

High Winds Campaign Toolkit 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.

High winds can make it harder to safely run trains on the railway. With millions of trees lining the railway, high winds can cause branches and trees to fall onto the track, damaging overhead wires and blocking the railway. High winds also mean that objects from further away can be blown onto the tracks. High winds can also cause overhead power lines to sway and get tangled around a train's pantograph (which allows it to draw power from the overhead lines) and severing the connection. 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 high winds. 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):

High winds can cause branches, trees and objects from further away to fall onto the tracks, damaging overhead wires and blocking the railway. High winds can cause overhead power lines to sway and can get tangled around a train's pantograph (which allows it to draw power from the overhead lines) and severing the connection. High winds can also cause masts to be knocked down completely. After high winds this might mean we start services later in the morning so that our teams can make sure that lines are clear of branches and debris and are safe. We work hard to keep you moving during high winds.

Body copy (short):

High winds can blow objects onto the tracks, 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/highwinds

Campaign hashtag:

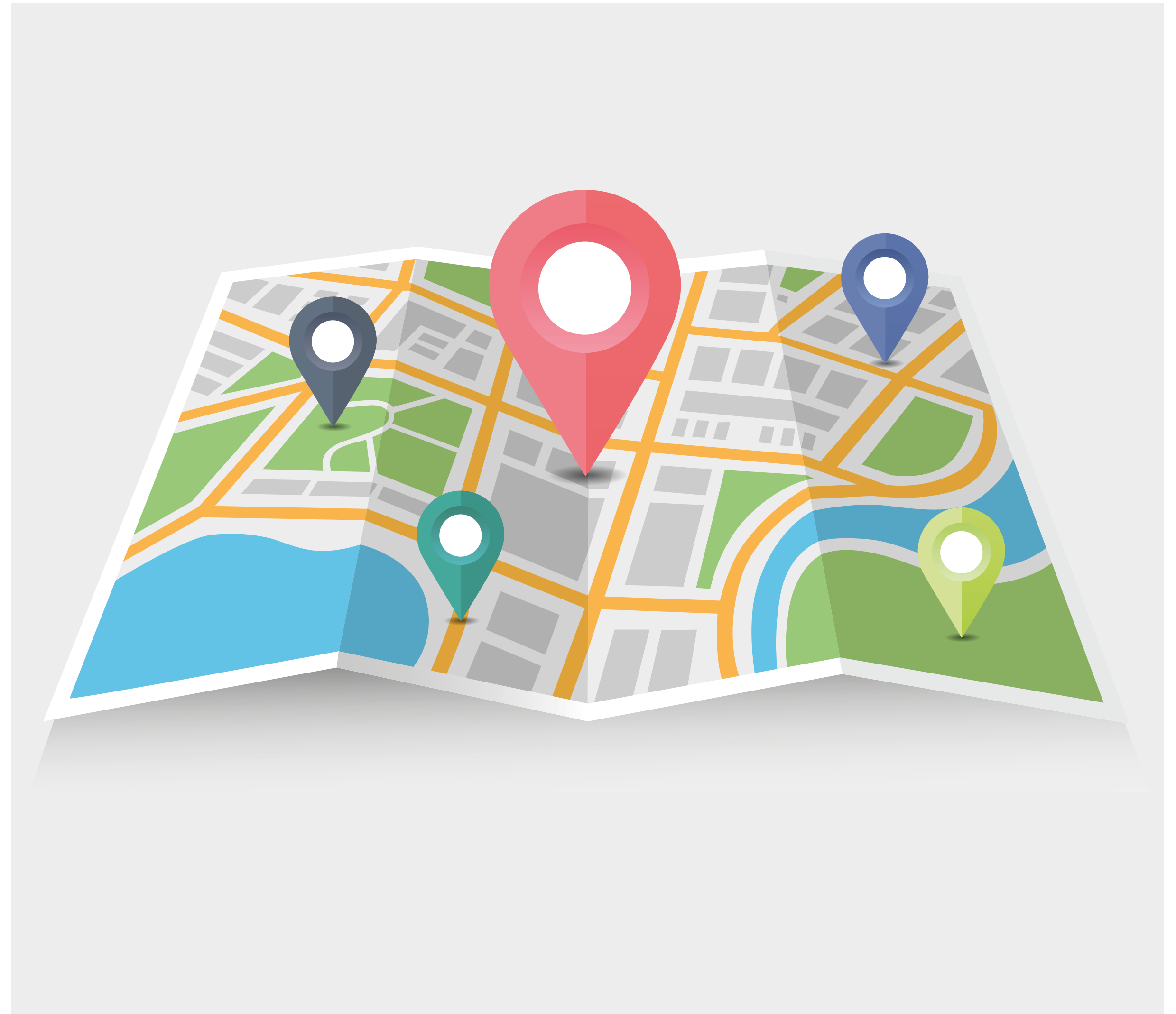
[#GaleAcrossRail](https://twitter.com/GaleAcrossRail)

National Activity

Paid Media Approach

We will target passengers across the country using geo-targeting and online user behaviour, via digital partner Hawk, this creative will be triggered throughout the year when we are forecasted winds over 60mph.

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 high winds.



Campaign Resources

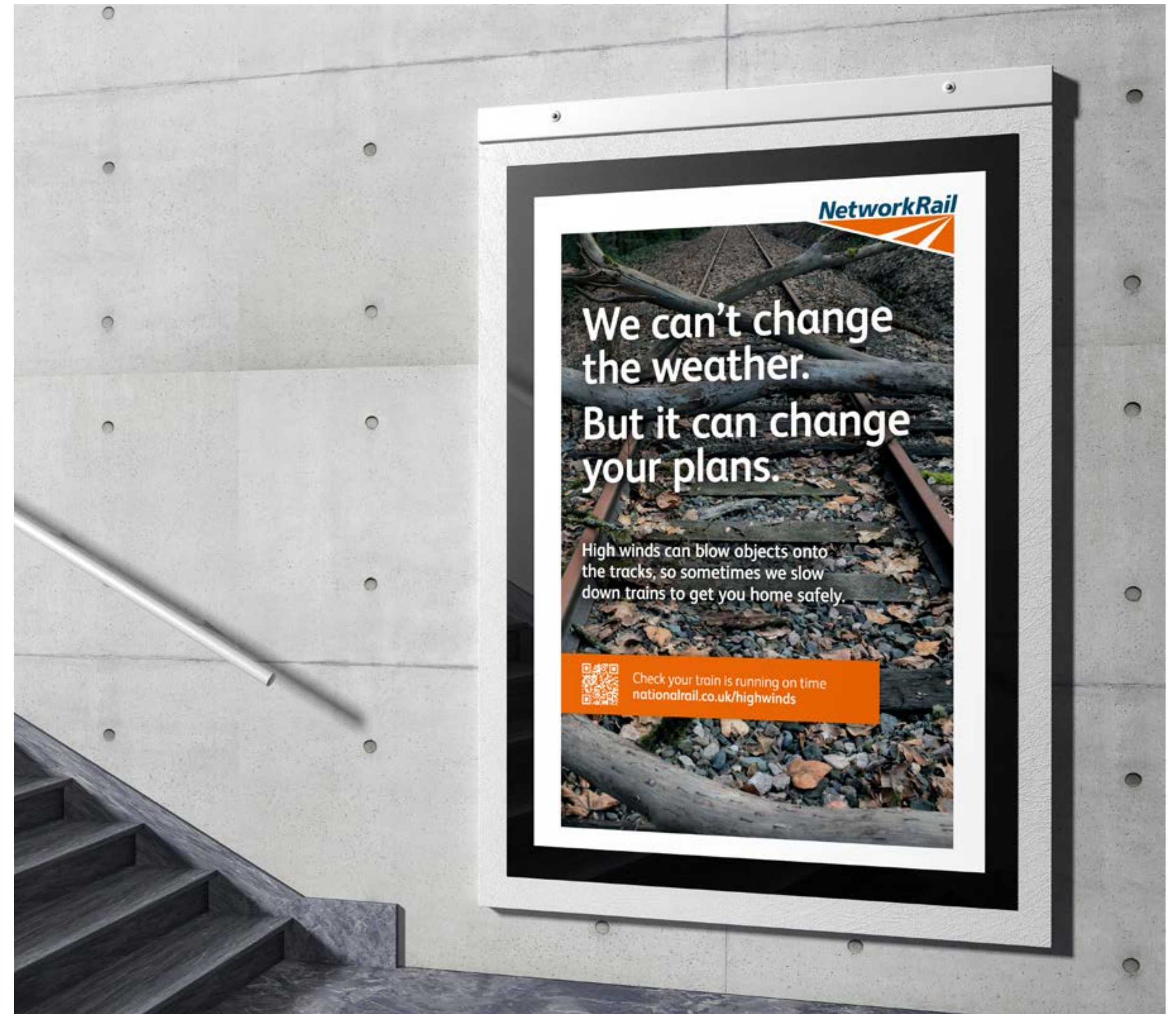
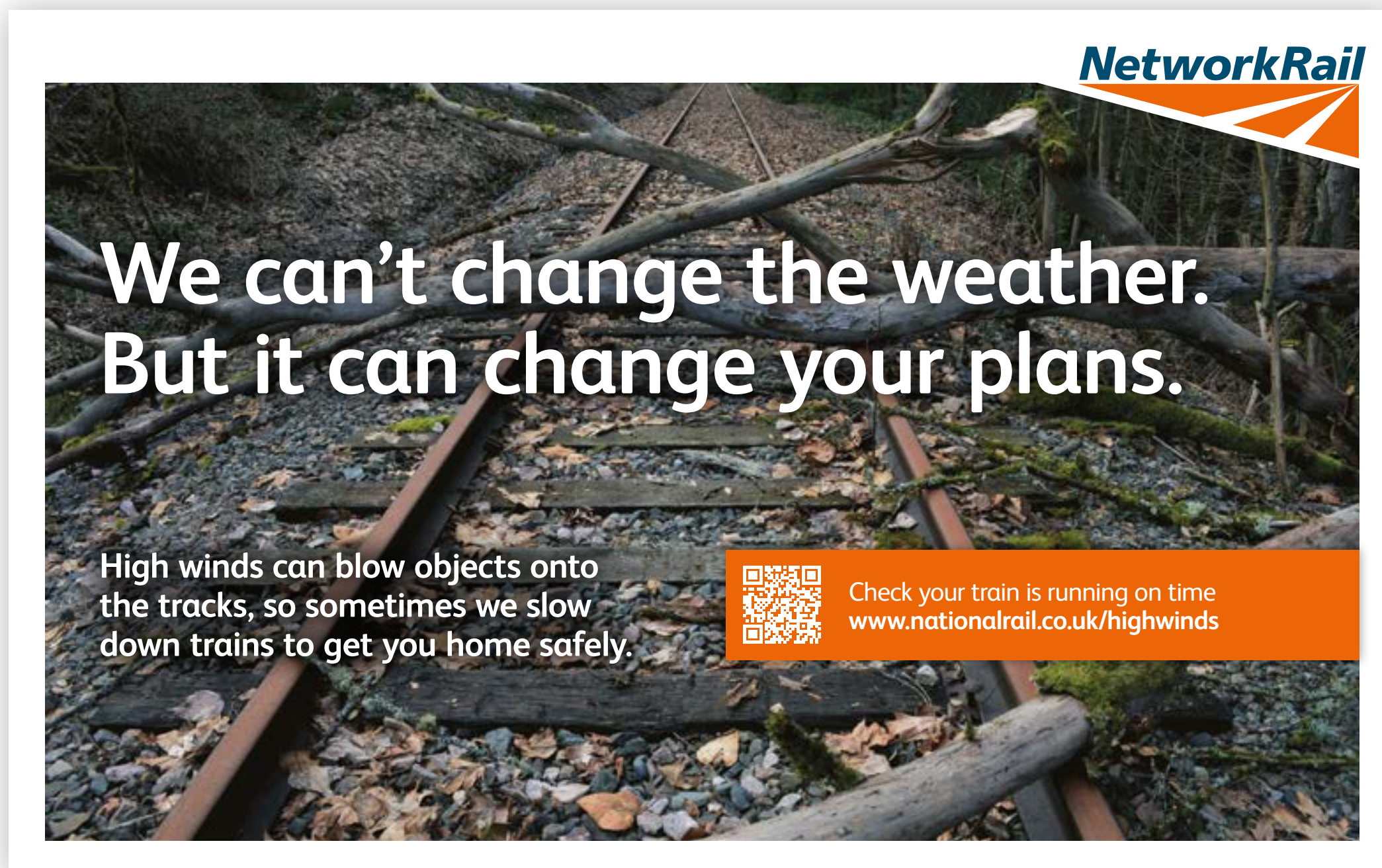
Print Resources

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

Stations Poster A1-A4

Stations Double royal poster (635 x 1000mm)

[Click to download resources](#)

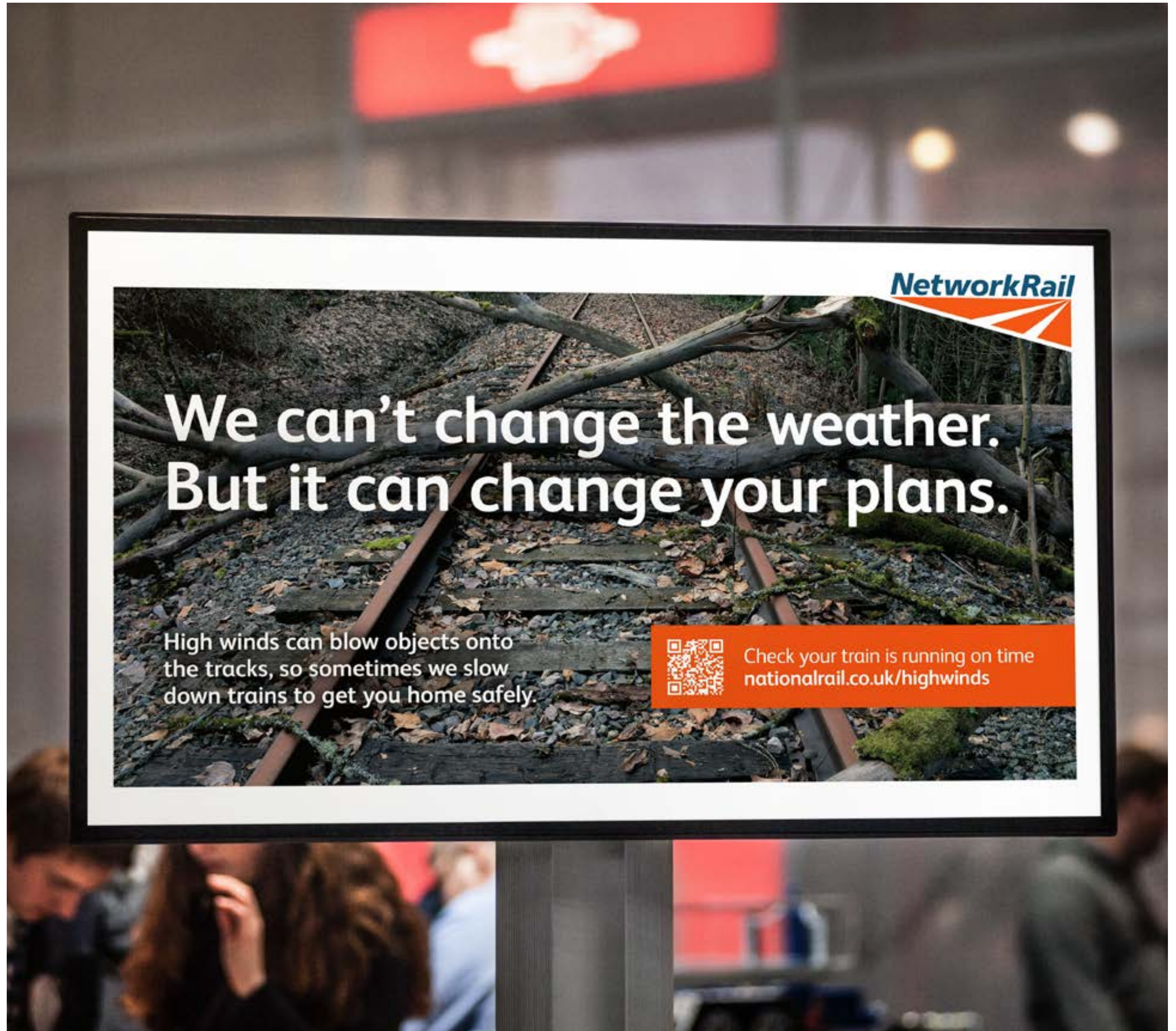


Digital Resources

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)

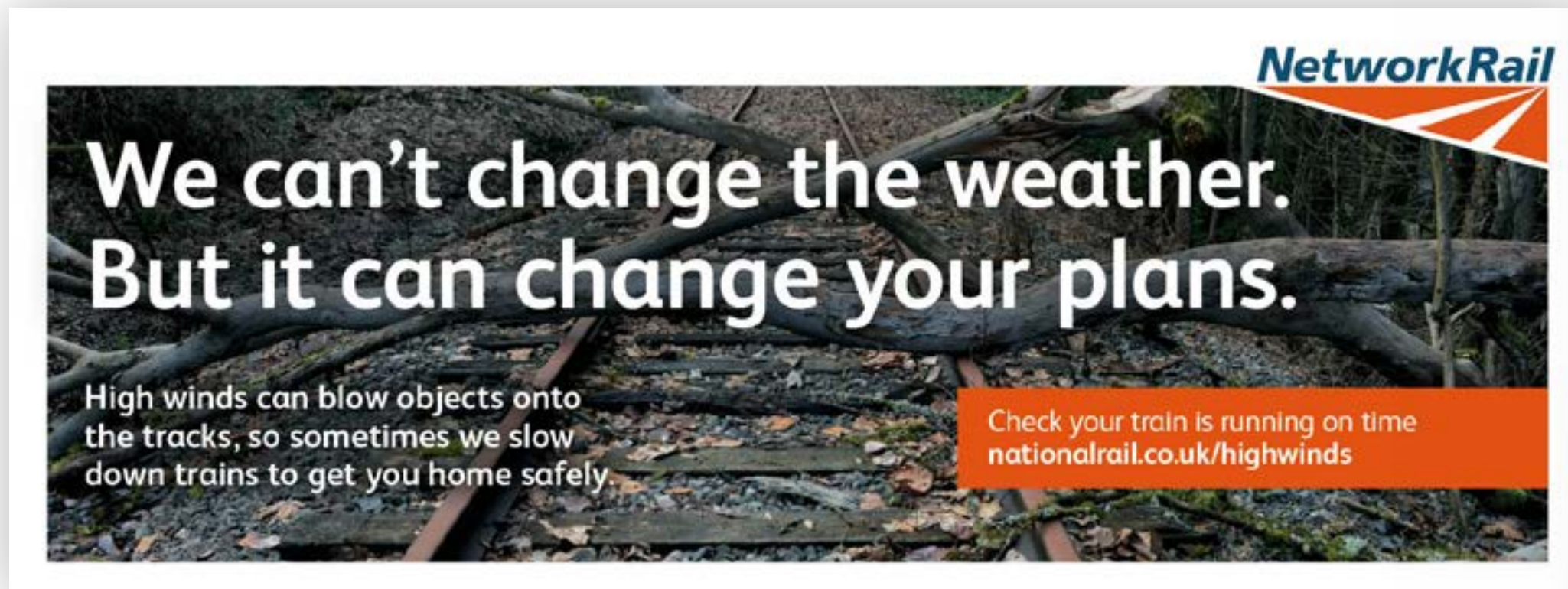
Web banners 2 (800 X 300)

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)

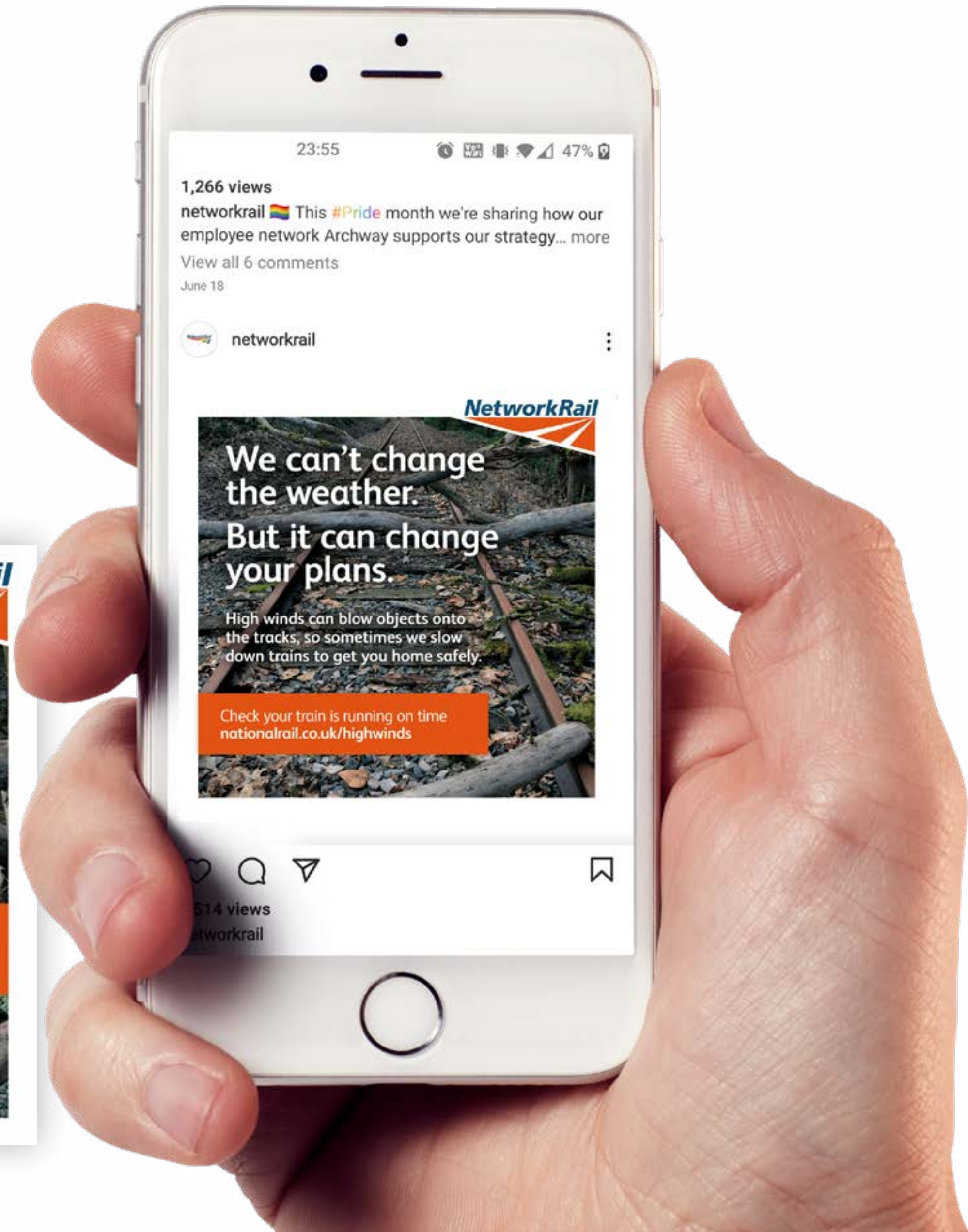
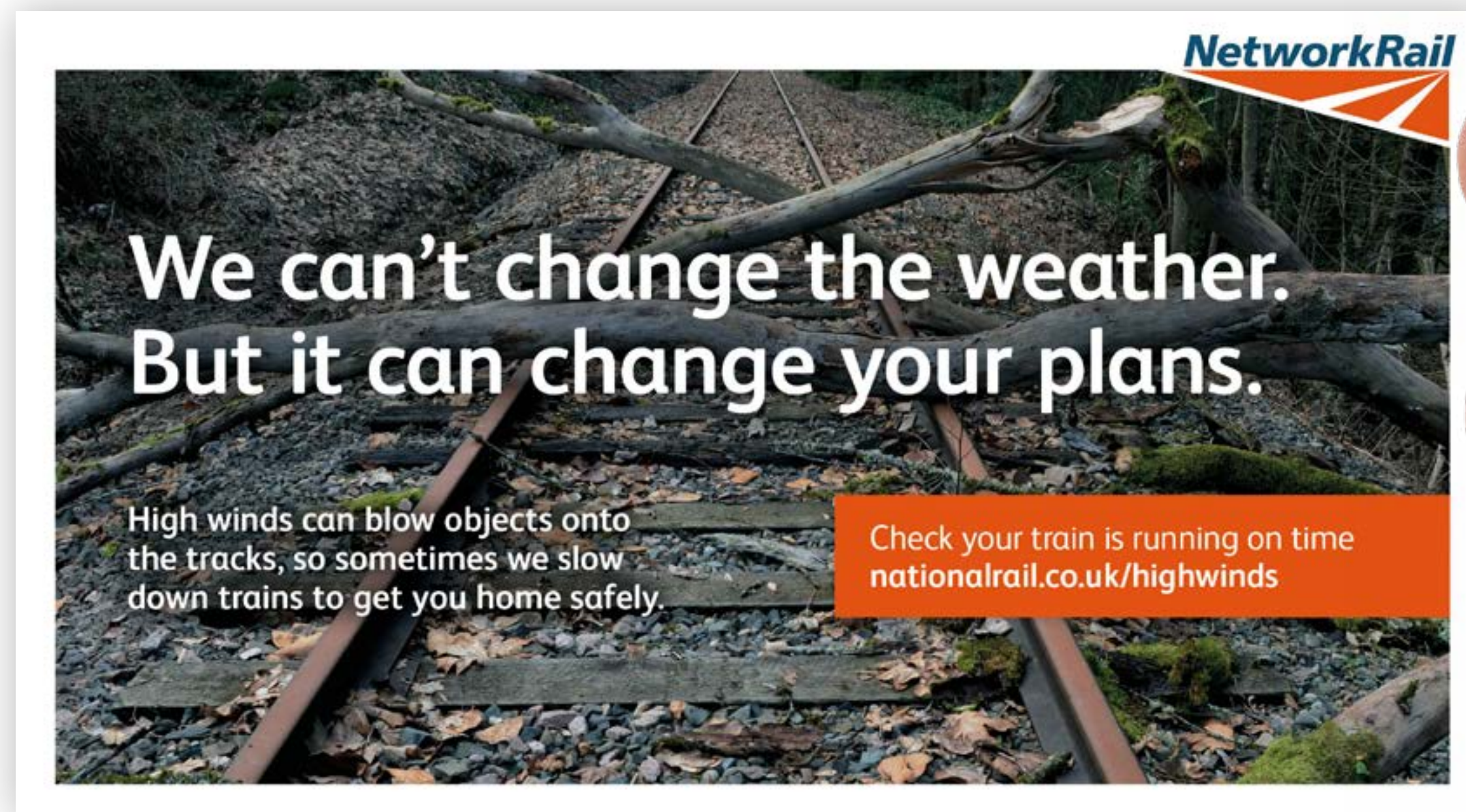
Twitter 2 (1200 x 675 pixels) (Recommended, but most images with standard aspect ratios will not be cropped)

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

NetworkRail

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

High winds can blow objects onto the tracks, so sometimes we slow down trains to get you home safely.

Check your train is running on time
nationalrail.co.uk/highwinds

NetworkRail

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Paid Media Resources

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


Click to download resources



NetworkRail

High winds can blow objects onto the tracks, 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.

High winds can blow objects onto the tracks, 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](#)

NetworkRail

High Winds Fact Sheet

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

Did you know?

Teams inspect the track on foot, cutting back overhanging trees, removing dead and diseased trees and any vegetation from the railway that is at risk of coming into contact with the overhead power lines or tracks during high winds.

With millions of trees lining the railway, high winds can cause branches and trees to fall onto the track, damaging overhead wires and blocking the railway. High winds also mean that objects from further away can be blown onto the tracks.

High winds can also cause overhead power lines to sway and can get tangled around a train's pantograph (which allows it to draw power from the overhead lines) and severing the connection. High winds can also cause masts to be knocked down completely.

Sometimes trains need to slow down to keep you safe

Our priorities for how we run the railway change depending on the severity of the wind. During adverse wind we do our best to run a full, normal service, but some train times may be affected. We classify wind as adverse when it is forecasted to reach speeds of 60mph.

During extremely windy conditions, we prioritise getting passengers home safely over running the normal timetable. We also prioritise vital rail freight to ensure the supply of essential goods across the country and fuel to power stations. We classify extreme wind when it is forecasted to reach or exceed speeds of 70mph.

After high winds this might mean we start services later in the morning so that our teams can make sure that lines are clear of branches and debris and are safe.

Key Contact

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

Louise.McGarrigle@networkrail.co.uk