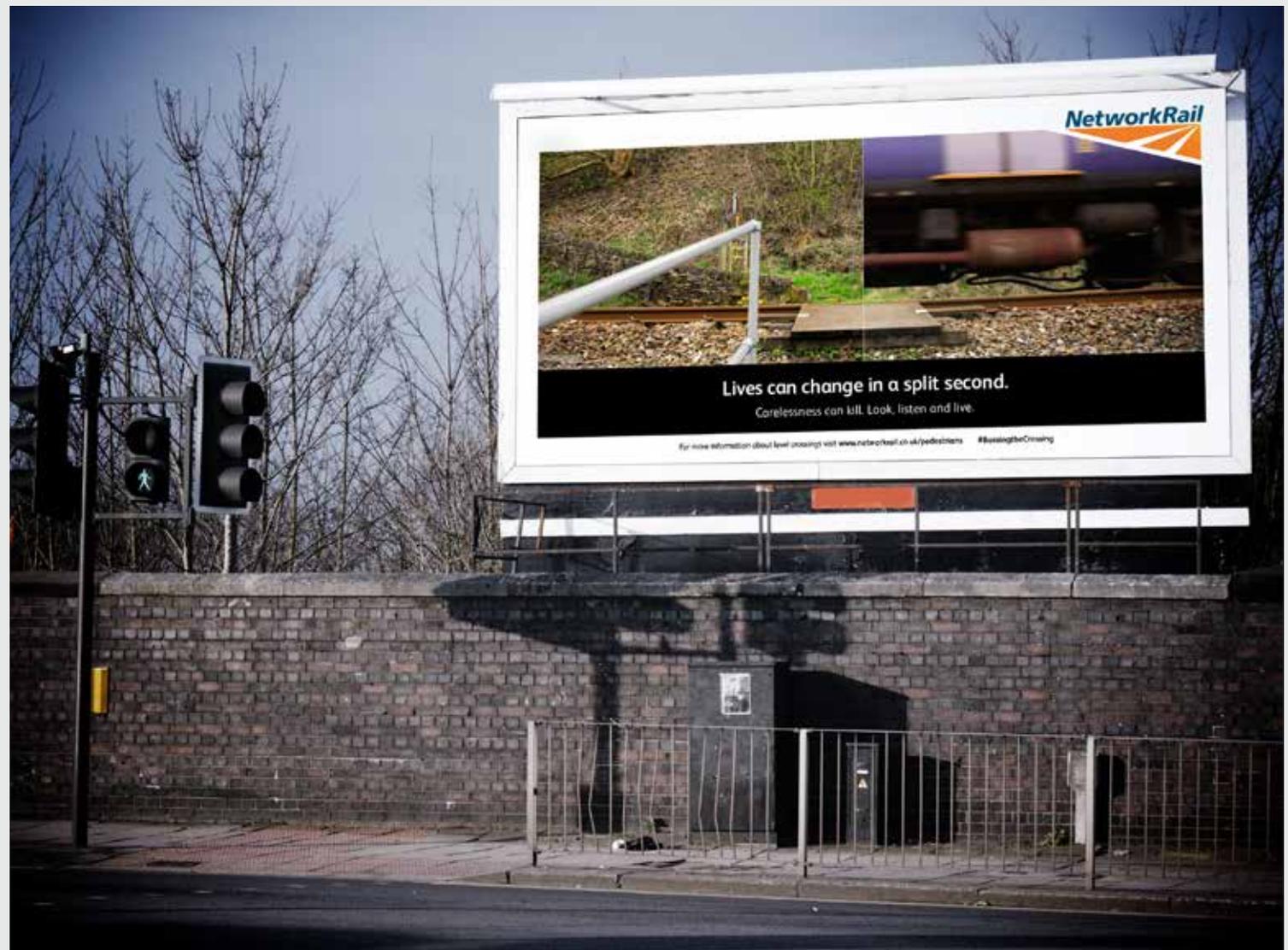


Leading this campaign will be a suite of video adverts, tailored specifically to the target audiences.

We're using a blend of geographic and demographic targeting to reach people.

# Our look for the campaign

We have worked with advertising, marketing and behaviour change specialists to create a campaign which highlights the stark contrast of a level crossing – quiet and calm at one moment, to loud and dangerous in a split second.



# How we're reaching people

Much of the campaign will reach audiences through targeted technology – bringing campaign messages and films directly to people's mobile devices when they are near a high incident/high risk level crossing.

You can follow the campaign by searching social media for the hashtag **#BossingtheCrossing**



# Lead campaign messages

**Purpose:** To define a set of ten lead key messages for the pedestrian level crossings campaign

To ensure consistency of message across all materials and communications, and to provide enough variety for a 13-week safety campaign across multiple channels.

Messages can be supported with targeted body copy, however lead key messages should generally always be used as they appear here.

**Campaign hashtag:**

**#BossingtheCrossing**

**Overarching campaign sign off: Look, listen and live (Capital L for Look only).**

This can be used by itself a single sign off, or it can be used with a prefix message:

**Carelessness kills.  
Look, listen and live.**

**Don't be distracted.  
Look, listen and live.**

**Ten lead messages**

1. Always expect trains at a level crossing
2. Complacency kills. Be alert at level crossings
3. Lives can change in a split second
4. Think safety at level crossings
5. Phones kill at level crossings. Don't be distracted
6. Nothing is more important than safety at a level crossing
7. Make it your choice to cross safely at a level crossing
8. Just like a road. Stop, look, listen. Teach your children to cross safely at level crossings
9. Cycle safely at level crossings. Look, listen and live
10. Choose to look. Choose to live

# Campaign resources available

Colleagues who work near level crossings have some of the most direct opportunities to change behaviour.

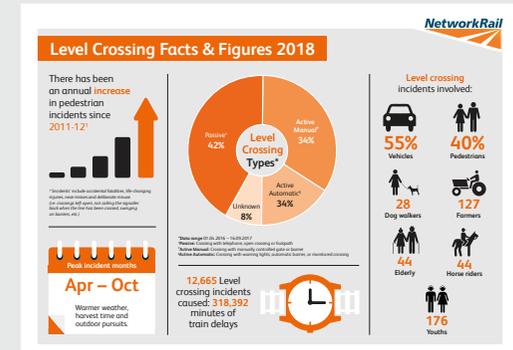
Following discussions with Network Rail level crossing managers, community safety and engagement teams and, British Transport Police, we have developed a suite of digital communication materials, which are available to download and distribute.

## These include:

- A campaign poster
- An infographic poster
- An activity plan for schools
- Tips on starting conversations with pedestrians near level crossings
- Virtual Reality film links from YouTube

Download from [networkrail.co.uk/pedestrians](http://networkrail.co.uk/pedestrians)

**Please note** – films specific to this campaign will be available from mid-May.



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### Helping young people to behave safely and responsibly at level crossings

Activity guide for schools (8-16 years)

Young people account for the largest group involved in incidents, and fatal accidents, at level crossings on the railway.

To change this, throughout May, June and July, Network Rail is launching a national campaign to raise awareness of level crossing dangers for pedestrians.

You can help by conducting a lesson, or class discussion.

We have created short films which you can show in your school, or youth club, to get everyone thinking about how to cross a level crossing safely.

**Class activity one**

Watch the film at [networkrail.co.uk/pedestrians](http://networkrail.co.uk/pedestrians) and then start a class discussion about the dangers spotted in the film.

We want to hear how the people in the film could have been more safety aware, and 'bossting the crossing'. Please ask:

1. What dangers did you see?
2. What could they have done differently?
3. What do you think happened at the end of each film?
4. What would have been a safer way to cross?
5. What are the most important things when approaching a level crossing? (Please refer to 'Look, listen and live'.)

Please note down the class responses, and share these with us on Twitter, using the hashtag #BosstingtheCrossing

**Class activity two**

As a further activity, you could ask the class to create drawings, short stories or poems about how to cross a level crossing safely. This could focus on the theme 'Look, listen and live'.

Please share these with us on Twitter using the hashtag #BosstingtheCrossing

Thank you for helping us to improve behaviour at level crossings. Together we can prevent incidents and save lives.

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### Tips to start a conversation with level crossing users

Frontline workers have some of the greatest opportunities to change behaviour and safety awareness at level crossings.

Here's three helpful tips you could use to start a conversation:

1. Start with an introduction
2. Highlight information which is relevant to them
3. Ask them if they will take action – will they share this information with friends and family?

Many pedestrians at level crossings will be familiar with the crossing and may desire safety guidance on this basis.

By introducing yourself and the level crossing safety campaign, this starts a conversation about their use of the level crossing:

- How frequently they pass through the level crossing?
- Is it always at the same time of day?
- Have they ever noticed someone acting in an unsafe way?
- Would they like any guidance on the best way to cross safely?

Remember the following facts which may help in your conversation:

- 40% of level crossing incidents (ie near misses, accidental fatalities, deliberate misuse) involved pedestrians in 2016-17
- April to October are the peak months for incidents at level crossings, possibly due to the warmer weather and outdoor pursuits.
- Young people are the largest group that are involved in incidents at level crossings.

• For more information they can visit: [networkrail.co.uk/pedestrians](http://networkrail.co.uk/pedestrians)



# Five ways you can support the campaign

1. Keep an eye on Network Rail's social media and re-share this campaign on your own accounts. There will be content on Twitter, Facebook and Instagram over the next 13-weeks
2. Download the school activity plan and take this in for your child's teacher. We want to reach as many schools and young people as possible
3. If you live near a level crossing, and you attend any social groups, sports clubs, council meetings, or visit a local gym, please print a poster and take this along to ask if they will display it. You could even ask your local supermarket if they would display the poster, or ask friends and family to take a poster into their place of work. The more people we can reach, the more lives we could save
4. Talk to your colleagues about this pedestrian safety campaign. Perhaps take time to discuss it in your next team meeting and the ways you can help
5. Be safe yourself. Share the campaign with your friends and family. Be proud to spread the message about level crossing safety.

All materials can be downloaded from [networkrail.co.uk/pedestrians](http://networkrail.co.uk/pedestrians)

**Please note** – films specific to this campaign will be available from mid-May.



# Enquiries

For more information about this safety campaign please visit [networkrail.co.uk/pedestrians](https://networkrail.co.uk/pedestrians) or call our 24/7 helpline on 03457 11 41 41.

Please quote '**pedestrian safety campaign**' so we can provide you with the fastest possible response.