Influencing the public to make Britain's railway safer together

ILCAD 2017
Network Rail in numbers

- Passenger journeys more than doubled in 20 years to 1.73bn
Our level crossing challenge

- More than 6,300 level crossings in Britain, and no two are the same
- We have closed 1068 level crossings to make the railway safer – and more to come
- Over 100 dedicated Level Crossing Managers across the network who assess the risks and work with local communities to raise awareness about level crossing safety
- 6 deaths in 2016/17
- How best to engage users to increase awareness?
Passive crossings

• Three quarters of our 6300 level crossings are ‘passive crossings’ with no barriers, lights or sirens
• User judgement is critical for safely
• Some have a telephone to contact the signaller to check if it is safe to cross
• Focus on helping all users take a safe decision
• Improving upon Whistle boards
Dogs Will Be Dogs

KEEP YOUR DOG ON A LEAD NEAR LEVEL CROSSINGS OR YOU'RE ON DANGEROUS GROUND

Dogs will be dogs and no matter how well trained, they respond to their environment and follow their instincts. This behaviour may become dangerous at level crossings. So please take care and put your dog on a lead before you cross. To find out how we're making it safer together, go to networkrails.co.uk/levelcrossings.

For BSL and audio content, download “Signly Network Rail” for free from the Apple App Store or Google Play and point your device at this poster.
Distraction – see more and stay safe

When you're looking down at your phone, you fail to see the things that happen around you. In fact, texting while walking reduces your peripheral vision to one-tenth of its normal range. This might be okay if you're in bed or on the couch, but this can be fatal at level crossings. So, look up from your device, see more and stay safe. To find out more, go to networkrail.co.uk/levelcrossings.
‘Keep a clear head’

- Co-branded campaign endorsed by drinkaware
- Campaign creative shown on hundreds of station information screens nationwide
- Innovative materials
- Targeting trespass too
Tackling trespass

- Partnership with British Transport Police
- Real-life stories
  - Simon Munn, paralympian
- Virtual reality for impact
- Reaching the target audience in innovative ways
Tackling trespass
Suicide prevention

- Award-winning ‘We listen’ campaign
- At potential access points:
  - railway stations and level crossings
- Off-railway sites too
Suicide prevention

• Cross-industry focus
• Nine-point plan
  • Now in train operator franchise requirements
  • Some success with physical safeguards at hotspots
• Intervention is key
  • 15,000 railway staff now trained
• 18% reduction over two years
• Recognised as leaders by other sectors