

# Pedestrian Level Crossing Safety Campaign

Walkers and Dog Walkers 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.**

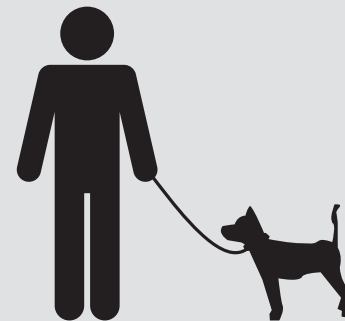
Research tells us that people do not see the dangers at level crossings, and may start to become complacent and ignore warnings.

**Walkers, ramblers and dog walkers are one of our priority audiences – to ensure behaviour change and safety at level crossings. As such we have created a film to engage walkers/ramblers, and the dog walking 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.**



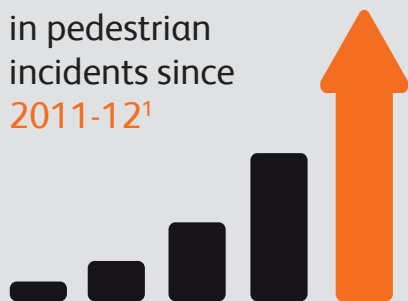
\*Level crossing 'incidents' include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

# Setting the scene

NetworkRail

## Level Crossing Facts & Figures 2018

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

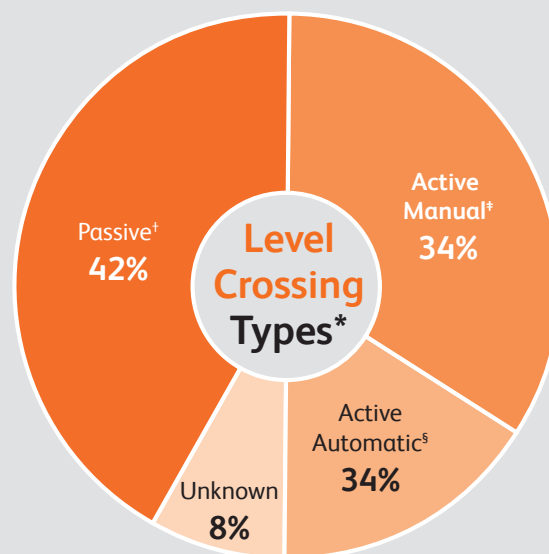


<sup>1</sup>Incidents<sup>1</sup> include accidental fatalities, life-changing injuries, near-misses and deliberate misuse (i.e. crossings left open, not calling the signaller back when the line has been crossed, swinging on barriers, etc.)

Peak incident months

**Apr – Oct**

Warmer weather, harvest time and outdoor pursuits.



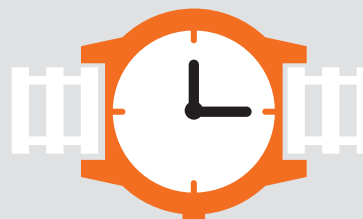
\*Data range 01.04.2016 – 16.09.2017

<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



# Our look for the campaign – Digital

Carl is enjoying a ramble with his beloved dog, he is in the beautiful countryside and distracted by all he can see.

Just as a train begins to approach at a rural level crossing, Carl's dog escapes his lead and runs across the track. Carl runs after his dog, just as a train speeds towards them.



# How you can help

1. Download our walking/dog walking film and share on your website, social media and in any electronic communications – don't forget to use the campaign hashtag **#BossingtheCrossing** Download at [networkrail.co.uk/pedestrians](http://networkrail.co.uk/pedestrians)
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
  - **May** – National Walking Month
  - **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](https://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.