



**Sandy Bell-Ashe, level crossings safety campaigns manager.**

### **Biography**

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Sandy Bell-Ashe has a journalistic background and moved to communication with FedEx in the early 1990s. He first joined Railtrack in 2001 as new media manager for the West Coast Modernisation Programme before moving over to corporate affairs as employee engagement manager during the transition to Network Rail.

In 2004 he joined Serco where he worked on various government contracts for the, then, Department of trade and Industry, the NHS and latterly the Department for Environment, Food & Rural Affairs, where he worked with the all the UK governments on environmental projects.

He returned to Network Rail in 2013 to join the safety communications team where he worked on the revision of the Lifesaving Rules and other safety projects. In September 2014 Sandy was asked to look at how we could target level crossing users to influence user behaviour. The launch of the new UK campaigns was planned to coincide with and support ILCAD and will target a verity of user groups starting with Cyclists and Pedestrians.

Quote: *“Education is key to encouraging behaviour change in level crossing user groups. That is why I firmly believe our approach, in the UK, has a major role to play in reducing risk and increasing safety awareness among our ‘at risk’ users.”*

**Co-Presentation with Robert Cann: “New approach to level crossing safety awareness in the UK.”**

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**Sandy will be sharing the new approach Network Rail is taking to level crossing safety awareness. Moving away from mass communication to a targeted approach to the most ‘at risk’ user groups, utilising the experience and skills of over 100 level crossing managers.**