



Leaves on the Tracks Campaign Toolkit

Autumn 2022

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Campaign Overview



The business problem

There are thousands of train journeys across the country every single day with many of these running to schedule, however some level of disruption is inevitable on a busy operational railway. Extreme weather is one of the external factors that can negatively impact on passenger journeys over the summer, autumn, and winter months, causing them to experience train delays and cancellations.

Autumn weather can make it harder to safely run trains on the railway. There are over 13 million trees on and next to the railway in the UK and, every Autumn, thousands of tonnes of leaves fall onto the tracks. Windy conditions can cause heavy leaf-fall in a short space of time and rain means they are more likely to stick to the rails. When trains pass over leaves, the heat and weight of the trains bake them into a thin, slippery layer on the rail. This is the black ice of the railway. Therefore, sometimes trains need to slow down to keep you safe.

Research conducted each year in the National Rail Passenger Survey (NRPS), shows that passengers want better communication and explanation of rail disruption. The way delays are dealt with is a key driver of dissatisfaction.

Target audience

The audience for this weather campaign is all passengers who are likely to have their train journeys affected by leaves on the line. Due to the nature and unpredictability of extreme weather, we cannot target a more specific audience for this campaign, but instead reach passengers on a geographical basis where weather warnings are issued.

Campaign objectives

Key objectives for our seasonal weather campaigns are:

- To create relevant, clear, engaging, informative, and memorable creatives.
- To increase awareness and recognition.
- To increase audience understanding on how extreme weather impacts on train and causes delays.
- To increase numbers of those who act and check their train is running on time during periods of severe weather.

Campaign Key Messages



Headline:

**We can't change the weather.
But it can change your plans.**

Body copy (long):

Heavy leaf-fall and rain means leaves are more likely to stick to the rails. When trains pass over leaves, the heat and weight of the trains bake them into a thin, slippery layer on the rail. Slippery rails make it hard for trains to accelerate and brake effectively, so drivers must pull out of stations more slowly and brake much earlier for stations and signals to make sure they stop in time. A build-up of leaves on the tracks can also cause delays by forming a barrier between the train wheels and the electrical parts of the tracks that help us to pin-point where trains are. When this happens the trains behind will be delayed at red signals until the first train's location is established. We work hard managing the lineside environment all year round to prepare for Autumn so that we can minimise delays.

Body copy (short):

Leaves on the tracks can be as slippery as ice, so sometimes we slow down trains to get you home safely.

Call to action:

Check to see if your train is running on time;

nationalrail.co.uk/autumn

Campaign hashtag:

[#LeavesOnTheLine](https://twitter.com/LeavesOnTheLine)

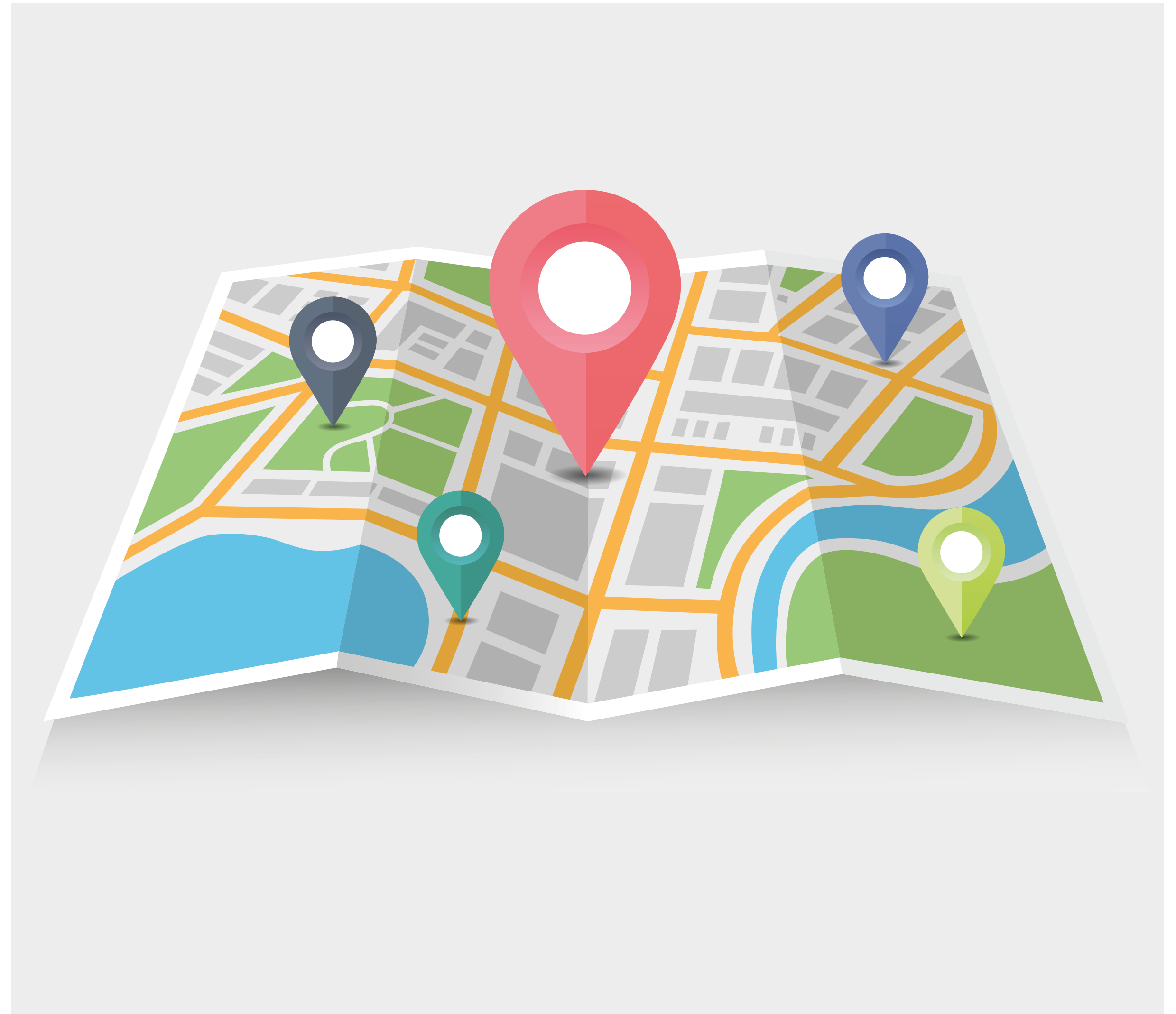
National Activity



Paid Media Approach

We will target passengers across the country using geo-targeting and online user behaviour, via digital partner Hawk, and promoting adverts on mobile devices. This creative will be always on throughout September, October and November.

In addition to paid media, we will also use these messages on Network Rail's social media accounts and digital screens in managed stations, to raise awareness of potential rail disruption caused by leaves on the line.



Campaign Resources



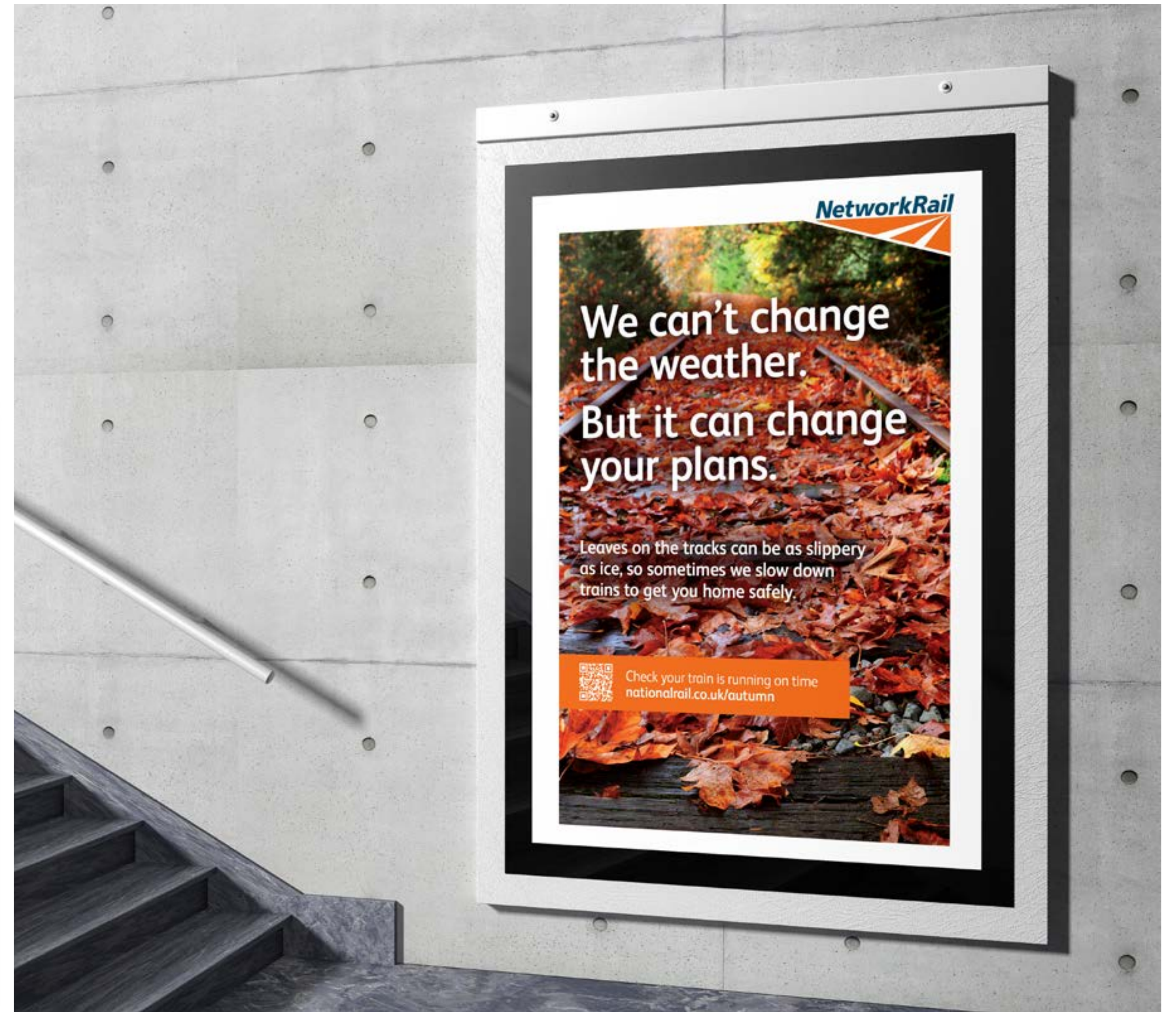
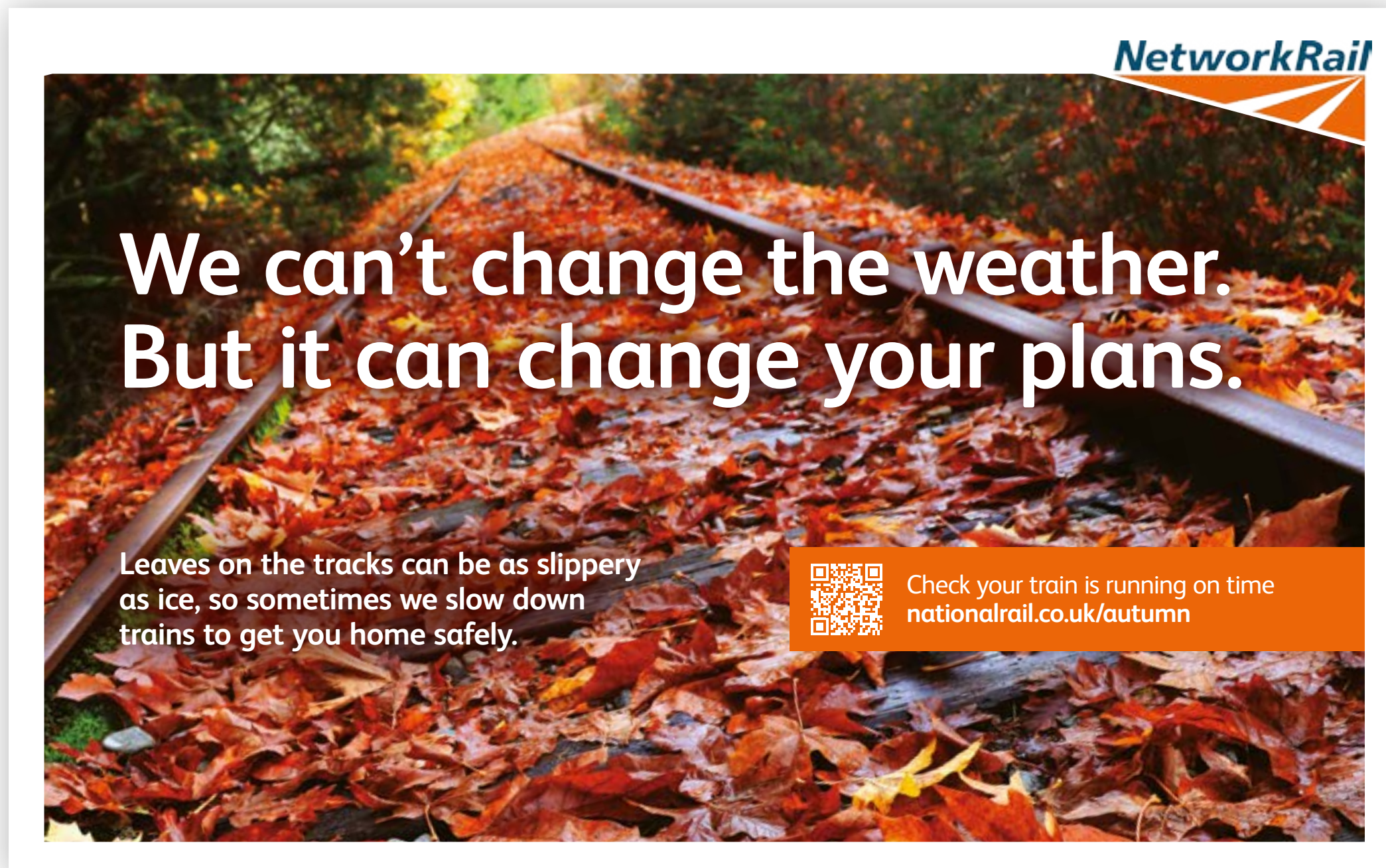
Print Resources

All printed resources – posters (all sizes, PDF format)

Stations Poster A1-A4

Stations Double royal poster (635 x 1000mm)

Click to download resources

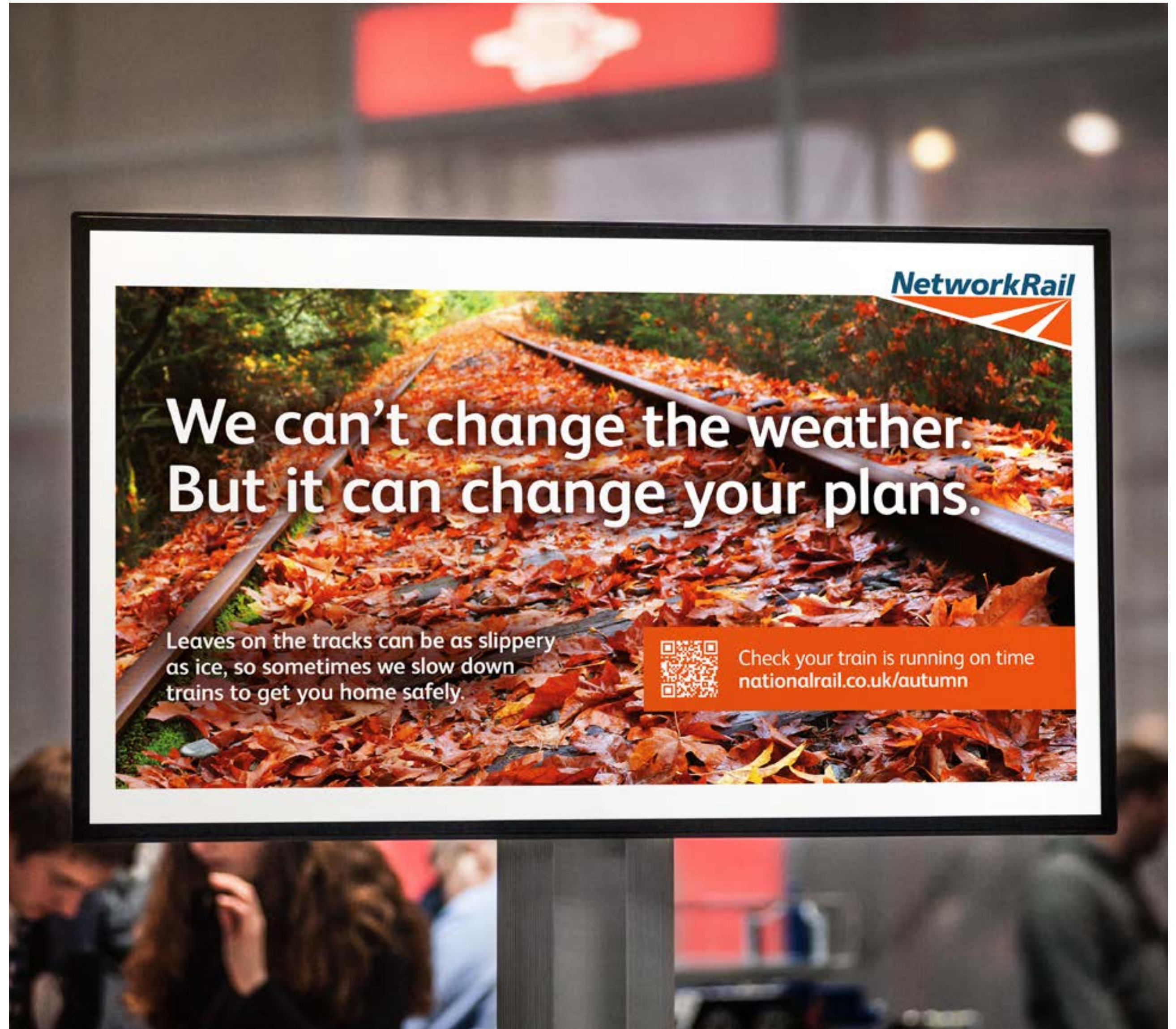


Digital Resources

Digital assets in various formats i.e. portrait / landscape

- Stations OIS screen landscape (1920 x 1080 pixels)
- Stations OIS screen (920 x 520 pixels)
- Stations D6 poster (1080 x 1920)
- Internal comms Digital screens (internal, 1024 x 768 16:9)

Click to download resources



Partner Lockups

Industry partner logos should be in alphabetical order and adhere to the guidelines shown opposite.

To include a logo please follow the instructions below. NB. Please note this method does not work if the logo is downloaded onto a desktop. Please also ensure the logo is as high quality as possible for the best quality. High-res vector files are recommended.

1. Source a high-res version of your partner logo.
2. Right click to copy the logo onto the clipboard.
3. Open the high-res 'industry partners' poster PDF.
4. Once open, click 'comment' on the right-hand side toolbar.
5. Select 'add stamp' from the toolbar at the top of the PDF.
6. Select the last item, 'Paste Clipboard Image as Stamp Tool', from the drop-down bar.
7. The cursor will change to a stamp. Hover the cursor over where the logo is to be placed and left click.
8. The logo will then paste onto the poster.
9. Size according to the guidelines.
10. Save PDF.

[Click to download resources](#)



PARTNER LOGO



Website Resources

Web banners 1 (1200 x 400)

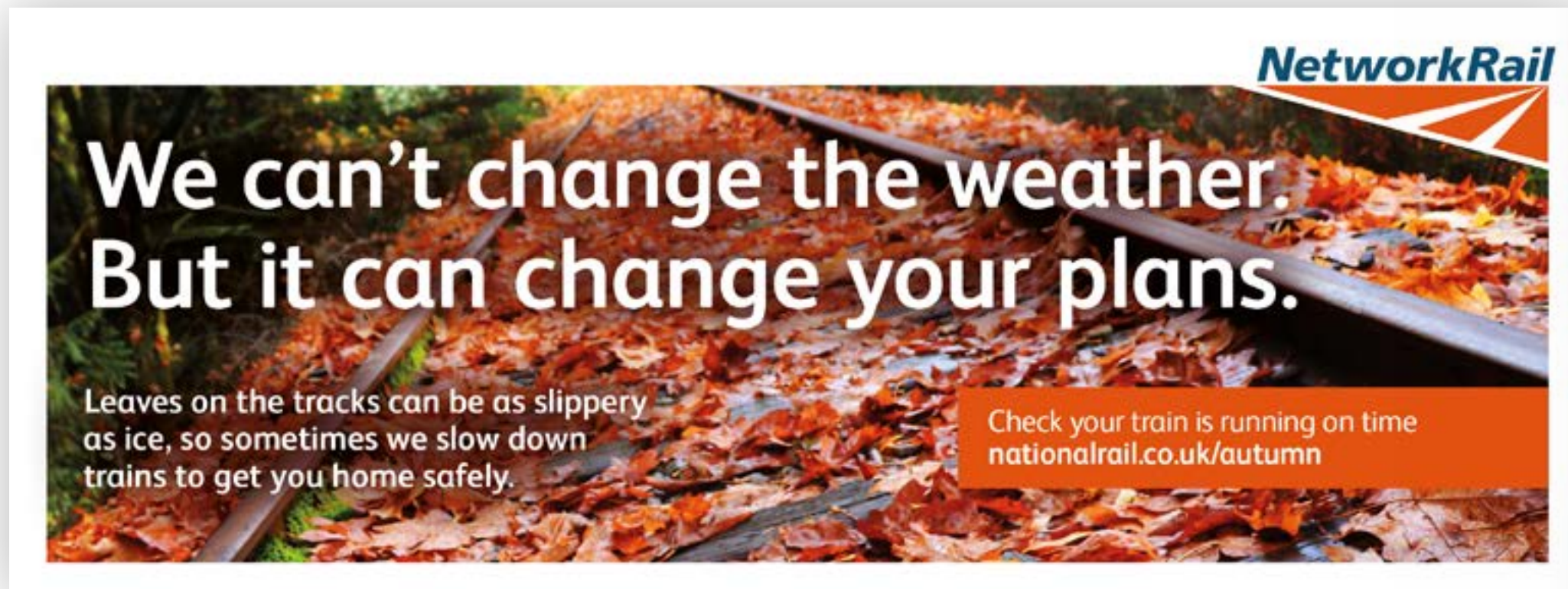
Web banners 2 (800 X 300)

Website carousel (1035 x 545)

Website page (1080 x 567)

Website page , image only (1200 x 900)

Click to download resources



Social Media Resources

For all owned media accounts and incl. static plus motion where applicable.

Facebook 1,200 x 630 pixels (will appear in feed with scale to a max of 1:1)

Twitter 1 (1200 x 628 pixels)

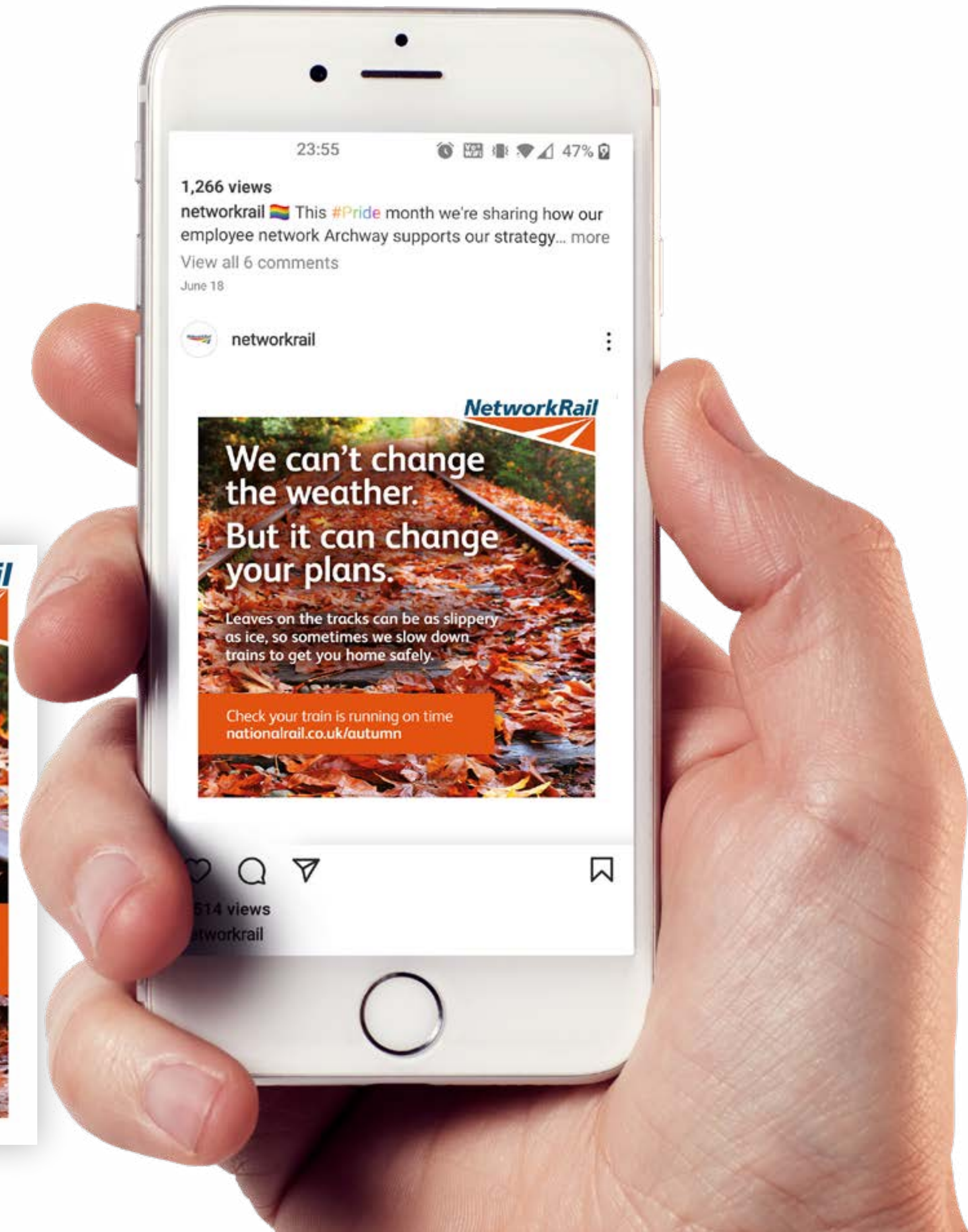
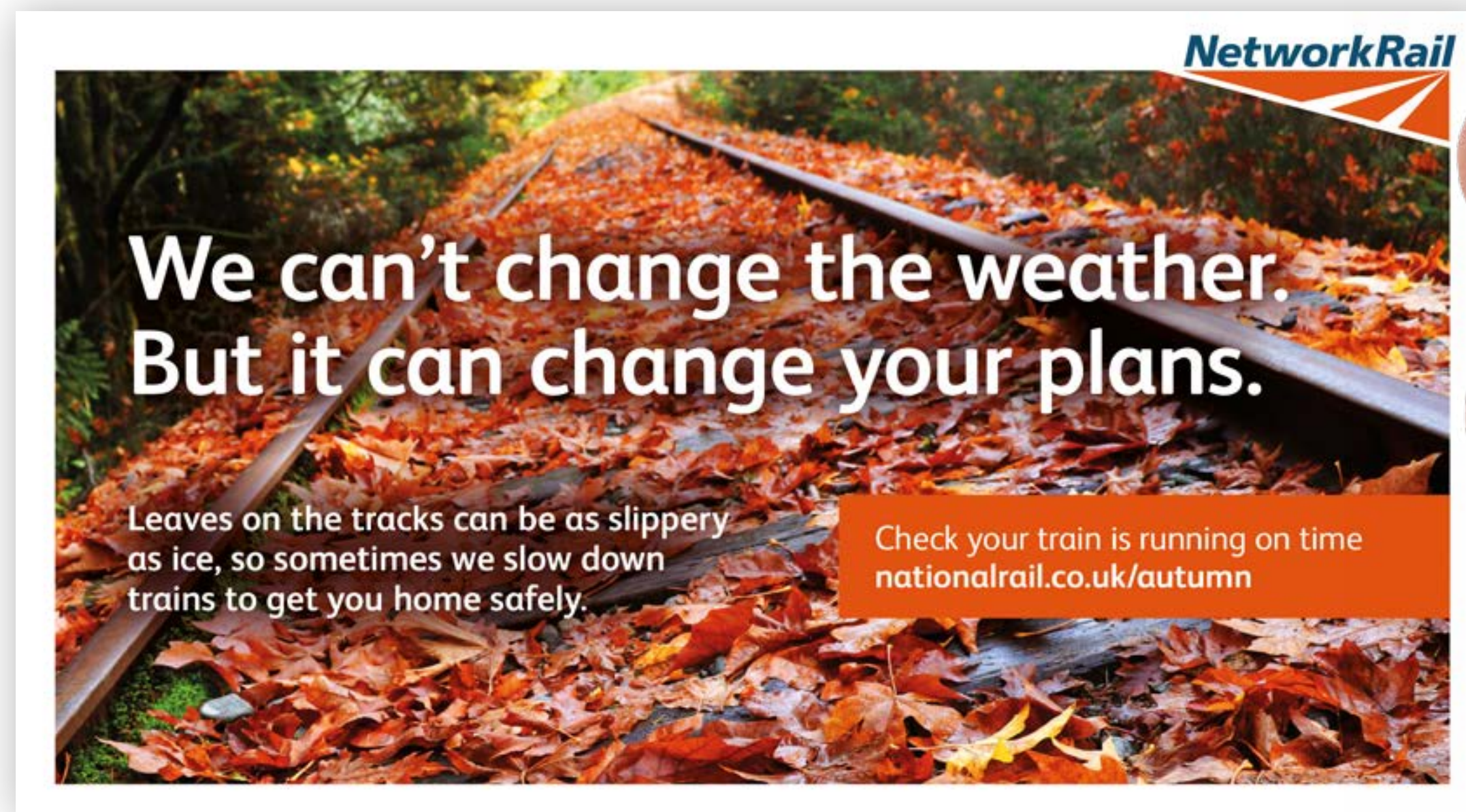
Twitter 2 (1200 x 675 pixels) (Recommended, but most images with standard aspect ratios will not be cropped)

Instagram 1 (1080 x 1080 pixels)

Instagram 2 (Recommended resolution is 1080 x 1920)

LinkedIn (1200 x 627)

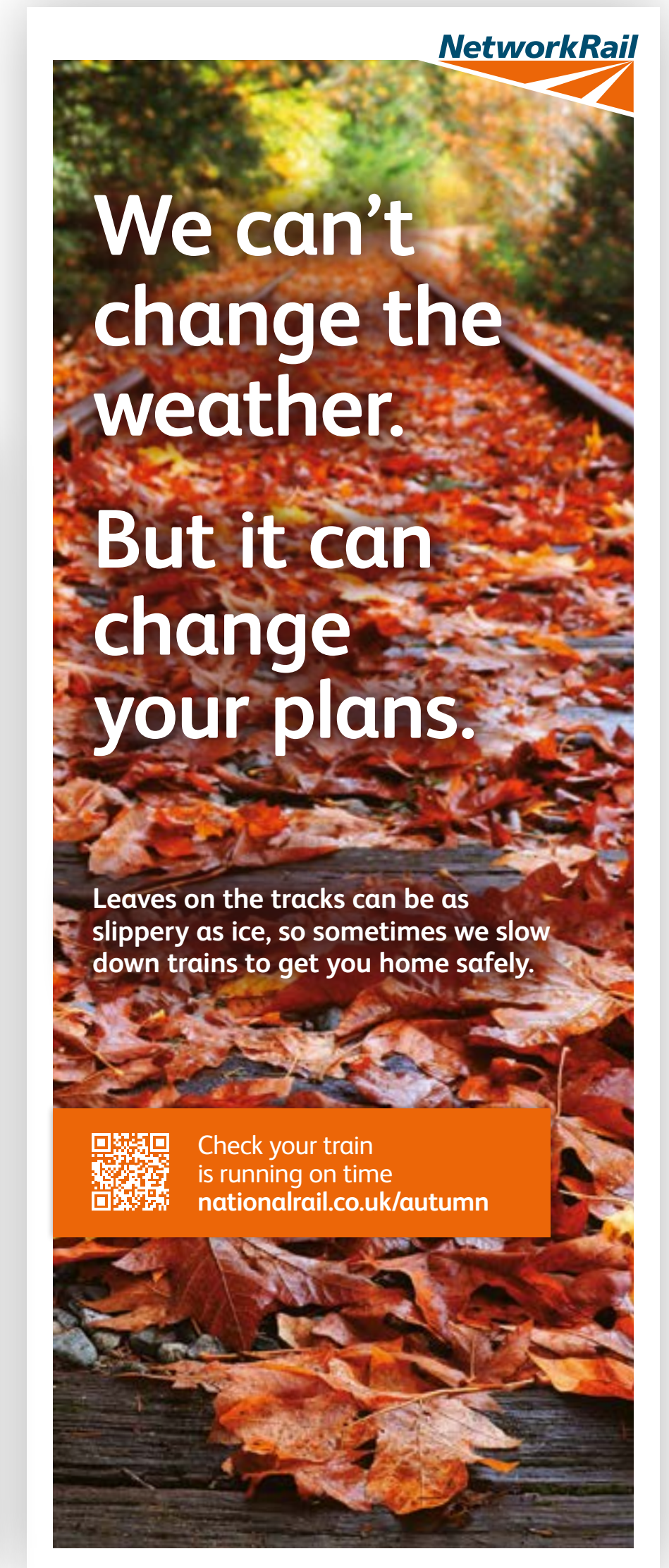
Click to download resources



Train Resources

On-board posters (1500 x 440mm)
On-board posters (420 x 297mm)
On-board posters (240 x 594mm)

Click to download resources



Paid Media Resources

Interstitial (768x1230 Pixels)
MPU (300x250 Pixels)


Click to download resources



NetworkRail

Leaves on the tracks can be as slippery as ice, so sometimes we slow down trains to get you home safely.

Click [HERE](#) to see if your train is running on time



NetworkRail

We can't change the weather.
But it can change your plans.

Leaves on the tracks can be as slippery as ice, so sometimes we slow down trains to get you home safely.

Click [HERE](#) to see if your train is running on time

Fact Sheet

Click to download resources



Leaves on the Tracks Fact Sheet

We know that being on time is important to you, so we're working hard to keep you moving this Autumn.

Autumn weather can make it harder to safely run trains on the railway

There are over 13 million trees on and next to the railway in the UK and, every Autumn, thousands of tonnes of leaves fall onto the tracks. Windy conditions can cause heavy leaf-fall in a short space of time and rain means they are more likely to stick to the rails.

When trains pass over leaves, the heat and weight of the trains bake them into a thin, slippery layer on the rail. This is the black ice of the railway.

Sometimes trains need to slow down to keep you safe

Slippery rails make it hard for trains to accelerate and brake effectively. Safety is our priority, so when this happens, drivers have to pull out of stations more slowly and brake much earlier for stations and signals to make sure they stop in time.

This can lead to longer journey times and delays.

A build-up of leaves on the tracks can also cause delays by forming a barrier between the train wheels and the electrical parts of the track that help us to pin-point where trains are. When we aren't sure exactly where a train is, the trains behind will be delayed at red signals until the first train's location is established so our control rooms can be confident there is always a safe distance between trains.

Did you know?
We have hundreds of Extreme Weather Action Teams on standby across the country, ready to respond quickly to fix any problems that might cause delays.

We work all year round to prepare for Autumn so that we can minimise delays for passengers and freight.

Managing trees and plants near the railway

Throughout the year we carefully manage the trees and plants that grow next to the railway so that we can minimise train delays caused by leaf-fall.

We manage the lineside environment in a way that allows us to run a safe and reliable service for passengers and promotes natural biodiversity along the railway. You can find out more about our approach at www.networkrail.co.uk/vegetation.

Autumn timetables

In areas with very heavy leaf-fall some train operators publish special Autumn timetables with revised journey timings. These timetables allow extra time for train drivers to drive more cautiously than at other times of the year, so that they can get passengers to where they need to go safely and reliably.

Leaf-busting trains

Even with the best preparation, leaves fall onto the lines. We work hard throughout the season to minimise delays and get passengers safely to their destinations.

We have 67 leaf-busting trains, which move around the network, cleaning the top of the rail by spraying it with a high-pressured water jet to blast away leaf mulch.

These trains also apply a gel, containing a mix of sand and steel grains, to help the train wheels run along the tracks as they normally would.

Routes have numerous leaf-busting teams who are on-hand 24/7 at key locations across the network to scrub the top of the rails by hand with a sand-based treatment, so that trains can run safely and reliably on the tracks.

Our specialist weather forecasters monitor weather conditions and help us make the best use of our resources. Between October and December we receive forecasts twice a day that include estimates of leaf-fall and highlights locations needing more attention. This means that we can target our leaf-busting machines and teams most effectively, and keep the network running as smoothly and safely as possible.

Did you know?
This year our leaf-busting trains will treat 1.04 million miles to keep the rail network clear. This is equivalent to travelling to the moon and back twice.

Key Contact

For more information on the extreme weather campaign across all seasons, please contact Louise McGarrigle:

Louise.McGarrigle@networkrail.co.uk