

Drivers' Level Crossings Safety Campaign

Stakeholder pack



BRITISH
TRANSPORT
POLICE



Contents

Introduction

Background and research

Campaign overview

Campaign messages

Your support

Driving safely at level crossings

Campaign assets

Campaign press release



Introduction

While Britain has one of the safest level crossing records in Europe, every year people lose their lives driving through level crossings – and there are countless more near-misses. Of these, most incidents are simply because drivers ignore the warnings.

Since the start of 2012, there have been **9,314** road vehicle incidents at level crossings – almost half were avoidable accidents, caused by drivers ignoring or disregarding barriers and warning lights.

This autumn, we will be engaging with drivers and communities who live near, and travel through, level crossings across Britain.

Raise awareness of the dangers of level crossings



Change attitudes and safety behaviours of drivers



Reduce the likelihood of future incidents involving road vehicles

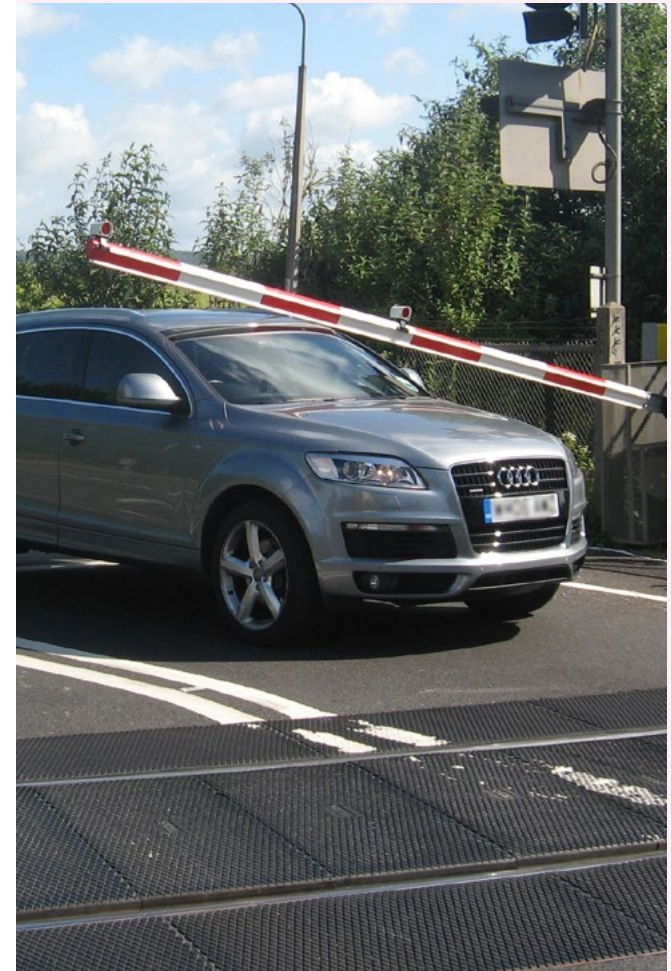


Background and research

The need to change safety behaviours is clear.

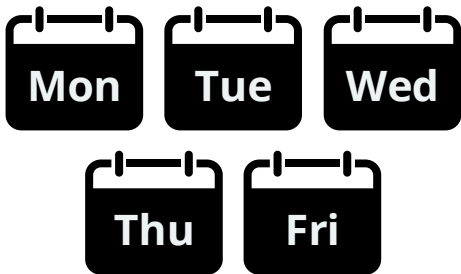
Recent data shows:

- Since the start of 2012, there have been **9,314** road vehicle incidents at level crossings.
- Almost half of all incidents involving vehicles were avoidable, and were classified as being caused by drivers ignoring or disregarding barriers and warning lights.
- **55%** of all incidents at a level crossing involve road vehicles.
- Most incidents and accidental fatalities have occurred at Automatic Half Barriers with drivers weaving around them.
- Incidents are more frequent on weekdays, and between the hours of **7am** and **6pm**.
- Cars account for the highest proportion of incidents at level crossings – **19%** of all incidents.
- **Lorries, vans and delivery drivers** account for the second highest group of vehicles involved in incidents at level crossings – **16%** of all incidents.
- **Agricultural vehicles** account for the third highest groups of vehicles involved in incidents at level crossings – **9%** of all incidents.



Background and research

Incidents are more frequent on weekdays and between 7am and 6pm.



Types of vehicle most commonly involved in an incident at a level crossing:



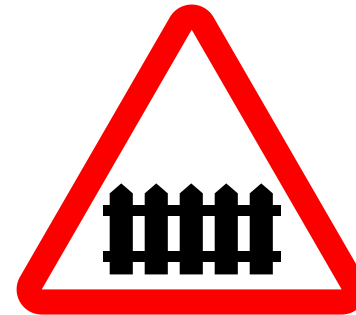
19% Cars



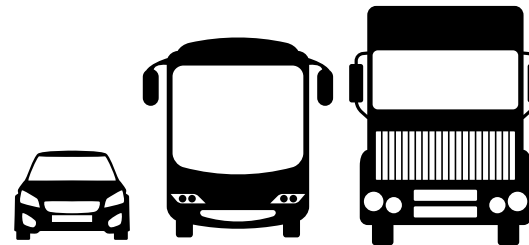
16% Lorries, vans and delivery drivers



9% Agricultural vehicles



3,800 public/private road level crossings in the UK



55% of all incidents at a level crossing involve road vehicles

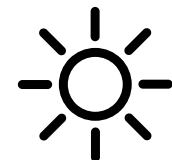
Level crossing incidents can also be affected by seasonal factors which make it more difficult for drivers to see warning lights:



Ice



Snow



Sunlight

Campaign overview

Campaign name

Drivers' Level Crossing Safety Campaign

Campaign call to action

Search Network Rail Level Crossing Safety

Timings

1st October – 30th November 2018

Website

www.networkrail.co.uk/drivers

Campaign hashtag

#stopatredlights

Approach

The campaign creative highlights that all vehicles – even the emergency services – must stop at red lights at level crossings. We will change driver behaviour through:

- Showing real-life crash photography where vehicles have been hit by trains at level crossings.
- Using recognizable and authoritative entities such as the emergency services to set an example of how drivers should behave in the context of level crossings.

Target audience

Primary: Everyday/residential drivers who live, work or play near road level crossings.

Secondary: Professional/utility drivers who live, work or play near road level crossings.




Campaign overview


NetworkRail

This driver thought he had enough time to get across.

Every vehicle on the road, including our emergency services, has to stop for red lights at level crossings.

Make sure you do too.



Search Network Rail Level Crossing Safety 

NetworkRail

This driver had a good look and didn't see a train coming.

Every vehicle on the road, including our emergency services, has to stop for red lights at level crossings.

Make sure you do too.



Search Network Rail Level Crossing Safety 

NetworkRail

This driver had somewhere to get to urgently.

Every vehicle on the road, including our emergency services, has to stop for red lights at level crossings.

Make sure you do too.



Search Network Rail Level Crossing Safety 



Radio Ad 1

0:29 

Radio Ad 2

0:29 

Every vehicle on the road, including our emergency services, must stop for red lights at level crossings.

Make sure you do too.



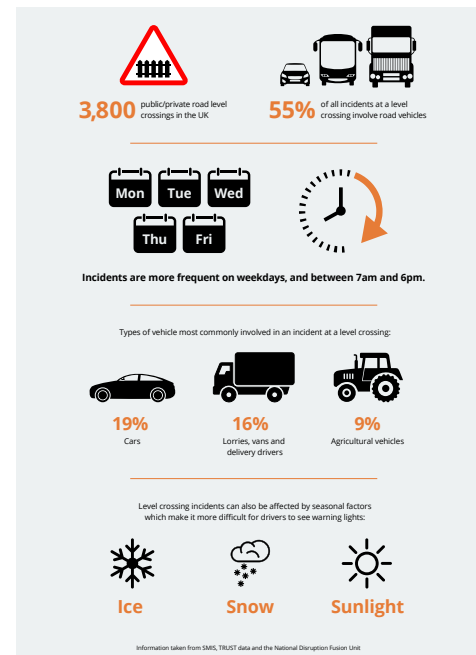
Every vehicle on the road, including our emergency services, must stop for red lights at level crossings.

Make sure you do too.



This driver had a good look at the level crossing.






These drivers were in a rush.



The campaign will demonstrate the potentially life-changing impact on drivers and their loved ones – as well as the very real risk that careless driving poses to train passengers. If a car collides with a train, there are potentially hundreds of people and passengers affected.



The important information for all drivers to remember

-  Be prepared to stop at the crossing
-  Understand the warnings (lights, barriers, alarms)
-  If the warnings activate, stop – unless it's unsafe to do so
-  Remain stationary until all warnings stop
-  Check that your exit is clear before driving across

Use our interactive guide to driving safely through level crossings

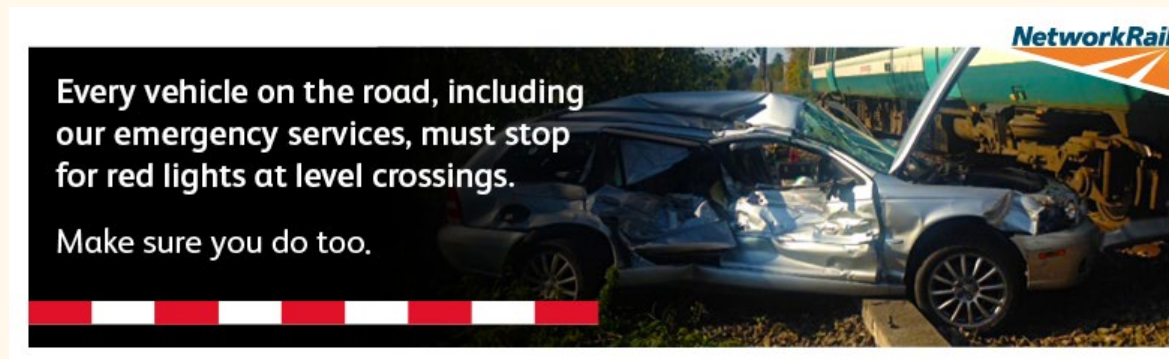
www.networkrail.co.uk/communities/safety-in-the-community/level-crossing-safety/drivers/

Campaign messages

Lead message

Every vehicle on the road, including our emergency services, must stop for red lights at level crossings.

Make sure you do too.



Complementary messages

1. Warnings at level crossings are there to keep you safe; pay attention to them.
2. Always expect trains at level crossings.
3. Lives can change in a split second.
4. Nothing is more important than safety at level crossings; be patient.
5. Good drivers stop for red lights, barriers and warnings at level crossings.



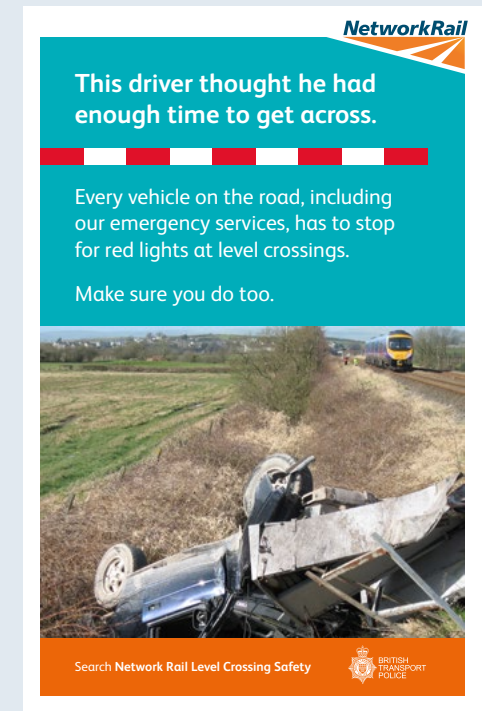
Your support

Your support

There are a number of things you can do to support the campaign, including:

- Sharing the social media assets on your social media channels.
- Printing the poster and displaying it in relevant places in your community, such as: offices, petrol stations, coffee shops, GP surgeries, and shopping centres.
- Displaying the poster on digital screens in stations or on station platforms.
- Visiting www.networkrail.co.uk/drivers to learn more about using level crossings safely – share this link with your colleagues, loved ones and friends.

**With your support
we can encourage
drivers to understand
the importance
of safety when
driving through
level crossings – and
reduce the number
of vehicle related
incidents.**



Driving safely at level crossings.

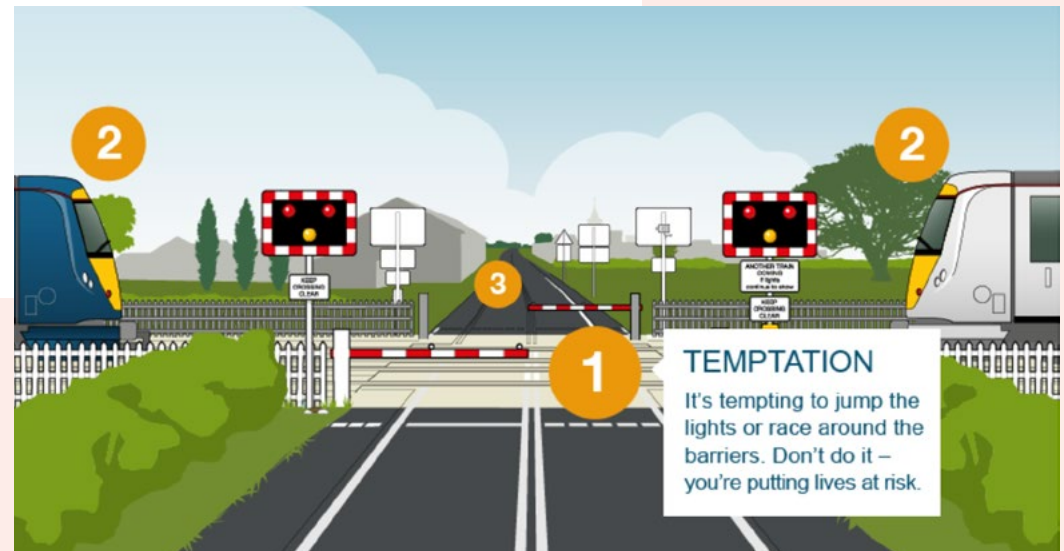
The important information for all drivers to remember

Almost half of all incidents involving vehicles at level crossings could have been avoided. As part of our campaign, we are asking all drivers to learn the safety rules.

- Be prepared to stop at the crossing
- Understand the warnings (lights, barriers, alarms)
- If the warnings activate, stop – unless it's unsafe to do so
- Remain stationary until all warnings stop
- Check that your exit is clear before driving across.

Use and share our interactive guide to driving safely through level crossings

www.networkrail.co.uk/communities/safety-in-the-community/level-crossing-safety/drivers/

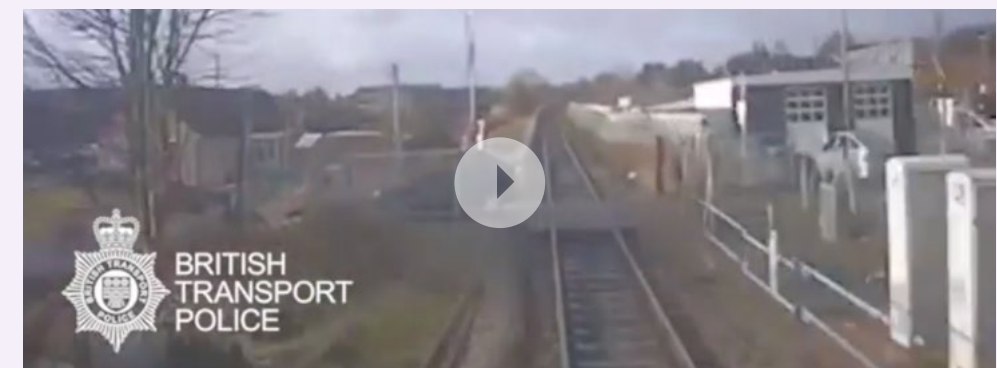
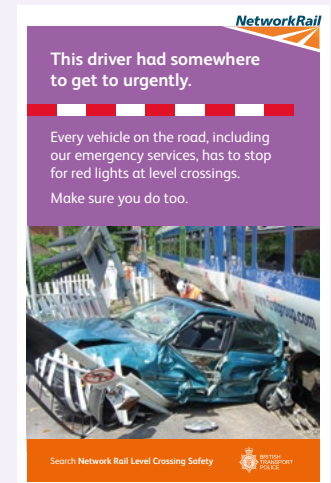
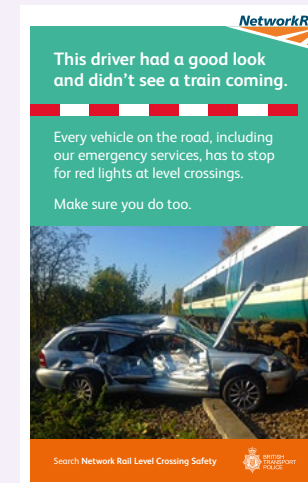
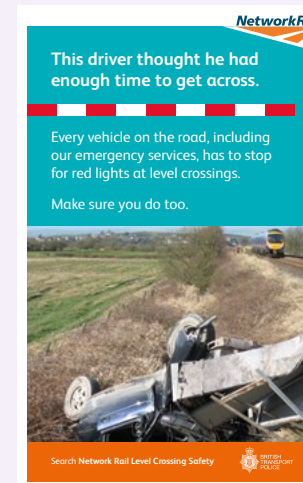


Campaign assets

You can help to change safety behaviours by sharing the following assets in your workplace, on your social media, even at home with friends and family.

- Downloadable posters
- Audio/radio adverts
- Content for social media
 - Video content
 - Image
 - Infographic
 - Poster with guidance on the safest way to drive through level crossings.

Please view these assets at www.networkrail.co.uk/drivers



Campaign press release

Embargoed until: 00.01 3rd October 2018

Date 27.09.2018

Research reveals one in every six drivers dice with death at level crossings every day

New research from Network Rail reveals an alarming one in six drivers report they wouldn't wait for the barrier or gate to open at a level crossing before driving their vehicle over. In the last five years alone, six people have lost their lives in vehicles at level crossings¹, with many more being hurt and injured.

Every week around 45 incidents involving vehicles take place at level crossing across the country², with cars being the most common vehicle involved (19 per cent)³.

The study, by Populus on behalf of Network Rail, reveals a lack of knowledge may be to blame, with almost a third of UK drivers reporting they have never been taught how to use a level crossing (30 per cent), leaving them more likely to be unaware of the dangers and more likely to take risks.

While Britain has the safest rail network in Europe, level crossings are one of the biggest public safety risks as Network Rail's 20,000 miles of track is crossed by around 3,800 public and private road crossings.

The study revealed nearly half of the drivers surveyed (45 per cent) felt their passengers were their biggest distraction while driving. The thought of arriving late also distracted nearly a third (30 per cent) of drivers, with exams or a hospital appointment being the top reasons for not waiting at a level crossing.

Worryingly, the findings showed one in nine drivers would go straight over a level crossing if they had checked the train timetable and believed no train was coming - with almost half of taxi and bus drivers (taxi drivers 49 per cent and bus drivers 44 per cent) likely to ignore the warning signs and go over a level crossing without waiting. This is particularly dangerous as freight trains or other trains not listed on the public timetable often pass through level crossings at speeds of up to 100mph.

Allan Spence, head of public and passenger safety at Network Rail, said: "It's clear that there is a lack of knowledge around how dangerous railway crossings can be. We are seeing drivers take risks at level crossings every day – putting themselves and others in danger. Nothing is worth risking your life over, just to save a few minutes of time."

"We are investing more than £100m to improve level crossing safety across Britain as part of the Railway Upgrade Plan, but we also need drivers to obey the law at level crossings. By staying behind the barrier until it is safe to cross and paying attention to the warnings at level crossings, we can all keep ourselves and those in our vehicles out of harm's way."

To help increase awareness of the dangers at level crossings, Network Rail is partnering with British Transport Police on a national safety campaign targeted at drivers to remind them of the dangers of not following the safety instructions at a level crossing.

Inspector Becky Warren from British Transport Police said, "We run a number of activities at level crossings throughout the UK. We want to raise awareness, help to educate drivers in how best to use level crossings and the potential dangers and consequences of deliberate miss use. Failing to stop when the lights come on, or worse still when the barriers start to come down, not only puts you and others in danger but these are also offences which will lead to you being prosecuted."

Campaign press release

Network Rail's level crossing and community safety managers will continue to work with British Transport Police officers and raise awareness of level crossing safety across the rail network. They will hold safety events, and encourage people to stay alert and avoid distractions when using a level crossing. Remember to:

- ALWAYS follow instructions on signs and obey audible and visual warnings of approaching trains.
- ALWAYS be prepared to stop and REMEMBER that there might be more than one train coming.
- NEVER drive through red lights or around barriers, they are there to protect you.
- If you are unsure how to cross safely, use the telephone (if one is provided) or find an alternative route.
- NEVER drive onto a level crossing unless your exit is clear.

To find out more about level crossing safety visit www.networkrail.co.uk/drivers

For all media enquiries and to request further images please contact **Lexie Jenkins** in the Network Rail media team on **020 3356 870** or lexie.jenkins@networkrail.co.uk

Notes to editors

Research carried out in September 2018 by Populus – surveying 1,613 people that hold a UK drivers licence.

1. Data taken from between 1 October 2014 to 1 October 2018.
2. 10,524 incidents recorded between 1 April 2014 to 31 August 2018 in England.
3. Followed by Lorries (16 per cent), farming vehicles (9 per cent) and vans (8 per cent).

About Network Rail

We own, operate and develop Britain's railway infrastructure; that's 20,000 miles of track, 30,000 bridges, tunnels and viaducts and the thousands of signals, level crossings and stations. We run 21 of the UK's largest stations while all the others, over 2,500, are run by the country's train operating companies.

Every day, there are more than 4.6 million rail journeys made in the UK and over 600 freight trains run on the network. People depend on Britain's railway for their daily commute, to visit friends and loved ones and to get them home safe every day. Our role is to deliver a safe and reliable railway, so we carefully manage and deliver thousands of projects every year that form part of the multi-billion pound Railway Upgrade Plan, to grow and expand the nation's railway network to respond to the tremendous growth and demand the railway has experienced - a doubling of passenger journeys over the past 20 years.

We are building a better railway for a better Britain

For more information on the campaign
please contact Jess Lawrence at

Marketing@networkrail.co.uk

www.networkrail.co.uk/drivers



BRITISH
TRANSPORT
POLICE