

Pedestrian Level Crossing Safety Campaign

Young People 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.

Research tells us that people do not see the dangers at level crossings, and may start to become complacent and ignore warnings.

Young people are one of our priority audiences – to ensure behaviour change and safety at level crossings.

To reach as many young 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.)

Why your area is a priority to us

Based on information relating to incident rate and risk at level crossing locations, we have identified a number of priority regions where we most need to reach people with our safety message.

We are specifically contacting you because of a high risk level crossing in your area – this is why we must educate people in your local community about the need for attention and caution when near a level crossing.

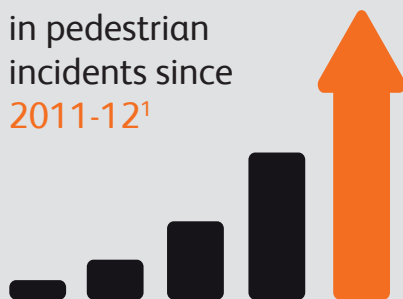


Setting the scene

NetworkRail

Level Crossing Facts & Figures 2018

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

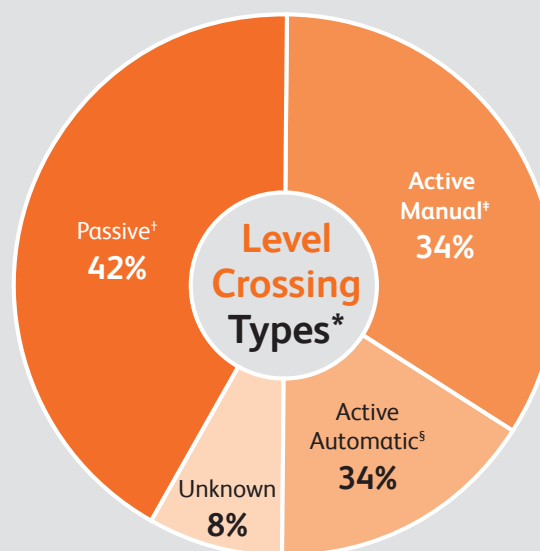


¹'Incidents' include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

Peak incident months

Apr – Oct

Warmer weather, harvest time and outdoor pursuits.



*Data range 01.04.2016 – 16.09.2017

[†]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

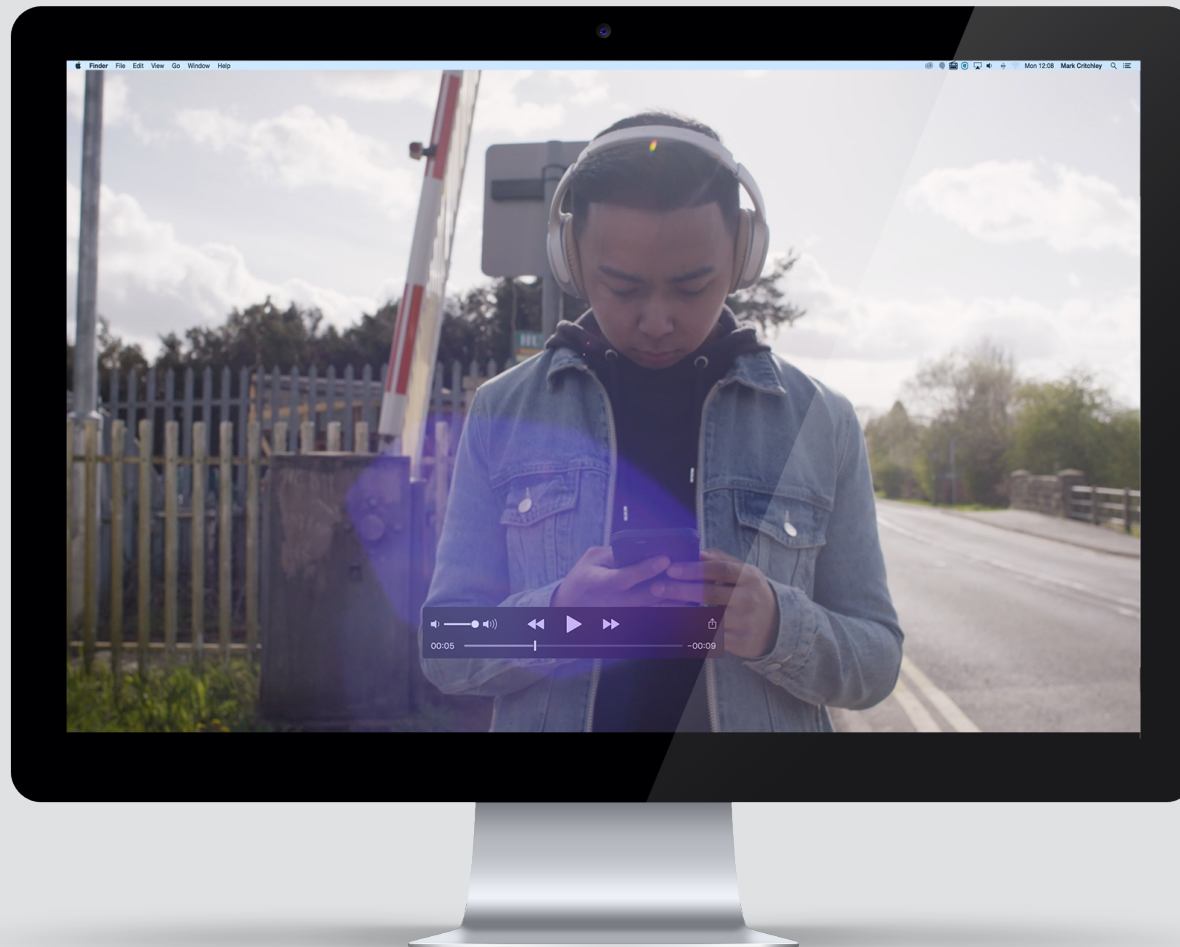


176
Youths

Our look for the campaign

A young man is walking. As he walks, he listens to music playing through headphones from his smartphone; he turns the music up, air drumming – turning the music up louder and louder.

He is totally distracted and enjoying the moment – so much so that he fails to pay enough attention walking across a level crossing he is so familiar with. But on this occasion, he finds himself in the path of a train travelling at high speed.



How you can help

Take this safety message to young people in your area

1. Download our films 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. Share our activity plan with young people in your area. This is suitable for children aged 8 – 16 and can be downloaded from networkrail.co.uk/pedestrians
3. As well as communicating a level crossing safety message across the 13-week period from 1st May, you can also use the following key dates as drivers:
 - **May** – Start of half-term holidays
 - **5 – 11 June** – National Child Safety Week
 - **7 June** – International Level Crossing Safety Awareness Day
 - **2 – 8 July** – National Rail Safety Week
 - **July** – Start of summer holidays



Resources for schools and teams working with young people

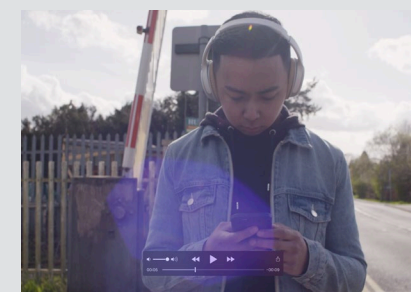
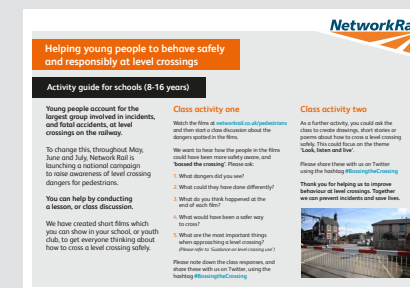
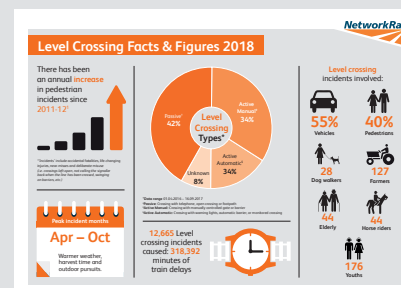
Schools and organisations working with young people have some of the most direct opportunities to change behaviour.

We have developed a set of materials which are available for download and distribution.

These include:

- A campaign poster
- An infographic poster
- Activity plan for schools
- Guidance on how to start a conversation and change behaviour
- Film focusing on a young person at a level crossing

Download from networkrail.co.uk/pedestrians



Enquiries

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.