



Hidden Heroes

Communications Toolkit



About Hidden Heroes...

Hidden Heroes is a Network Rail campaign highlighting the vital work our people do every day to keep the railway running. The campaign launches on Thursday 12 September and will run as an evergreen campaign.

The railway is part of the fabric of our everyday lives and has been for generations. It provides essential services to society, underpinning economic growth. However, a recent survey revealed nearly half of respondents in Britain (42%) admit to having little or no understanding of rail workers' responsibilities.

Hidden Heroes shines a light on the diverse roles on the network from Mobile Operations Managers, to Station Supervisors, Community Safety Managers and Maintenance Technicians – delivering a safe railway that people can rely on.

Using the toolkit...

This communications toolkit has a range of campaign content, including 'day in the life' films, social media assets and posters which Network Rail colleagues can display across their communications channels.

Contents:

Introduction	2
Our heroes	3
Full length films	4
Social media assets	5
Website display	10
Digital posters	11
Print posters	12
Assets for internal channels	13
Recognise colleagues in your route or function	14
Contact list	15

Our heroes...

At the heart of Hidden Heroes are four key storytellers:

**Anita Bradfield,
Mobile Operations Manager,
Western Route**

Anita has worked at Network Rail for four years, across four routes. Whether it's fallen trees or curious sheep, as a Mobile Operations Manager Anita is the first on the scene to keep tracks clear and the railway moving, no matter what.

Outside work, Anita is a dancer and had her own dance studio in Somerset before moving to London. She still dances Flamenco and Salsa regularly. At home she has two energetic dogs and an adult son who is training to be a train driver himself.

**Manny Kang,
Community Safety Manager,
Central Route**

Manny started life as a signaller at Network Rail 23 years ago. Now working as Community Safety Manager, he helps school children understand the dangers of trespassing, keeping them safe and your trains moving.

Outside Network Rail, Manny undertakes a number of charitable endeavours raising thousands for Dementia UK by completing sporting challenges and running 'Samosa Saturdays' outside his local football ground.

**Uzma Arslan Sethi,
Shift Station Supervisor,
Liverpool Street Station**

Uzma has been working at Network Rail for five years. As a Shift Station Supervisor she takes care of the passengers in her station, helping them get to where they need to be.

Uzma speaks 5 languages (English, Punjabi, Urdu, Arabic and French) which is incredibly helpful in her passenger facing role in one of Britain's busiest stations with many cultures passing through.

**Jamie Stannard,
Section Supervisor Mobile
Maintenance Train (MMT),
Romford**

Jamie has worked at Network Rail since 2004. As a Section Supervisor on one of Network Rail's Mobile Maintenance trains, he heads up a frontline team of technicians working round the clock to repair and upgrade Britain's 20,000-mile rail network, keeping trains running swiftly and safely.

Jamie's passion for the rail isn't limited to his work, however, spending his free time volunteering for a heritage railway, taking hands-on care over the heritage trains on the Epping-Ongar Railway.

Full length films

Download the full-length campaign films and share on your social media channels.

Anita - download the full length film [here](#).



Manny - download the full length film [here](#).



Uzma - download the full length film [here](#).



Jamie - download the full length film [here](#).



Social media copy

Anita

Option 1

Whether it's fallen trees or curious sheep, Anita is the first on the scene to keep our tracks clear and your railway moving, no matter what. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Anita's story www.networkrail.co.uk/stories/hidden-heroes-anitas-story

Option 2

Anita doesn't want anything slowing you down – she's always ready to swoop in to clear the track and keep things moving. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Anita's story www.networkrail.co.uk/stories/hidden-heroes-anitas-story

Manny

Option 1

Manny helps school children understand the dangers of trespassing on the railway, keeping them safe and your trains moving. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Manny's story www.networkrail.co.uk/stories/hidden-heroes-mannys-story

Option 2

By educating school children about the dangers of trespassing on the railway, Manny keeps them safe and your trains running. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Manny's story www.networkrail.co.uk/stories/hidden-heroes-mannys-story

Uzma

Option 1

Uzma takes care of all the passengers in her station, keeping them safe and informed and helping them get where they need to be. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Uzma's story www.networkrail.co.uk/stories/hidden-heroes-uzmas-story

Option 2

The lucky passengers in Uzma's station are well taken care of – she keeps the fully informed, safe and helps them get where they're going. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Uzma's story www.networkrail.co.uk/stories/hidden-heroes-uzmas-story

Jamie

Option 1

Jamie heads up a frontline team of technicians working round the clock to repair and upgrade Britain's 20,000-mile rail network, keeping trains running swiftly and safely. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Jamie's story www.networkrail.co.uk/stories/hidden-heroes-jamies-story

Option 2

When tracks need repairing or upgrading, Jamie jumps into his trusty, bright yellow Mobile Maintenance Train (MMT) to keep trains on Britain's 20,000-mile rail network running swiftly and safely. It's just one of the ways Network Rail takes care of the things that matter to you. [#HiddenHeroes](#)

Watch Jamie's story www.networkrail.co.uk/stories/hidden-heroes-jamies-story

Facebook assets

Download the campaign films and images for Facebook.

Anita

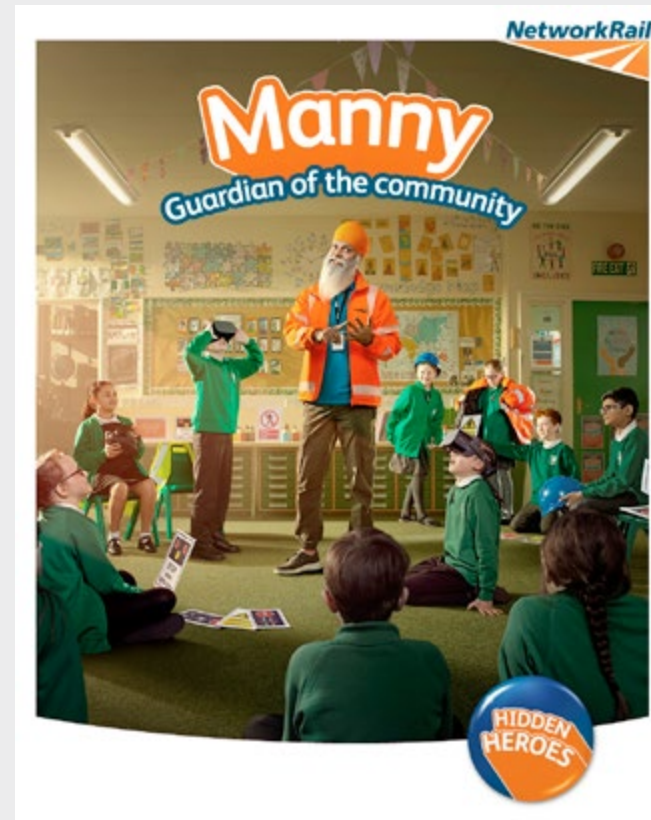
Image - 1080x1350px



Download

Manny

Image - 1080x1350px



Download

Uzma

Image - 1080x1350px



Download

Jamie

Image - 1080x1350px



Download

A selection of social cutdowns of the campaign films are available to download [here](#).

X (formerly Twitter) assets

Download the campaign films and images for X (formerly Twitter).

Anita

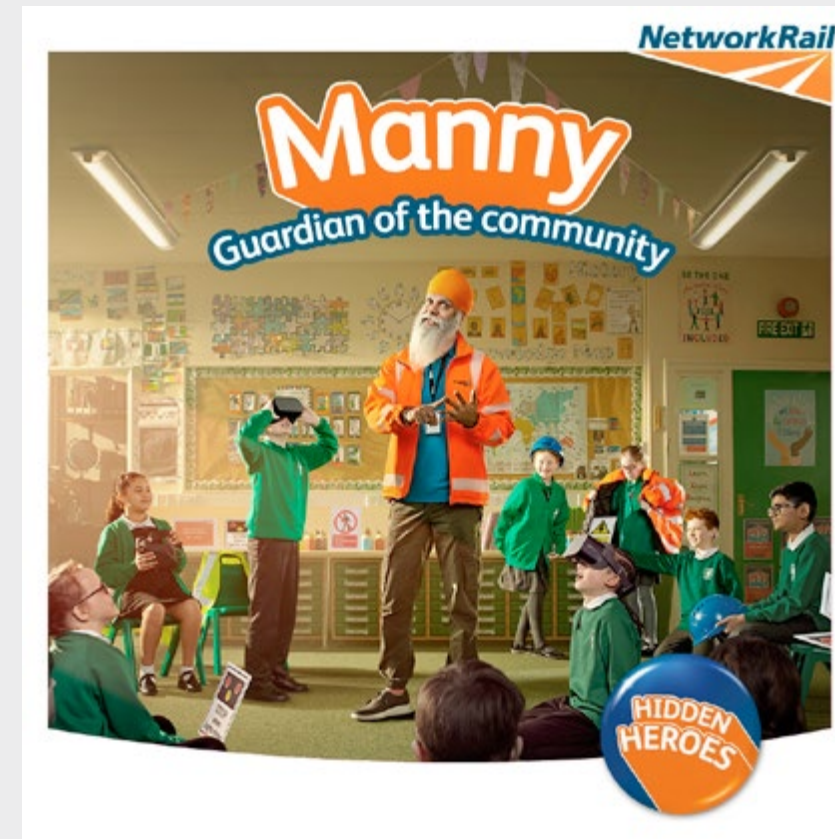
Image - 1080x1080px



Download

Manny

Image - 1080x1080px



Download

Uzma

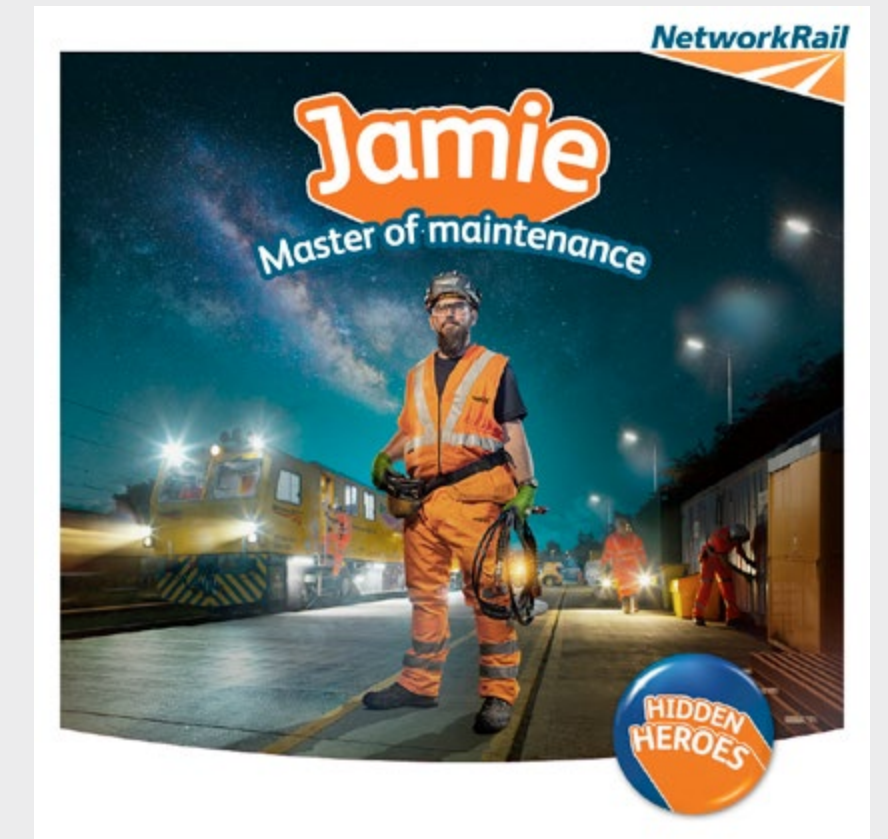
Image - 1080x1080px



Download

Jamie

Image - 1080x1080px



Download

A selection of social cutdowns of the campaign films are available to download [here](#).

Instagram assets

Download the campaign films and images for Instagram.

Anita

Image - 1080x1920px



Download

1080x1080px



Download

Manny

Image - 1080x1920px



Download

1080x1080px



Download

Uzma

Image - 1080x1920px



Download

1080x1080px



Download

Jamie

Image - 1080x1920px



Download

1080x1080px



Download

A selection of social cutdowns of the campaign films are available to download [here](#).

LinkedIn assets

Download the campaign films and images for LinkedIn.

Anita

Image - 1200x627px



Download

Manny

Image - 1200x627px



Download

Uzma

Image - 1200x627px



Download

Jamie

Image - 1200x627px



Download

A selection of social cutdowns of the campaign films are available to download [here](#).

Website display

Download the web carousels for website display.

Anita

Image - 1900x700px



Download

Manny

Image - 1900x700px



Download

Uzma

Image - 1900x700px



Download

Jamie

Image - 1900x700px

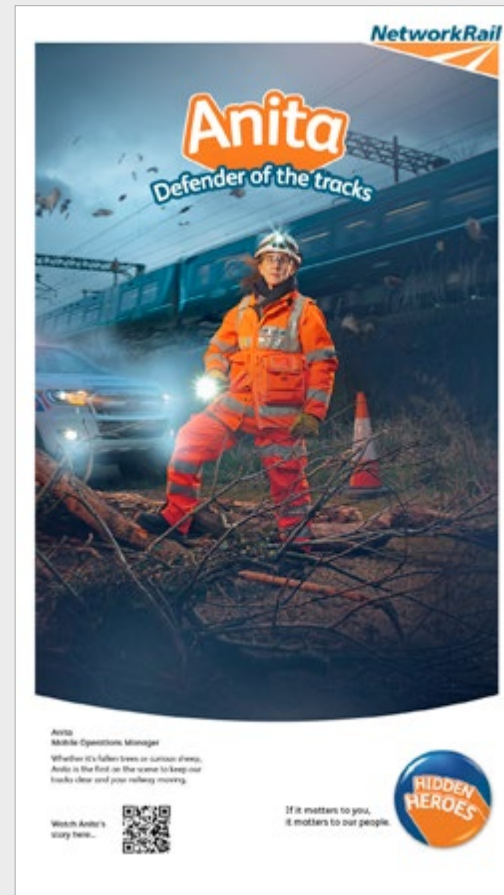


Download

Digital display

Download the digital posters for display on screens.

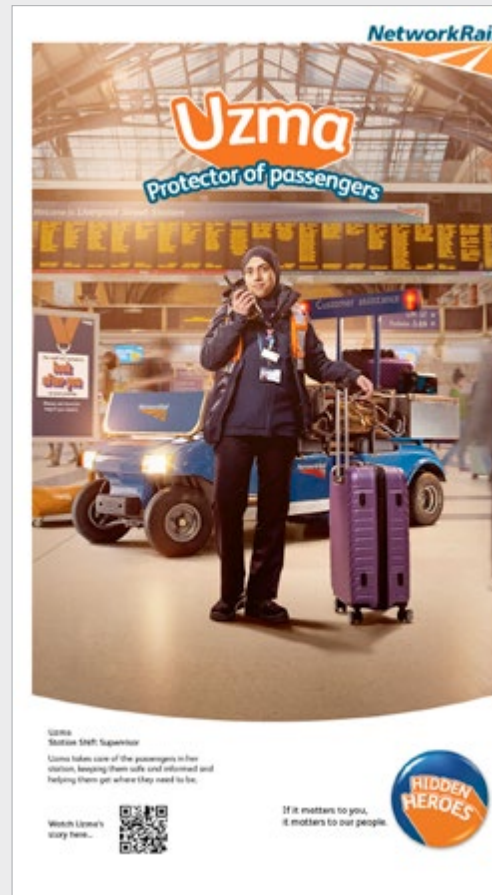
Digital D6 / Totems 1080x1920px



Download



Download



Download



Download

Digital Billboard 800x400px



Download



Download



Download



Download

Print posters

Download and print posters for display in your work environment.

A1 / A2 / A3 / A4 Posters



- A1 [Download](#)
- A2 [Download](#)
- A3 [Download](#)
- A4 [Download](#)

- A1 [Download](#)
- A2 [Download](#)
- A3 [Download](#)
- A4 [Download](#)

- A1 [Download](#)
- A2 [Download](#)
- A3 [Download](#)
- A4 [Download](#)

- A1 [Download](#)
- A2 [Download](#)
- A3 [Download](#)
- A4 [Download](#)

Double Royal Posters



[Download](#)

[Download](#)

[Download](#)

[Download](#)

Internal communications

Download the campaign images for internal communications channels.

MyConnect 1920x1080px



Download



Download



Download



Download

Viva Engage 7680x4320px



Download



Download



Download



Download

Internal display screens 1920x1080px



Download



Download



Download



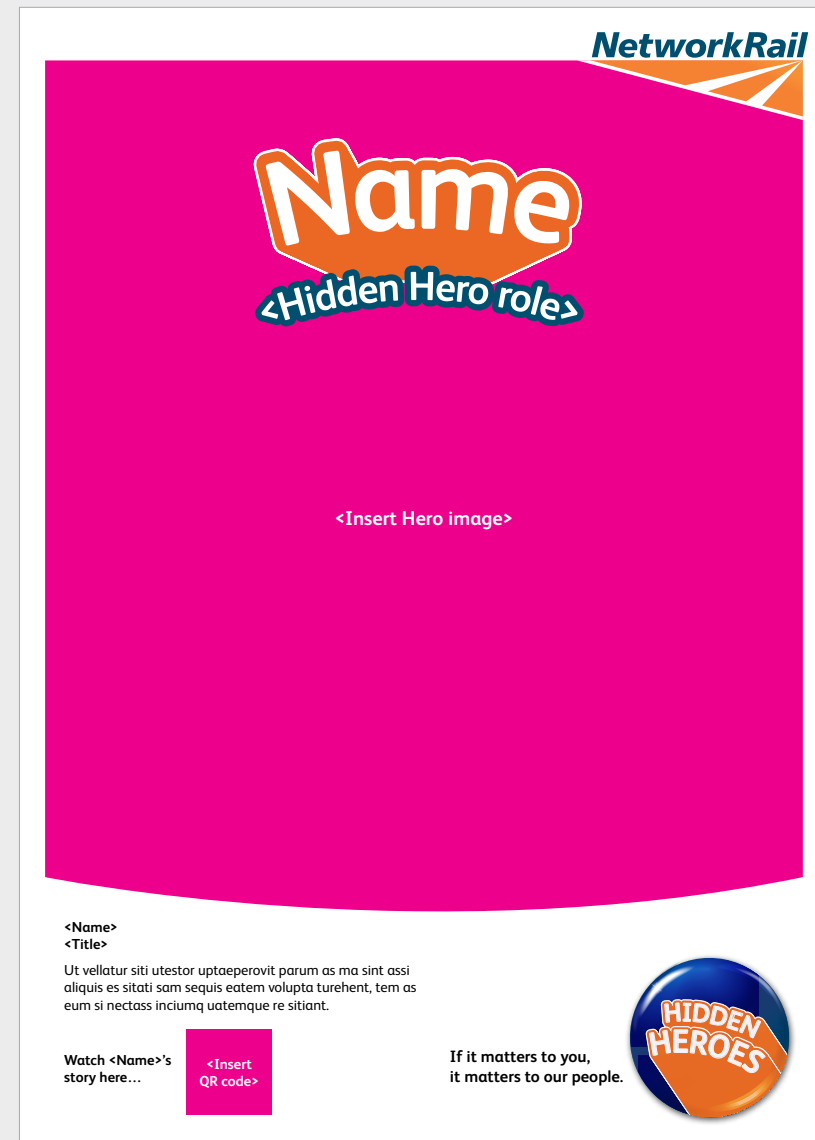
Download

Editable artwork

Recognise colleagues in your route or function. Network Rail employs tens of thousands of staff and we have powerful shared values that unite us – to deliver the best level of train performance possible.

Download the editable artwork file to recognise colleagues in your route or function, or use the branded graphic. If you'd like access to the open artwork files for more of the assets featured within this toolkit, then please contact either katy@thestorycatchers.co.uk and/or toby@thestorycatchers.co.uk.

Editable artwork file



Download

Hidden Heroes logo vector file



Download

For further information or support, please contact:

Charlie Oven

Senior Media Campaigns Manager, Network Rail

charlie.oven@networkrail.co.uk

Louise McGarrigle

Campaigns Manager, Network Rail

louise.mcgarrigle@networkrail.co.uk

Thank you.