



Stop  
Look  
Listen  
Beware  
of trains

# LEVEL CROSSING SAFETY

CAMPAIGN GUIDE  
DOG WALKING



In association with



LOOK  
LISTEN  
LIVE



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# 01 Overview on Dog Walkers



Dog walkers are often out near level crossings early in the morning and in the evenings. They are either tired and preoccupied with the day ahead or they are tired from the day's events. The focus is nearly always on the dog rather than their own safety, this is why our message is important, to keep both the dog and owner safe.

### 3 key facts about your user

1. Dog walkers often use the same route to walk their dog every day. Usually early in the morning and late in the evening. They believe they know the train times and feel safe as they use the crossings regularly.
2. Dog walkers focus almost entirely on their dog and its behaviour, rather than their own behaviour. And would, without thinking, prioritise the dog's safety above their own.
3. Dog walkers trust their dogs and believe they have full control over their dog, even when it is not on a lead.

# 01 Overview on Dog Walkers



## What are Dog Walkers Thinking?

I'm safe, I do this walk every day like clockwork. Trains don't come by here at this time so my dog can be off lead. I want my dog off the lead, it's their time to play and run around. This level crossing, near a dog friendly field, isn't gated so it's not dangerous. My dog is well behaved he would never stray from me even off lead its time to think by myself too, distracted by other thoughts about the day, home, work etc.

## What are Dog Walkers Feeling?

Time pressured if they need to walk the dog before work and relaxed after work where they are unwinding and processing the day, so less focused.

Tired, walking the dog before work and after a long day can be tiring and it's easy to lose focus. Relaxed as this is a regular route and time for thinking and enjoying being with the dog.

## What are Dog Walkers Doing?

Focusing on the dog's behaviour rather than their own. Focusing on the path ahead or other dogs/animals and not the signs around them. Letting the dog off lead early and risking the dog running off and over the level crossing. Not putting the dog on the lead at all as he is "so well behaved".



# 01 Overview on Dog Walkers



The most common behaviour that can cause fatalities amongst dog walkers is dogs not being kept on their lead at level crossings.

## Setting up the stats

In the last five years there were 186 incidents involving people with dogs



**5 FATALITIES**  
AT LEVEL CROSSINGS



**x181**  
NEAR MISSES RECORDED

# 02 Your tool kit Dog Walkers

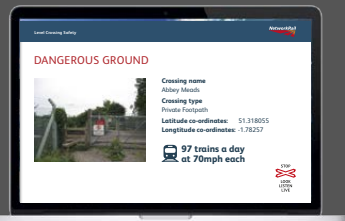
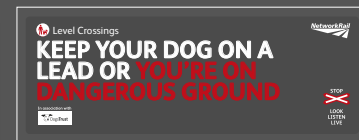
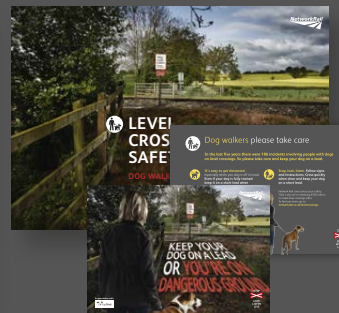


In order to ensure that the campaign is effective in reducing incidents on the railway we need to speak to specific users in the areas around level crossings. In order to enable Level Crossing Managers to do this we have developed a tool kit.



Your dog walkers tool kit will include:

- Campaign Posters
- User guide & leaflet
- Window Stickers
- Poo-bag Holder
- PowerPoint Template



You also have the option to download more sizes (A3 and A5) of the posters and more poo-bag holders online.

## 02 Your tool kit

# Dog Walkers



### What could it be used for?

Posters are a fantastic and simple way of communicating your message to lots of people. With a variety of sizes you can ask local partners to put posters up in their public spaces, or even ask to have them distributed to customers. The leaflets are useful for interactions with users at an open day or trade show, or even around the crossing itself.

Window stickers are another effective give away, again whilst displaying our safety message. Partners such as vets may be able to display our sticker in their front window for example, or users supporting the campaign can display it in their car.

The leaflets and user guides are an effective way of interacting with local users of level crossings, giving them an overview of the key behaviours to adopt around level crossings to stay safe. The leaflets in particular can be handed out at local events, or to particular dog walkers in your area.

# 02 Your tool kit

## Dog Walkers



### What could it be used for?

Give-aways are always a great way to start a conversation with a user, as it's something they can keep, people love free things so we have combined a gift with an important safety message. Again, these could be handed out to users when they are at level crossings, or open days or even at local partners' businesses as well.



The PowerPoint template is an excellent tool for you to use when having meetings with potential partners, local councils or external stakeholders. It provides a platform for you to speak about the campaign.



# 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 [23red FTP site](#)**

We are also building a bespoke online resource centre that will form a place for you to share your own campaign successes and hear how other LCMs are tackling any issues. This is a private forum for all LCMs to communicate via. The resource centre is also where you can access all elements of the tool kit in electronic versions as well as all the training materials from courses you have attended.

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

## **The Media Team**

As well as sharing your campaign updates, we encourage you to get in touch with your route 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 everyday. 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. 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

## The Media Team and regions



**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**  
James Banks  
North of the Thames  
Chris Denham  
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 that you could 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 could already have a trusted presence in the area, and already have relationships with users that you can use. On the other side, you might already have links with local businesses too! And crucially, they will be in a close proximity to the level crossing itself.

# 04 Partnerships

## In association with



## National Partnership Information

Dogs Trust have been recruited as our national charity partner and will really bring some authority to the campaign. There are a number of ways in which they will be supporting us, from having their logo included on all campaign material, to featuring in the press release and promoting the key messages through their own communication channels. In addition, we are working with Pets at Home to run a feature article in their autumn edition of the VIP magazine which will go out to three million members.

# 04 Partnerships

## Dog Walkers



### 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 of their user group behaviour. Anyone can be targeted in their everyday lives.

For dog walkers there are a number of opportunities within a local area but here are a few examples:

- Local vets
- Puppy training centres
- Local animal charities
- Pet shops
- Community centres
- Local dog walkers

### 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:  
Sandy.Bell-Ashe@networkrail.co.uk**