



Escalator safety

Accidents on escalators are a significant safety concern in our stations, with a 22% year-on-year increase reported across Network Rail locations.

To address this, we've launched the Escalator Safety campaign—a focused initiative designed to reduce slips, trips, and falls on escalators, particularly at our busiest stations. This toolkit provides all the resources you need to implement the campaign effectively, including posters, digital displays, and social media assets. Whether targeting specific high-risk behaviours or promoting general awareness, these materials are ready to support your efforts in creating a safer environment for all 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?

Lucy Dixon – Senior Safety Campaigns
Manager, Marketing & Brand Team

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Campaign Resource Centre

Scan the QR code to access
the campaign resource centre.

networkrailcampaigns.co.uk/escalator-safety

Owned media executions

Audiences



Mixed



Parents



Passengers (with luggage)



Digital Screens

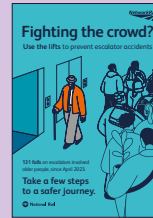
Placements



Main concourse



Ticket / information queuing areas



Seating Areas

Placements



In eyeline view (wall ahead, on floor near feet)



Toilets

General

Placements



Back of toilet door

Baby Change

Placements



Beside baby change table; in eyeline view



In-Station Signage



Luggage Storage

Placements



At in-station luggage storage point



Children's Area

Placements



At children's play/ waiting area