



# Bridge Strike Prevention

Communications Toolkit

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# Introduction

Bridge strikes are a serious issue. Around 1,800 incidents occur every year, costing millions of pounds of damage and causing thousands of hours of train delays.

Network Rail wants to tackle this problem and reduce the incidences of bridge strikes all over the country.

To achieve this, we've created a communications toolkit that has a range of campaign content, including animations, films, social media assets and posters which partners, and Network Rail colleagues can display across their communications channels. This toolkit is designed to help you implement the campaign and raise awareness of bridge strikes amongst drivers.

The resources aim to bring the issue of bridge strikes to the forefront by reminding drivers of correct behaviours.



**Wise  
Size**

## Using the toolkit

With your support, we can encourage more drivers than ever before to understand the risks of bridge strikes and take measures to prevent them from happening.

To support the campaign, you can:

- Print and display the posters in your depots and communal/service areas.
- Print and give out the promotional items to your drivers.
- Use the range of free digital and social media resources on your social media and internal communications channels.
- Use the animation on your social media channels and/or as part of your driver training modules.



## Tone of voice guidelines

Network Rail and our partners across the road transport industry are committed to reducing bridge strike incidents. The way we talk about commercial drivers is crucial if we are to achieve our goal. We want to communicate the issue in a respectful, authoritative, and positive way.

### **Respectful**

Whilst it's easy to assign blame in the event of a bridge strike, we should be careful not to demonise or stereotype drivers. They are professionals with specialist skills who take pride in doing their jobs well. Therefore, we need to always be respectful.

### **Authoritative**

We should be authoritative by clearly outlining the correct actions and illustrating the consequences. Our language ought to make the scale of the problem clear and demonstrate that it is an issue that demands attention.

### **Positive**

We should be positive and show drivers what the correct behaviours are, not just tell them what to do. We should arm them with information, alternatives, and a good dose of support.

Example of how we communicate the issue of bridge strikes from the campaign material:

**“Around 1,800 vehicles crash into rail bridges every year. Nobody wants to be a bridge basher. As a professional driver, plan your route and make sure you know the size of your vehicle before every journey.”**

# Digital assets

We have included the following assets which can be used across your digital channels:

- TV screen image which can be displayed on sites/ screensaver 1920 x 1080 and 720 x 540 – download [here](#)
- D6 poster 1080 x 1920 – download [here](#)
- ‘Wise Up, Size Up’ animation (full length 20s cut down) – download [here](#)





## Social media assets

Here are images and copy lines you can use across your social media channels.

Please use the hashtag **#WiseUpSizeUp** in your post copy, and with any social media activity around the bridge strike prevention campaign.

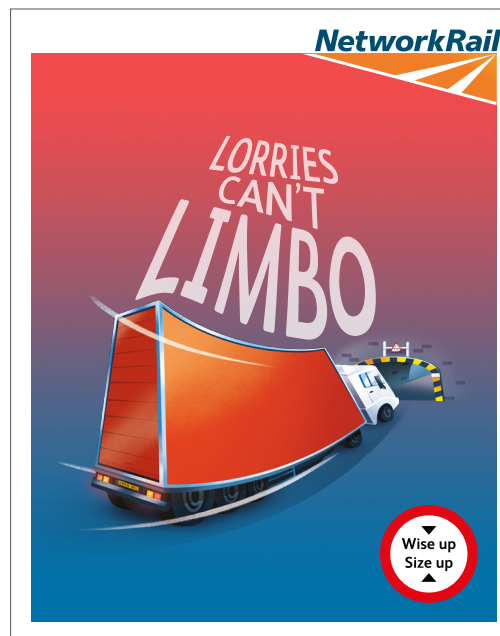
Suggested social media copy:  
“Around **1,800** vehicles crash into rail bridges every year. Nobody wants to be a bridge basher. Know the size of your vehicle and plan your route before every journey. **#WiseUpSizeUp**”

Resources include:

- Facebook graphic/shared image, 1080 x 1350 – download [here](#)
- Instagram in-feed graphic 1080 x 1080 – download [here](#)
- X (formerly Twitter) square post 1080 x 1080 – download [here](#)
- LinkedIn graphic 1200 x 627 – download [here](#)



Facebook graphic



LinkedIn graphic



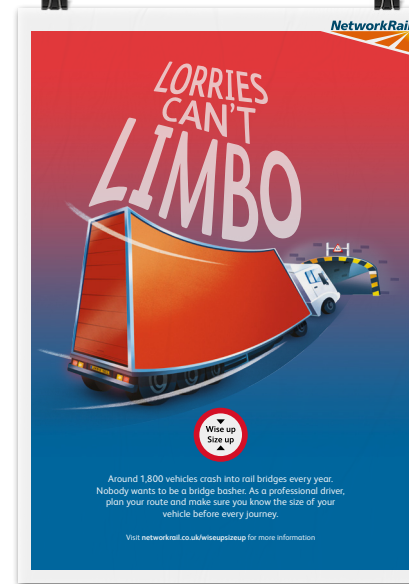
Instagram in-feed and X (formerly Twitter) square post

# Print assets

These are the assets that you can download and print for display.

## Resources include:

- A1 poster – download [here](#)
- A2 poster – download [here](#)
- A3 poster – download [here](#)
- A4 poster – download [here](#)
- Double Royal poster – download [here](#)
- Reusable coffee cups – download [here](#)
- Air fresheners – download [here](#)
- Key rings – download [here](#)
- Vinyl stickers – download [here](#)



Conversion chart for vehicle height			
	M	Ft/In	M
5.02		13'-3"	4.04
4.95		13'-0"	3.96
4.88		12'-9"	3.89
4.80		12'-6"	3.81
4.72		12'-3"	3.73
4.65		12'-0"	3.66
4.57		11'-9"	3.58
4.50		11'-6"	3.51
4.42		11'-3"	3.43
4.35		11'-0"	3.35
4.27		10'-0"	3.05
4.19		9'-0"	2.75
4.11		8'-0"	2.44



## Key contacts

If you have any questions regarding the materials provided with this toolkit, please contact us.

For more information on this campaign and our efforts to prevent bridge strikes please contact [philip.wildbore@networkrail.co.uk](mailto:philip.wildbore@networkrail.co.uk) and [tala.ghannam2@networkrail.co.uk](mailto:tala.ghannam2@networkrail.co.uk)

If you would like to order additional printed materials, you can do so by contacting [info@23red.com](mailto:info@23red.com)

