



Stop
Look
Listen
Be aware
of trains

LEVEL CROSSING SAFETY

FARMERS AND FARM WORKERS

networkrail.co.uk/levelcrossings



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Stop
Look
Listen
Beware
of trains

Warning
Do not trespass
on the Railway
Penalty £1000

01 Overview on Farmers



The majority of level crossings in the UK are on private land and are used regularly by farmers and farm workers. These user worked crossings are maintained by Network Rail but it is the farmers' responsibility to give each visitor, tenant or employee a safety briefing on correct usage.

3 key facts about your user

1. Farmers use the same crossings all day, every day. Usually from very early in the morning to late in the evening. They believe they know the train times and feel safe as they use the crossings regularly.
2. Farmers are usually crossing with big machines or animals and are focused on getting these across safely rather than on their own safety.
3. Farmers are driven by business needs i.e. harvest and therefore are not as receptive to emotional messages.

01 Overview on Farmers



What are Farmers thinking?

This is my land and my crossing, I am safe as I use it all the time and know when trains come past. I am very busy and don't have time to wait for trains to cross, or to keep opening and closing gates.

What are Farmers feeling?

Time pressured and stressed during harvest seasons. I am tired from very long days of manual labour. Distracted from the dangers as I'm more concerned with getting crops or animals across quickly.

What are Farmers doing?

Working! I am not crossing in a time of leisure or on a journey, I'm crossing out of necessity and habit. I've got to cross regularly so feel it is more efficient to keep the gate open. Not focused on the crossing itself and as a result I am complacent and have lots of distractions.

01 Overview on Farm workers



Farm workers are the most regular users of user worked crossings. However they may come from a number of different countries and backgrounds, and don't necessarily speak English. Therefore they may have the lowest level of understanding of level crossings and so are at highest risk.

3 key facts about your user

1. Farm workers are regular users of level crossings, often crossing very early in the morning or late in the evening, yet they are not necessarily familiar with UK crossing rules.
2. Farm workers are often away from home and working extremely hard. They may feel homesick and frustrated, therefore distracted. Due to language barriers this may also mean they are hostile towards authoritative figures.
3. Farm workers are following a routine and are in groups so assume they are safe and that someone else has evaluated the risks of the crossing.

01 Overview on Farm workers



What are Farm workers thinking?

I don't fully understand the workings of the crossing but assume I am safe as I've been instructed to work across them. Thinking about home and being apart from my family. My attention is not fully on the dangers of the crossing.

What are Farm workers feeling?

I'm time pressured and stressed during harvest seasons. I am tired from very long days of manual labour. Distracted from the dangers as I'm more concerned with getting crops or animals across quickly to get home quicker.

What are Farm workers doing?

Working! I am not crossing in a time of leisure or on a journey. I'm crossing out of necessity. We have to cross regularly so feel it is more efficient to keep the gate open. Not focused on the crossing itself as there are lots of distractions.

01 Overview on Farmers and Farm workers



The focus for this campaign is to enable farm workers to understand and follow the correct behaviour around level crossings – understanding the risks.

Setting up the stats

Since 2010 there have been:



4 COLLISIONS
WITH FARM VEHICLES



x106
NEAR MISSES AT USER
WORKED CROSSINGS

02 Your toolkit

Farmers and Farm workers

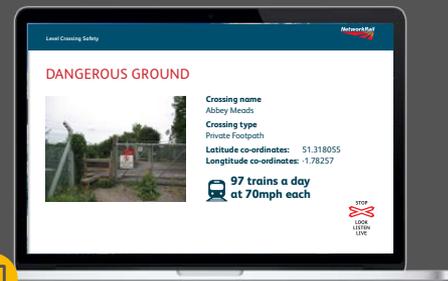


In order to ensure that the campaign is effective in reducing incidents on the railway we need to speak to specific users in the areas around level crossings. Farmers especially respond best to face-to-face interactions. In order to enable Level Crossing Managers to do this we have developed a tool kit. Farmers can use parts of this toolkit to speak to their employees in safety briefings.



Your Farmers and Farm workers tool kit will include:

- Step-by-step infographic booklet
- User worked crossing leaflets and folder
- PowerPoint template
- Short safety video



You also have the option to purchase more collateral online.

02 Your toolkit

Farmers and Farm workers

What could it be used for?



Step-by-step infographic, this is another way for farmers to easily communicate safety messages to their workers. They are visual and pocket-size so workers can have these with them whilst working and during safety briefings. There are no written words so should translate across different language barriers.



PowerPoint templates are a great tool for you to use when having meetings with your local farmers, potential partners, local councils or external stakeholders. It provides a platform for you to speak about the campaign.



User worked crossing folder and leaflets are much more informative and describe how each user worked crossing should be used. These are designed for the farmers to keep them and their workers informed on the correct way to use a level crossing and of their roles and responsibilities, they are great ways to engage with your local farmers.

03 National campaign support



As well as your local campaigns, we will be providing you with support at a national and central level.

Resource Centre

All materials are currently available to download on the on the 23red FTP site – a link will be sent out to you at the launch of the campaign.

We have built a bespoke online resource centre that will form a place for you to see campaign updates and announcements, as and when they happen. All training material is stored here, ready for you to download and work on any exercises again. The resource centre is also where you can access all elements of the tool kit in electronic versions. The resource centre is a place for you to share your own campaign successes and to hear how other Level Crossing Managers are

tackling any issues. This is a private forum where Level Crossing Managers can communicate.

We will notify you when this is fully up and running.

The Media Team

As well as sharing your campaign updates on the resource centre we encourage you to get in touch with your local media representatives who can try and leverage this news into the national media.

There are a few things to consider when thinking about whether your campaign news is news worthy.

03 National campaign support



1. It has to be new news.

This may sound obvious but it does have to be something we haven't said before, or an update on something previously announced. e.g. new technology in use, a trial announced, new investment, new partnership with user group or involvement with a previous offender.

2. Network Rail is a caring company.

The story should show how we are delivering a better performing railway, how we have got users home safe every day. If it doesn't it isn't something we should be talking about.

3. Imagery or video of an accident.

It is important for people to visualise the actual dangers and impacts of level crossings. Although please be aware we can only use imagery and video once any court case is cleared.

4. Special Events.

e.g. any local events to maximise awareness, this could be any involvement Network Rail has in a larger project and can be used to promote Network Rail's work.

5. Statistics.

A good use of stats e.g. number of incidents, frequency of trains, line speed to help build the picture of dangers and risks.

6. People.

Humanising the dangers and risks with a real person delivers a more impactful story. Whilst being aware of the mindset and circumstances (e.g. if it was a near miss). As part of the partnership work we do, the media centre are looking for people who can tell that story, and something for you to discuss with the media team.

03 National campaign support

Your local media teams are



North West and West Midland
Jon Crampton
London North West: North
London North West: South

Wales and West
Hannah McCarthy
Wales North
Wales South
Western



Scotland
Nick King

North East and East Midlands
Toby Higgins
East Midlands
London North East: North
London North East: South
London North East: Central

London and South East
Sam Kelly
North of the Thames

James Banks
South of the Thames

Victoria Bradley
South West and Thames Valley
Wessex, South East, Anglia
Western Thames Valley

04 Partnerships



Why are Partners Useful?

Partners can provide numbers and endorsement. They increase the number of potential people that the campaign can reach and talk to. At the same time the partner can ‘rubber stamp’ a campaign by supporting it. This helps the campaign grow and build support.

Partners usually also have direct access to user groups, maybe through their databases or through their own contacts – this is an easy and different way for you to communicate your safety message.

Local partners are particularly useful as they may already have a trusted presence in the area, they may already

have relationships with users that you can use. On the other side, you may already have links with local businesses too! Crucially, they will be in a close proximity to the level crossing itself.

Who could be a partner?

Local partner opportunities will vary according to your location and surrounding area.

When considering what type of business could partner with the campaign, think of the user outside their user group behaviour, anyone can be targeted in their everyday lives too.

04 Partnerships

In association with



National Partnership Information

We have recruited a national partner who will be communicating our level crossing safety message across the UK. For this campaign it is the National Farmers Union.

For example, they will be leveraging the campaign by sharing our safety message in their weekly newsletter that goes out to all their members across England and Wales.

04 Partnerships

Farmers and Farm workers

Who could be a partner?

For Farmers and Farm workers there are a number of opportunities within a local area but here are a few examples:

- Farmers markets
- Young farmers' discos
- Outdoor clothing retailers
- Community centres
- Vets

Ideas for how to approach a partner

- Direct phone call or email
- Go into the business
- Invite them to a meeting
- Invite them to an open day

All of the above are suggestions and can be built upon, you may already have connections with regular users and businesses and this is a great place to start building up momentum for your campaign.

**For more advice or help
please contact:**

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