

Pedestrian Level Crossing Safety Campaign

Cycle Safety Stakeholder Pack

#BossingtheCrossing



About the campaign

From the 1st May 2018, Network Rail are leading a 13-week safety campaign, created to help people avoid accidents on UK level crossings.

The number of pedestrian level crossing incidents* has not decreased since 2011.

This simply isn't good enough.

Cyclists are one of our priority audiences – to ensure behaviour change and safety at level crossings. As such we have created a film to engage the cycling community in being more safety aware at level crossings.

To reach as many of these people as possible with our safety message, we need the support of partner organisations.

Here's everything you need, including a set of materials to make it easy for you to share the campaign safety message.

Thank you for your help.



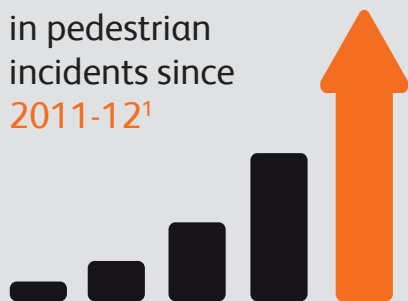
*Level crossing 'incidents' include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

Setting the scene

NetworkRail

Level Crossing Facts & Figures 2018

There has been an annual **increase** in pedestrian incidents since 2011-12¹

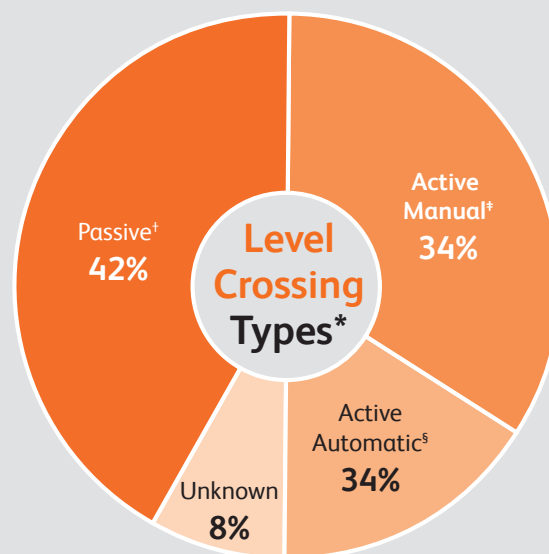


¹Incidents¹ include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

Peak incident months

Apr – Oct

Warmer weather, harvest time and outdoor pursuits.



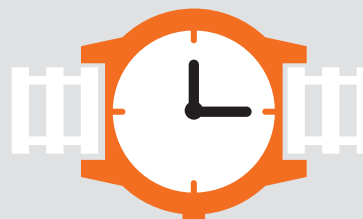
*Data range 01.04.2016 – 16.09.2017

[†]Passive: Crossing with telephone, open crossing or footpath

[‡]Active Manual: Crossing with manually controlled gate or barrier

[§]Active Automatic: Crossing with warning lights, automatic barrier, or monitored crossing

12,665 Level crossing incidents caused: **318,392** minutes of train delays



Level crossing incidents involved:



55%
Vehicles



40%
Pedestrians



28
Dog walkers



127
Farmers



44
Elderly



44
Horse riders



176
Youths

Our look for the campaign – Digital

Anne and Martyn are enjoying a countryside cycle.

As they reach a level crossing, Anne speeds ahead and waits on the other side for Martyn. Martyn has less energy that day and struggles to keep up – as he reaches the level crossing, Anne encourages him to speed across. But the couple find themselves in danger on the level crossing as a train approaches at high speed.



How you can help

1. Download our cycle film and share on your website, social media and in any electronic communications. Download from networkrail.co.uk/pedestrians – don't forget to use the campaign hashtag **#BossingtheCrossing**
2. As well as communicating a level crossing safety message for cyclists across the 13-week period from 1st May, you can also use the following key dates as drivers
 - **7 June** – International Level Crossing Safety Awareness Day
 - **2 – 8 July** – National Rail Safety Week



Keep up to date with the campaign

For more information about this safety campaign please visit networkrail.co.uk/pedestrians or call our 24/7 helpline on 03457 11 41 41.

Please quote '**pedestrian safety campaign**' so we can provide you with the fastest possible response.