

Station Safety Campaign

Watch your step



Why we're doing the Station Safety Campaign

From April 2022–March 2023 there were 1,101 accidents in Network Rail managed stations, with 63 of these accidents resulting in major injuries and 40 resulting in shock or trauma to the injured person. 86% of these accidents were the result of a slip, trip or fall.

Year to date numbers for 2023/24 suggest that station accidents continue to climb post covid. At the end of P7 this year the total number of station accidents had increased by **11%** compared to the same period in 2022 and **35%** in 2021.

Based on this insight, we have decided to run a general national safety campaign in stations this Christmas. We have opted to collaborate with several Train Operating Companies, to help drive an industry-wide message for passengers, and hopefully gain greater national coverage with the campaign being more wide-spread. Different Network Rail stations may have different artwork; Network Rail only, or Network Rail partnered with a TOC/TOCs. Please make sure you're downloading artwork from the correct folder. If you're unsure, please contact the marketing team through the details below.

The objective of the "Watch your step" campaign is to remind people to move carefully through our stations, and in doing so, reduce their risk of having an accident. The aim is that the simple message "Watch your step" will catch passengers' attention and remind them to take care whilst moving through our stations in what is one of the rail industry's busiest times – Christmas and New Year.

The creative can be flexed and used to target all types of risk areas; escalators, stairs, platform edge/concourse and intoxicated passengers. After the campaign has ended it will be measured for its effectiveness and message takeout, and depending on the outcome, this may be shaped further next year.

Who is the campaign being led by?

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Scan the QR code to access the campaign resource centre.

networkrailcampaigns.co.uk/watch-your-step-station-safety