

# Pedestrian Level Crossing Safety Campaign

General Media 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.**

We will be launching a series of films, resource packs for schools, and extensive social media content designed to reach people in areas of high risk, and targeted groups who, from research, we know most need to hear our message.

This includes **young people (12-25)**, **older people (65+)**, **parents with pushchairs**, **cyclists**, **horse riders** and **people with disabilities**. Data and insight tells us that these are the most vulnerable people at level crossings.

This pack is designed to give you all the information about the campaign, how you can follow our progress, and how you can support our aims.

**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.)



# Media release

## ***“My leg ended up half-a-mile up the track” reveals Lucy, who is warning teens in light of new research which highlights young people are more likely to dice with death at level crossings***

New research from Network Rail reveals only a third (36 per cent) of 18 – 24 year olds believe going on the railway track is extremely dangerous<sup>1</sup> resulting in young adults risking their lives when crossing the railway. Almost a quarter (22 per cent) of 18 – 24 year olds admit that if they were in a rush, they would ignore warning lights and try to cross the railway at a level crossing.

At 17 years old, Lucy Ruck was an aspiring hairdresser using the railway every day to get to college – that all changed in a split second when she was hit by a train on a level crossing and lost her leg: “I was halfway across the track and literally in front of my nose was the train. I threw myself back, my left leg went out behind me and my right leg slipped out in front of me. That’s when I amputated my leg. It was found half a mile up the track.”

Lucy continued: “The train was going 65mph so I’m incredibly lucky to have survived. My body went into shock so I didn’t have any instant pain but my initial thoughts were that I was paralysed because I couldn’t feel anything.

“I dream about running sometimes, I haven’t been able to run for 25 years. It’s not something that haunts me but I don’t like driving over level crossings, it makes me shudder.

“My message to young people at level crossings is to look; it’s more dangerous than crossing a road because of the speed, power and force of a train. If I’d have been walking a little bit faster I wouldn’t be here now, I would have been on the front of the train and I’d have been a statistic.

### ***“Nowhere is worth being on time if you’re risking your life to be there.”***

While Britain has the safest rail network in Europe, level crossings are one of the biggest public safety risks as Network Rail’s 20,000 miles of track directly interfaces with about 6,000 road and footpath crossings. Since 2013 one person has been killed on average on a level crossing every 8 weeks<sup>2</sup>. In the last year there has also been a 12 per cent rise in the number of incidents<sup>3</sup> at level crossings.

This worrying trend comes as a quarter of UK adults<sup>4</sup> admit they don’t know the guidance around how to use a level crossing safely. And young people are even more clueless, with over a third of 16 – 24 year olds feeling they are unaware<sup>1</sup>.

Allan Spence, head of public and passenger safety at Network Rail, explains: “A lack of knowledge around how dangerous the tracks can be means

more people are not taking the proper care at level crossings and putting themselves in danger.

“We are investing more than £100m to improve level crossing safety across Britain as part of the Railway Upgrade Plan, but we also need everyone who uses level crossings to do their bit too. By understanding how to use a crossing safely and paying attention to the warnings at level crossings, we can all keep ourselves out of harm’s way.”

To help increase awareness of the dangers at level crossings, Network Rail is leading a national safety campaign targeted at pedestrians during the summer months. They will reach young people with safety messages through social media and new technologies such as geo-targeting<sup>[1]</sup> to communicate with the right people at the right time with the right safety messages. Furthermore, the rail infrastructure company has worked with EON Reality to produce a series of virtual reality films<sup>5</sup> which can be used to educate key user groups, including young adults.

Network Rail’s army of over 100 level crossing and community safety managers will continue to work with British Transport Police officers and raise awareness of level crossing safety across the rail network. They will hold safety events, offer briefings in schools and encourage young people to stay alert and avoid distractions when using the railway.

# Media release

## To find out more about level crossing safety visit:

[www.networkrail.co.uk/pedestrians](http://www.networkrail.co.uk/pedestrians) or search [#BossingtheCrossing](#) on social media

## Contact information:

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## Notes to editors:

1. This research was conducted by Populus on behalf of Network Rail. Populus conducted online interviews with 2,073 GB adults aged 18+, with fieldwork taking place between the 2nd and 3rd of May 2018.
2. National Disruption Fusion Unit data (November 2017) - 32 people killed in the past 5 years
3. 'Incidents' include accidental fatalities, near-miss accidents, and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers)
4. Geo-targeting will combine geographical locations with social demographics at c. 300 high risk/high incident level crossings. Pedestrian audiences will be served safety adverts on mobile devices through third party apps
5. YouTube: <https://www.youtube.com/playlist?list=PLcieUuOBJReoloQ6IHsv12ruV5Dvm600U>

## Guidance on level crossing use

- Most crossings have a sign and lights or bells that alert you if a train is coming. Many will also have gates that close when a train is coming. If this happens wait until the train has passed
- When crossing tracks at a railway crossing, you should: Stop and look both ways before crossing, listen for the train coming and for warning bells, if there are lights watch for them to flash
- Stand well back from the tracks if a train is going by
- Never try to cross the tracks if a train is coming. It can take up to one and a half miles for a train to come to a complete stop
- Always make sure there are no other trains coming before crossing.

## About Network Rail

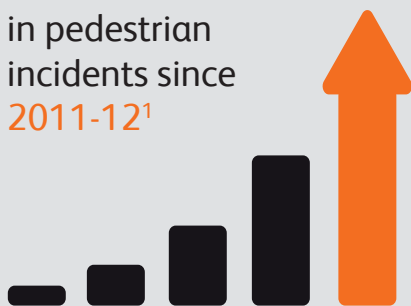
Network Rail owns, manages and develops Britain's railway – the 20,000 miles of track, 40,000 bridges and viaducts, and the thousands of signals, level crossings and stations (the largest of which we also run). In partnership with train operators we help people take more than 1.6bn journeys by rail every year – double the number of 1996 – and move hundreds of millions of tonnes of freight, saving almost 8m lorry journeys. We're investing £38bn in the railway by 2019 to deliver more frequent, more reliable, safer services and brighter and better stations.

# Infographic

NetworkRail

## Level Crossing Facts & Figures 2018

There has been an annual **increase** in pedestrian incidents since 2011-12<sup>1</sup>

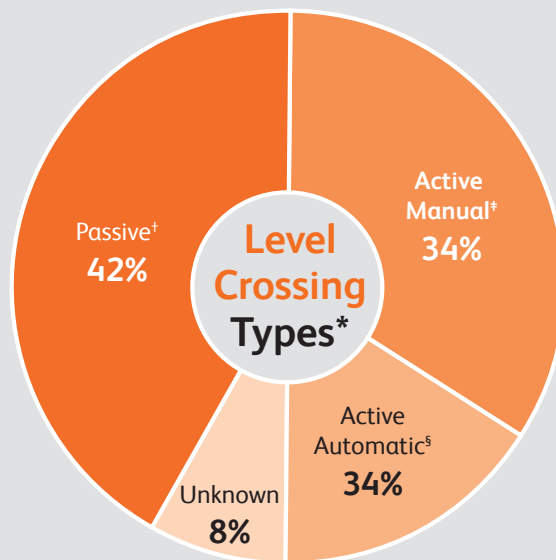


<sup>1</sup>'Incidents' include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

Peak incident months

**Apr – Oct**

Warmer weather, harvest time and outdoor pursuits.



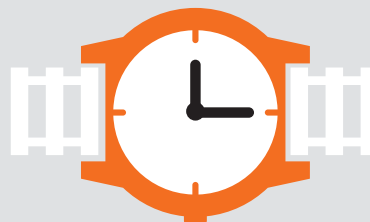
\*Data range 01.04.2016 – 16.09.2017

<sup>+</sup>Passive: Crossing with telephone, open crossing or footpath

<sup>+</sup>Active Manual: Crossing with manually controlled gate or barrier

<sup>+</sup>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

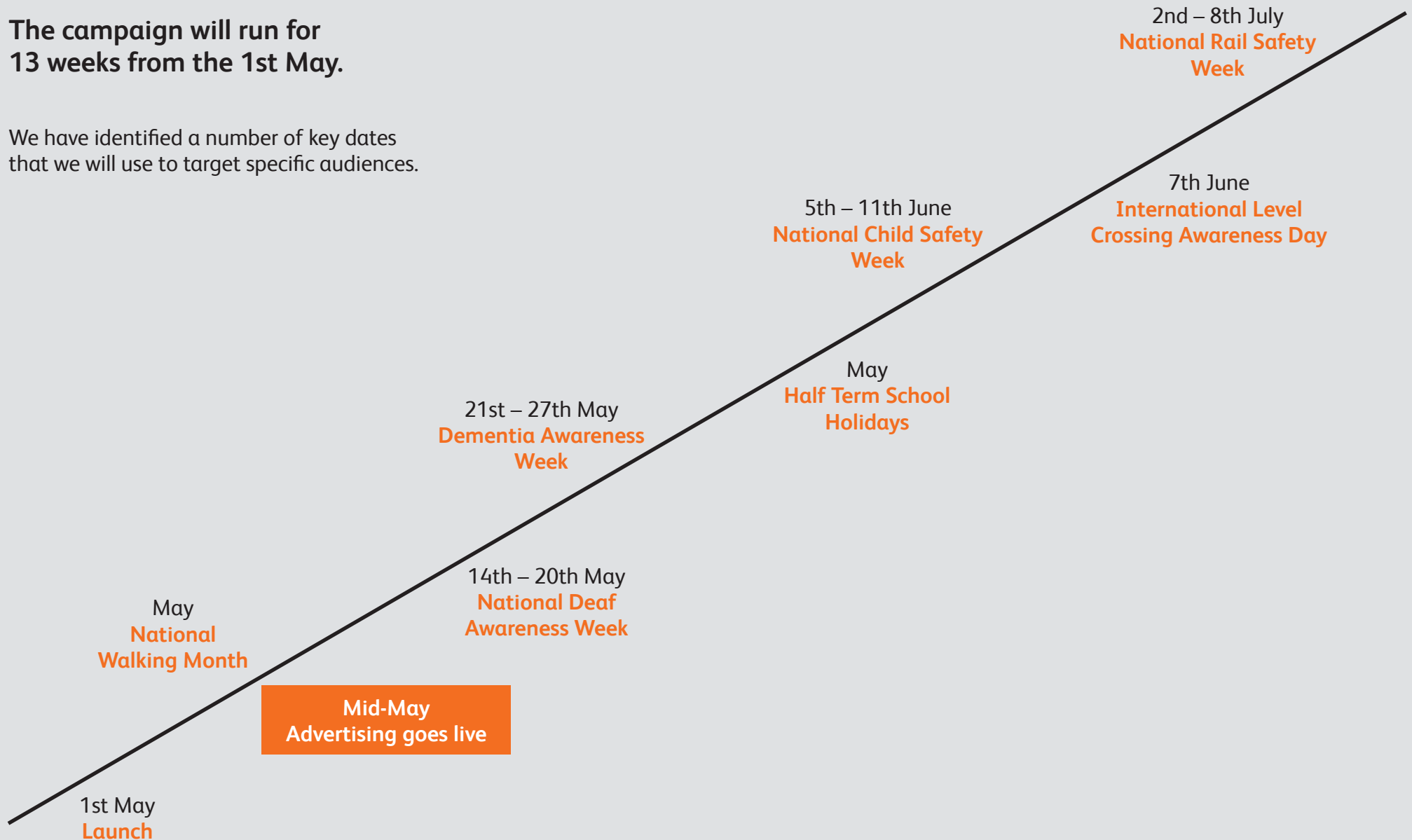


**176**  
Youths

# Key campaign milestones

The campaign will run for  
13 weeks from the 1st May.

We have identified a number of key dates  
that we will use to target specific audiences.



# Our look for the campaign – Digital



Leading this campaign will be a suite of video adverts, tailored specifically to or target audiences.

We're using a blend of geographic and demographic targeting to reach people.



# Our look for the campaign

We have worked with advertising, marketing and behaviour change specialists to create a campaign which highlights the stark contrast of a level crossing – safe and calm at one moment, and deathly dangerous in a split second.





# Watch our campaign films



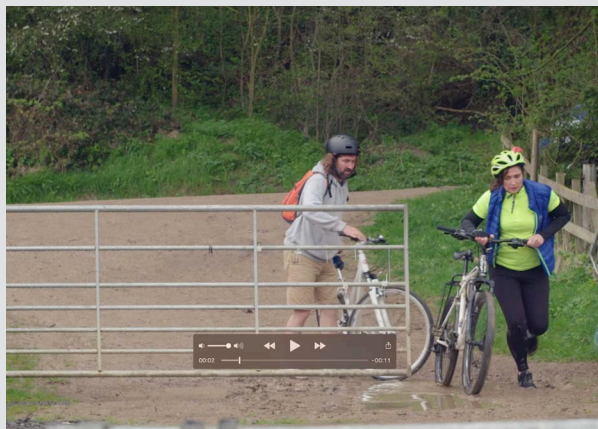
Dog walker in danger



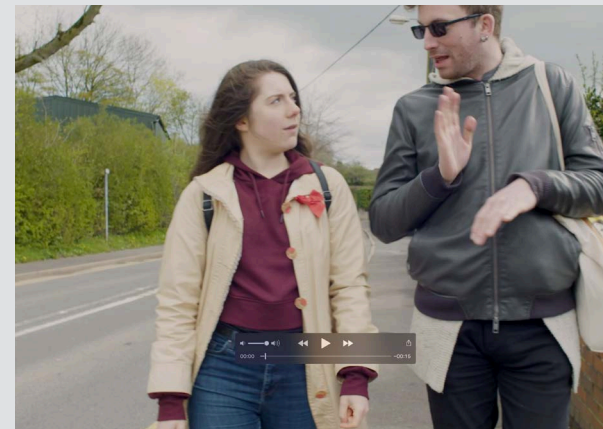
Teenager distracted by music



Mum in a hurry

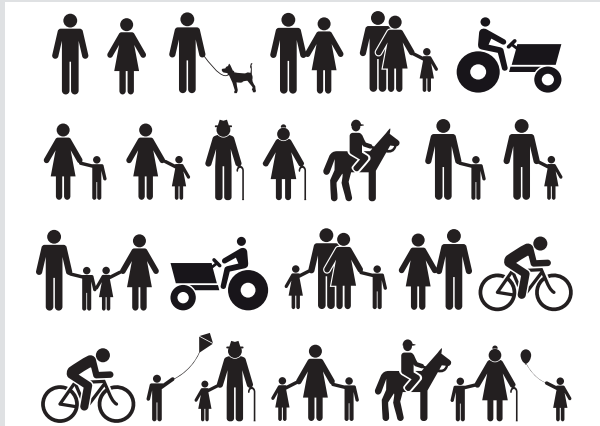


Cyclists on the crossing

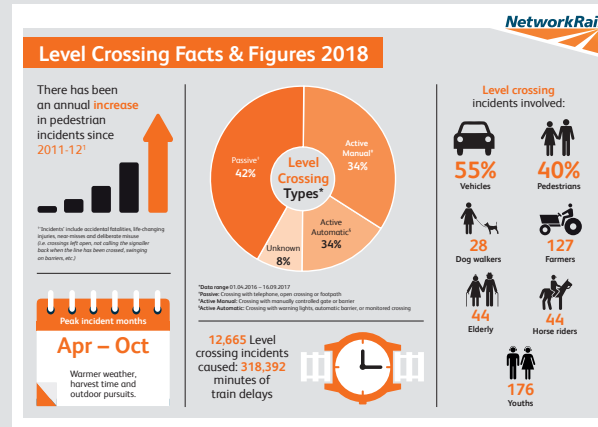


Couple visiting the cinema

# Resources available to download



Media release



Infographic



Links to campaign films



Campaign imagery



Case study



Virtual Reality films



# Media enquiries

All key contacts info: [MediaRelations@networkrail.co.uk](mailto:MediaRelations@networkrail.co.uk)

Social media info: [#BossingtheCrossing](https://twitter.com/BossingtheCrossing)

Website info: [networkrail.co.uk/pedestrians](https://networkrail.co.uk/pedestrians)

