

You vs. Train

Everyone loses when you step on the track

Regional Communications Toolkit

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About You vs. Train

Trespassing on the railway network is a growing problem and figures released in May 2019 reveal that over 250 incidents a week have been recorded by people messing about on Britain's railway – taking short-cuts, capturing photos and even 'train surfing' – sometimes with tragic consequences. People fail to understand the danger they put themselves and others in when they make the choice to step on the track, with young people (under 18s) making up one of the largest categories – responsible for a third of all cases.

The You vs. Train trespass prevention campaign, spearheaded by Network Rail and the British Transport Police, launched in July 2018 to try to combat this growing issue on both an industry-wide and a national level.

The next phase of the You vs. Train campaign, which launched on Wednesday 8th May 2019, aims to focus on specific areas of the country that have been identified as trespass hotspots, due to the high number of trespass incidences they experience.

You vs. Train Regional Communications Toolkit

The objective of this next wave of regional activity is to reinforce the risks of trespassing on the railway and establish a sense of urgency and alert within local hotspots through increased campaign visibility.

This Regional Communications Toolkit is a guide to help you successfully implement local campaign activity in these trespass focus areas.



Activity

Summary

Activity Summary

There are two streams of activity for the next phase of You vs. Train:

1. Central Activity

Social Media activity and Influencer outreach

2. Local Activity

Partnership and route team implementation, guided by the Toolkit

The central activity will be conducted and implemented by our communications agency Pegasus. This will involve developing new social media content to be targeted at children and parents in hotspot areas, as well as identifying and engaging online influencers in your area in order to amplify the campaign messaging.

We are looking for the local activity to be conducted and implemented by Network Rail & BTP route teams, CSMs and other partners. This includes the launch of new partnerships with the English Football League Trust & StreetGames to drive the rail safety message directly to hard-to-reach young people. Activity should be implemented using guidance and materials provided in this Toolkit.

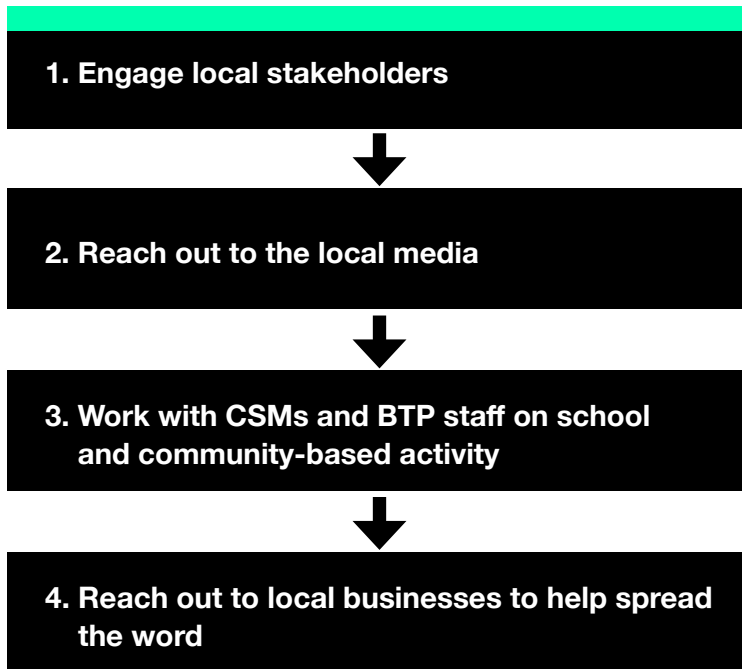
There are two key audiences for the regional activity:

1. **TEENAGERS** – to reach and deter our target audience directly
2. **THE LOCAL COMMUNITY** – to create a greater sense of awareness, so the message is passed on to teenagers, and watchfulness, to help increase the sense of deterrent



A step-by-step guide to local activity

We're proposing that you conduct four simple steps when planning and implementing You vs. Train activity in your area. These activities will all help you to help raise the profile of the issue in trespass hotspots:



Timings

The campaign runs for **18 weeks** from Wednesday 8th May in the run-up to, and throughout the summer holidays, when trespass incidences hit a peak. **Please plan activity at any point throughout this period.** If possible, it is recommended that you stagger your activity, so that there is activity happening throughout this period at regular intervals.



■ N.B. These activities do not necessarily need to be conducted in this order.

~~Campaign~~

~~Assets~~

Campaign Assets

There are a number of campaign assets available for you to use. We have included a summary of each below and have illustrated where and how these can be used in the step-by-step activity guide on the following pages of this Toolkit.

**DOWNLOAD ALL
CAMPAIGN ASSETS**



Campaign Narrative

Copy from the campaign narrative can be used to help communicate the campaign to external audiences. A summary and extended version have been developed so it can be used across all of your activity.

Local Key Messages & Data

As well as using the core campaign narrative throughout your activity, we have also developed some localised key messaging that will help to ensure the campaign resonates in your area. This includes some local incidence data to help reiterate the urgency and issue.

Campaign Leaflet

A campaign leaflet is available to provide information on the campaign and address why trespass is an issue in the local area. This can be handed out during in-station or school activity, as well as being made available to local businesses to share.

Campaign Posters

Campaign posters are available to raise awareness of the issue. These can be printed and placed in stations, schools or local shop windows, where appropriate.



Campaign Video – Tom’s Story

Central to the campaign is a short video, which tells the story of Tom Hubbard – a 20-year-old boy who suffered life-changing injuries in 2014 when he was electrocuted by the overhead power cables. Although Tom’s video was seen and shared extensively during last year’s campaign activity, it remains a valuable asset that can be shown in schools or to the media or shared by local stakeholders on social media.

Campaign Video – Dan’s Story

The third rail is probably the hardest danger to see. It looks just like an ordinary rail, but it carries 750 volts – easily enough to kill you. Dan’s Story is a short video that helps to bring this to life in an engaging and emotive way. Although fictional, the video is based on a number of real life stories of tragedy that have resulted from accidents involving the third rail.

Case Studies

In addition to Tom, his family and friends are all involved in this years campaign to illustrate the devastating impact that Tom’s accident had on them too. Their stories can be shared with the media or discussed during in-school activity.



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CAMPAIGN ASSETS**

~~Engaging~~ ~~Local~~ Stakeholders

Engaging Local Stakeholders

Stakeholders can play an important role in driving an issue on to the local agenda.

It is therefore recommended that you reach out to and engage those people in your area who can get behind the issue and help to raise awareness.

1. Identify the relevant stakeholders in your area

This could be, for example, the local Mayor or a prominent MP/politician. In addition, over the course of the campaign, Pegasus will identify and make contact with influencers from your area and encourage them to support the initiative. Depending on the level of involvement they would like to have with the campaign, Pegasus may put you in touch with them directly so that you can discuss further opportunities for collaboration. There is no reason why you can't reach out to more than one stakeholder if you feel it is appropriate.

2. Think about how they can offer their support

In the first instance, it's usually recommended that you offer the stakeholder a range of options to choose from, and then work with them to develop activity that feels comfortable and natural to them.

3. Initiate correspondence

We have developed a template letter that you can download, print and post to make initial contact.



Media

Outreach

Media Outreach

Ensuring the campaign is on the local media’s agenda is an important way to help raise the profile of the issue in your area and spread our key messages on a broad scale in a short space of time.

1. Download and edit the template press release

A template press release is available for you to download, edit and share with the media as required.

This could include:

■ Case study interviews –

Tom Hubbard and his family may be available to provide a first-hand account of trespass if required. Although Tom’s story was covered substantially during the first phase of the campaign last year, his sister (Katie), mum (Siobhan) and friend (Mitchell) are all involved in this year’s campaign so may be able to offer a second perspective on the impact that Tom’s accident has had on them. Alternatively, you may know of other local case studies that could work well as part of the campaign. Please contact **Donna Mitchell at Network Rail** if you would like to get in touch with Tom and his family.

■ Partnership activity –

The English Football League Trust and Street Games are both supporting the You vs. Train campaign this year. They will be delivering on-the-ground activity in hotspot areas until Spring 2020, to help raise awareness of the issue amongst teenagers. If of interest, it may be possible to arrange for a journalist to speak to representatives from these organisations or attend one of their sessions to see the activity in action. Please contact **Donna Mitchell at Network Rail** for more information.

**DOWNLOAD ALL
CAMPAIGN ASSETS**



Community Outreach

Work with CSMs and BTP staff on community-based activity

Your local CSM and BTP Staff will already be planning activity in your area as part of their ongoing roles.

Reach out to them in the first instance to gauge their plans for the next few months and to identify opportunities where comms can offer support.

1. Securing outreach opportunities in schools
or the local community is a fantastic way of reaching our target audience first-hand. Work with your local Community Safety Manager (CSM), sports partners and BTP Staff to arrange speaker opportunities to engage and educate teenagers in your area using our campaign materials.

Where relevant, extend the invite to the local media to help strengthen the story and to take photos. Make sure you work with the local CSM on any planned activity. It's crucial that you secure approval and agreement from the school in advance.

2. Create a sense of urgency and alert

The CSMs will already be using the You vs. Train Lesson Plan (which was shared with them earlier this year) during their outreach. While this provides valuable information and educational tools on trespass, it doesn't illustrate why the issue is of particular urgency in their local area.

A simple 4-slide presentation has been developed for you to share with CSMs to use in any upcoming engagement opportunities to help communicate why trespass is an issue in their area and what is being done about it. These slides can be added to the beginning or end of existing materials where appropriate, or the information included can simply be used as rationale for their visit.

**DOWNLOAD ALL
CAMPAIGN ASSETS**

Conduct In-Station Activity

Your local station provides the perfect location for awareness raising activity. This could range from one or two days of larger-scale activity such as handing out flyers or arranging photo call with stakeholders for press, to smaller, more regular activity staggered over the course of the campaign. A campaign flyer and posters have been developed for you to print and use.

1. ENGAGE YOUR LOCAL STATION MANAGER

It's important that the local station manager is involved in and aware of the activities that you're planning. Reach out to them in the first instance to let them know what your planning and find out what's possible – including specific dates and times.

Reach out to local businesses to help spread the word

Create a sense of community by extending your outreach to local businesses. Their involvement will allow us to further amplify the campaign messages to our target audience.

1. WORK CLOSELY WITH CSMS AND BTP STAFF

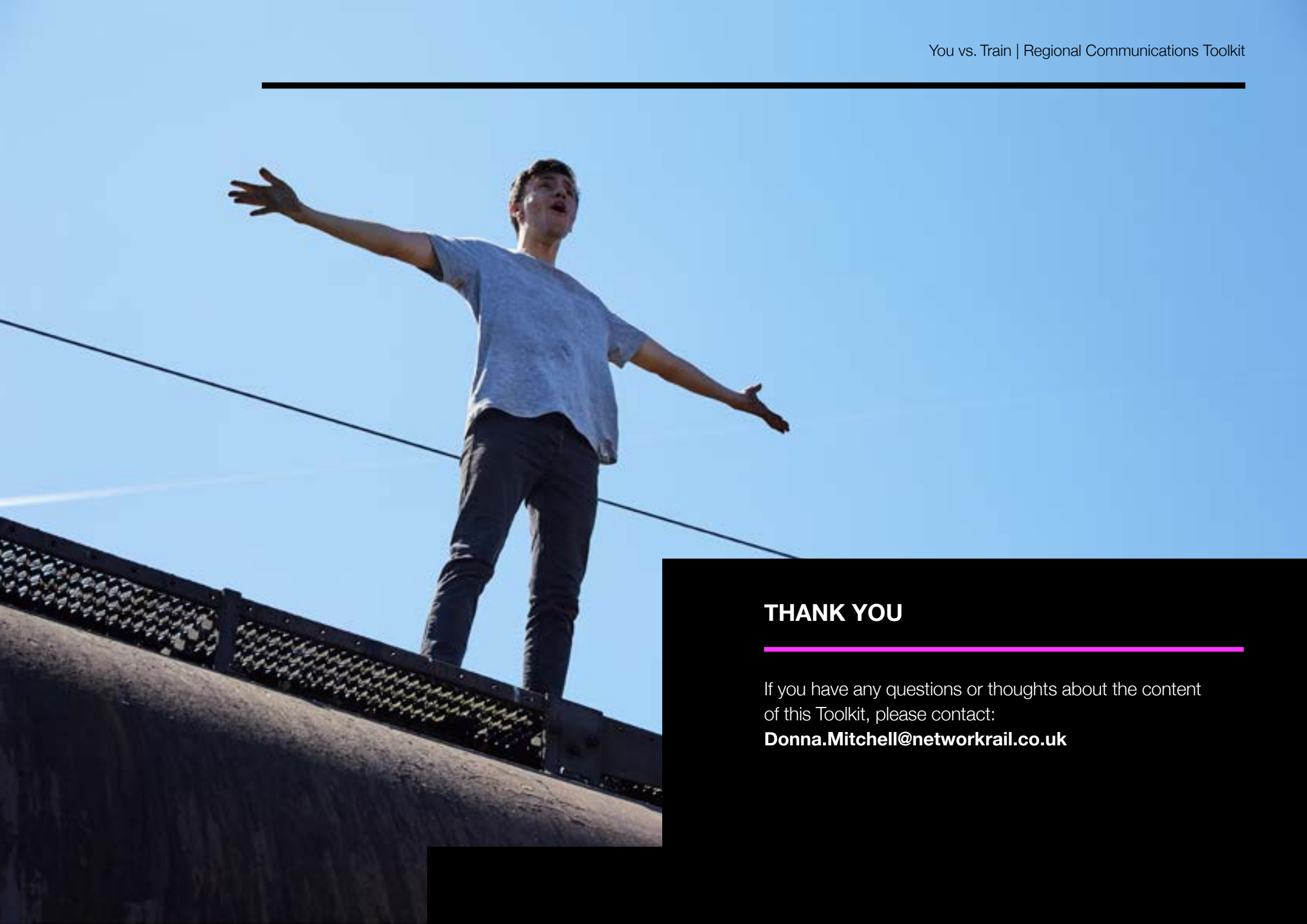
Your local CSM and BTP Staff will already be planning activity in your area as part of their ongoing roles. Reach out to them in the first instance to gauge their plans for the next few months and to identify opportunities for working with them.

2. KEEP THE ASK SIMPLE

Be straightforward and simple in your ask as this will make them more likely to offer their support. Provide A4 posters for them to display in their windows and leaflets for them to leave on the counter. Ask them to encourage parents and teenagers to take one of the flyers and speak to their friends and family about the issue where it feels appropriate.

Please contact **Kathy Fucci at Network Rail** if you would like to arrange for posters and leaflets to be centrally printed and delivered to you.

**DOWNLOAD ALL
CAMPAIGN ASSETS**



THANK YOU

If you have any questions or thoughts about the content of this Toolkit, please contact:

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