

Hot Weather Campaign Toolkit

Summer 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.

During the summer months in particular, hot weather can cause the steel rails to expand and buckle. The rail network is made up of thousands of miles of steel track. Steel absorbs heat easily and the track can get up to 20 degrees hotter than the air temperature. Therefore, we need to slow down trains or postpone services until the temperature has cooled down, to keep everyone safe and avoid damaging tracks and trains.

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 hot weather. 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 the audience understanding on how extreme weather impacts on trains and causes delays.
- To increase the 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):

Hot weather can affect the rails, overhead power lines and the ground on which the railway is built. The rail network is made up of thousands of miles of steel track. Steel absorbs heat easily and the track can get up to 20 degrees hotter than the air temperature. When steel gets hot it expands. The rails become longer and starts pushing against the pieces of track next to them.

This can damage the equipment that detects where trains are, ensuring trains are kept a safe distance apart which means we stop the trains to keep everyone safe. If there is no room for the rail to expand, the rail can buckle and we need to close the line to fix it before trains can run again. When we stop trains or close a line, this causes delays. We do all we can to prevent disruption and when the weather gets hot, we make sure we're ready to respond to problems quickly. We work hard to keep you moving in hot weather.

Body copy (short):

Hot weather can cause steel rails to expand, so sometimes we slow down trains to get you home safely.

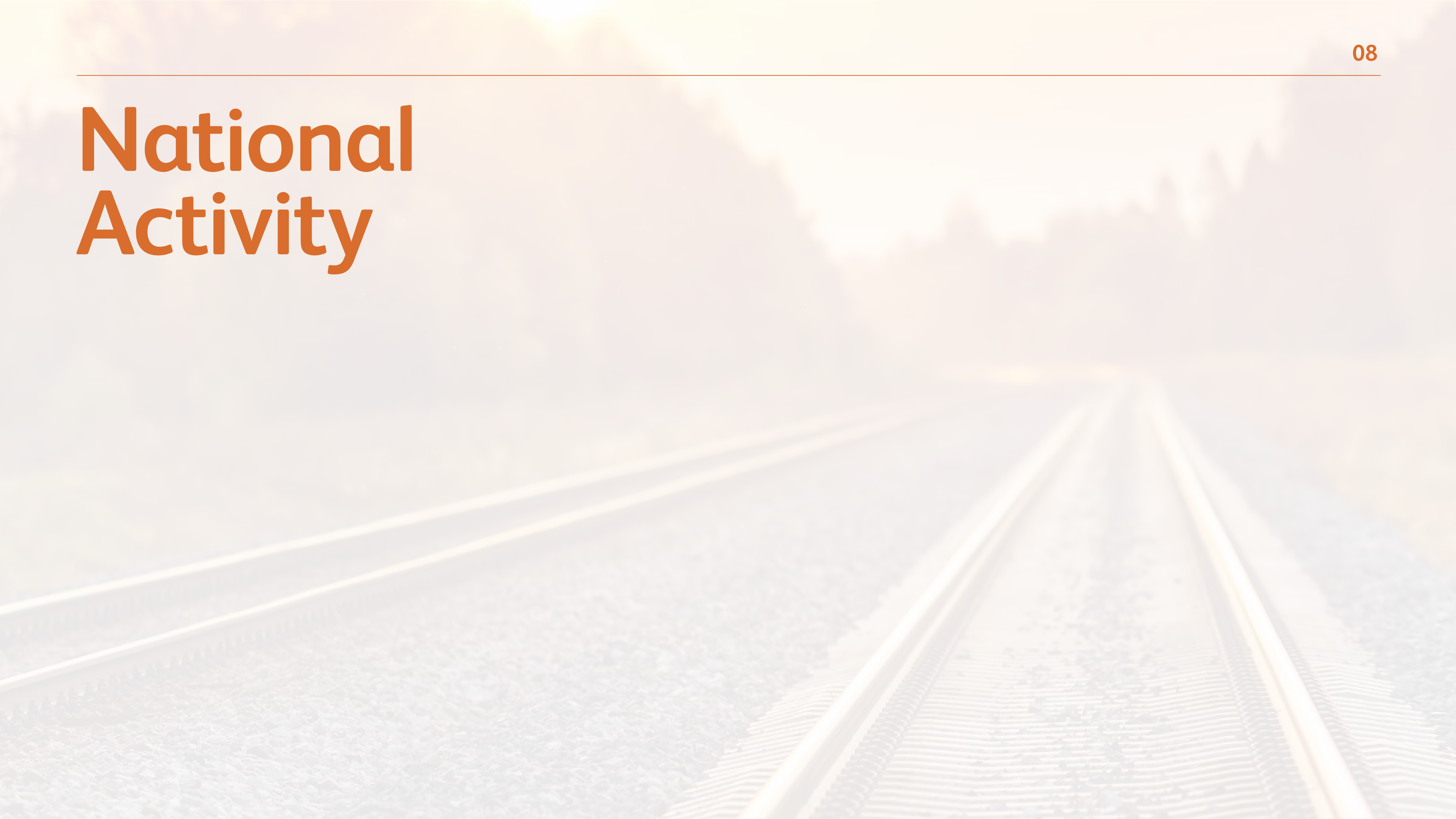
Call to action:

Check to see if your train is running on time;

nationalrail.co.uk/summer

Campaign hashtag: [#HotRailway](https://twitter.com/HotRailway)

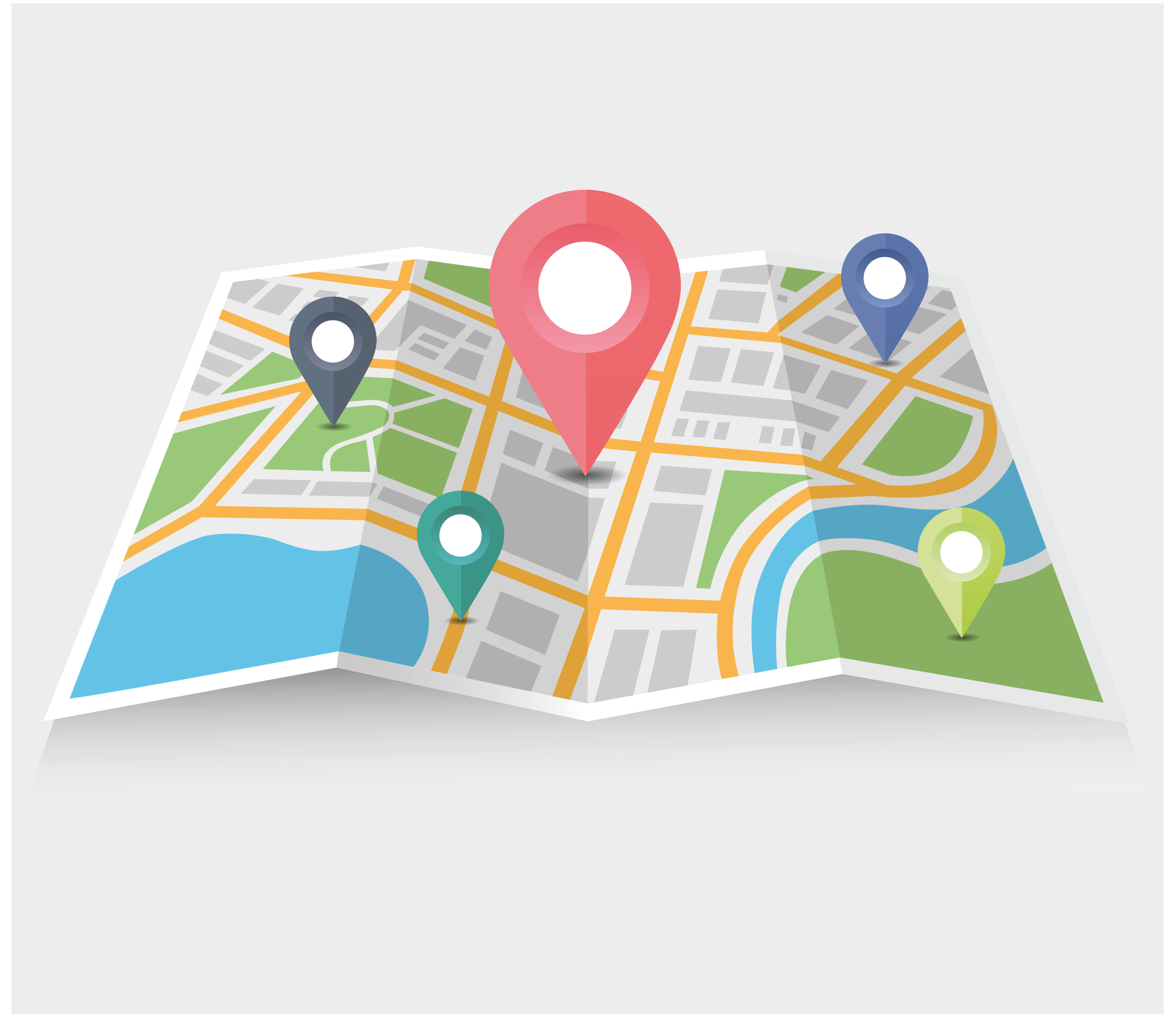
National Activity



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 a few days in advance of hot weather. The adverts will be triggered when temperatures reach over 28 degrees in June, July and August.

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 hot weather.



Campaign Resources

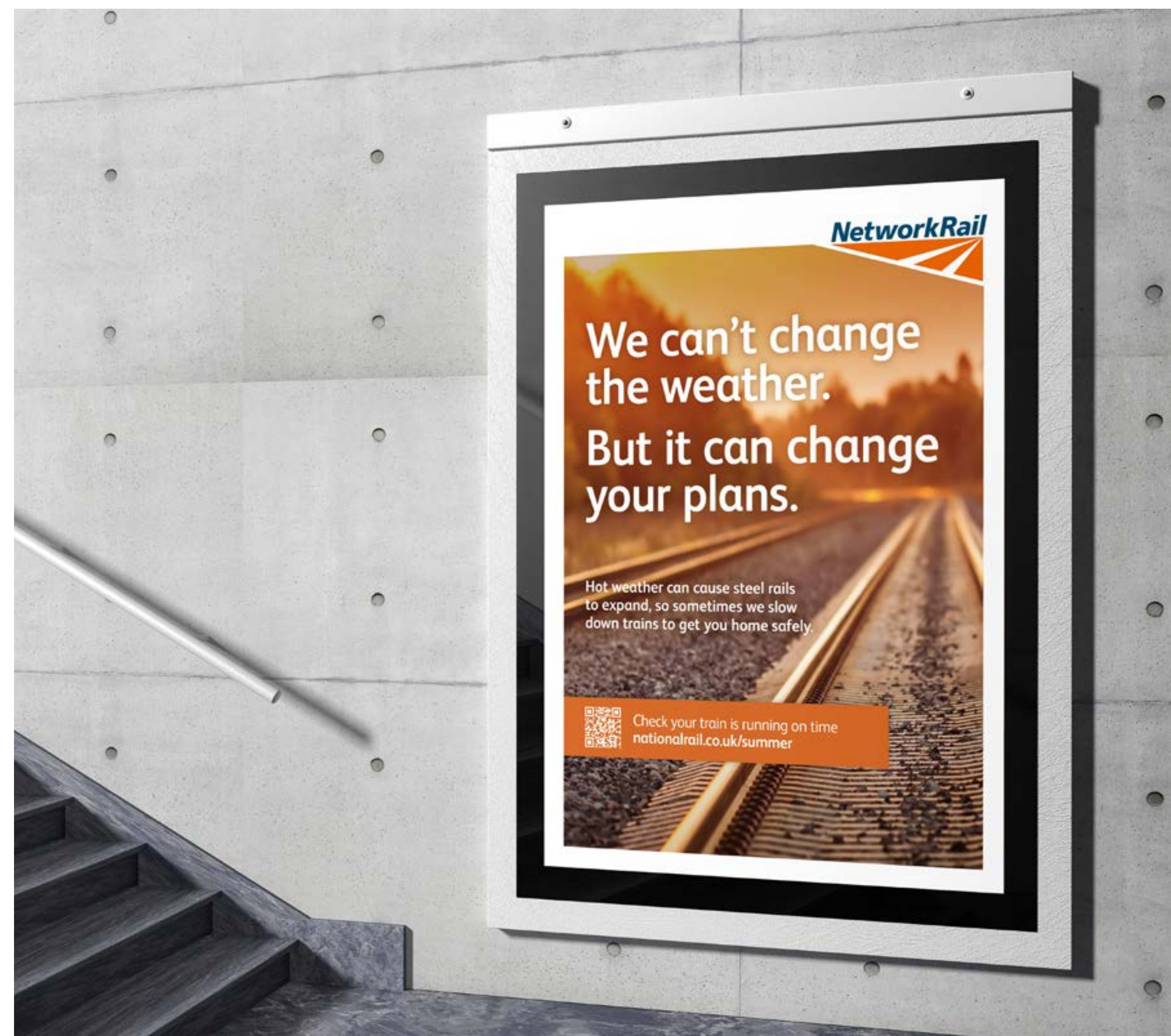
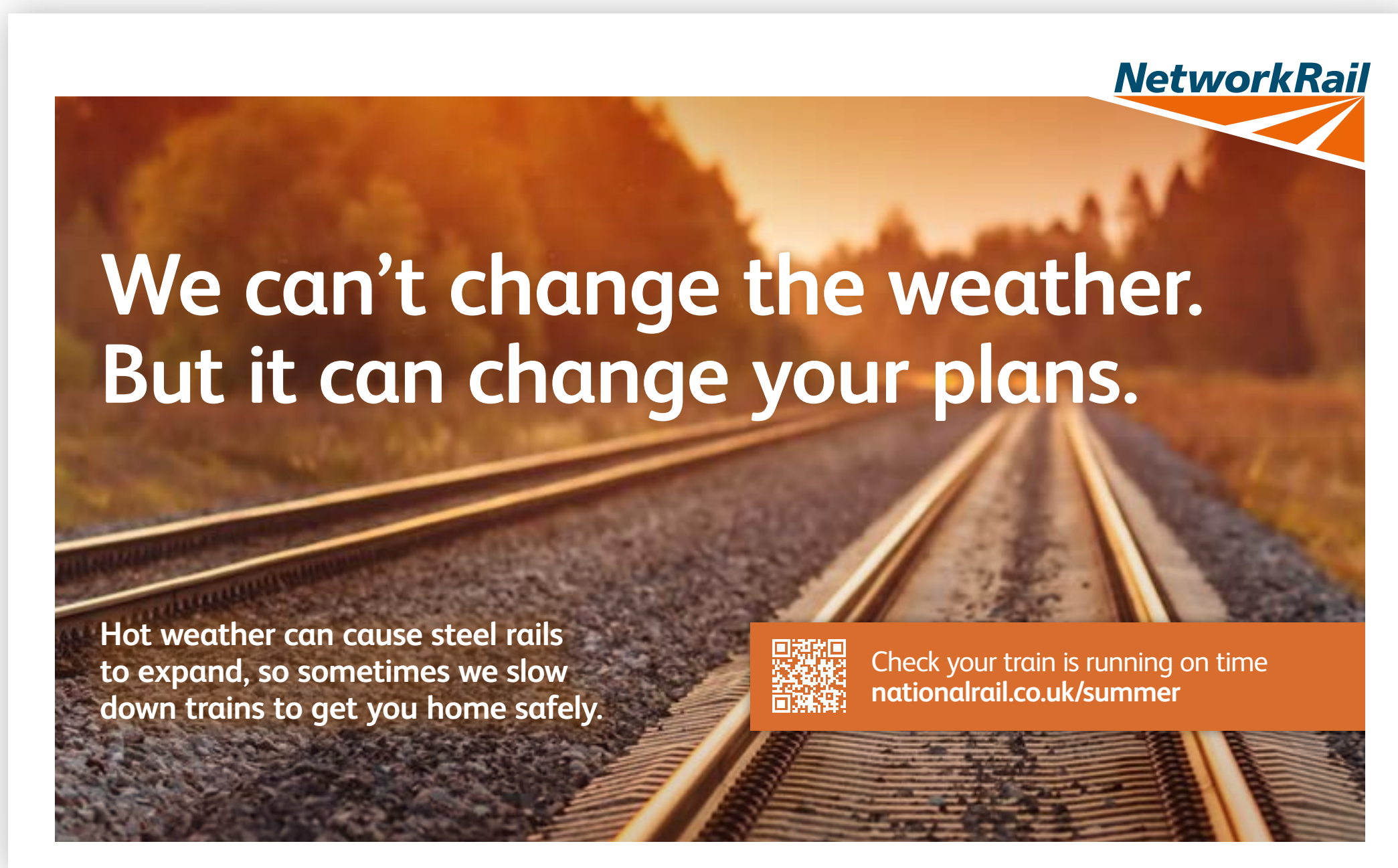
Print Resources

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

Stations Poster A1-A5

Stations Double royal poster (635 x 1000mm)

Click to download resources

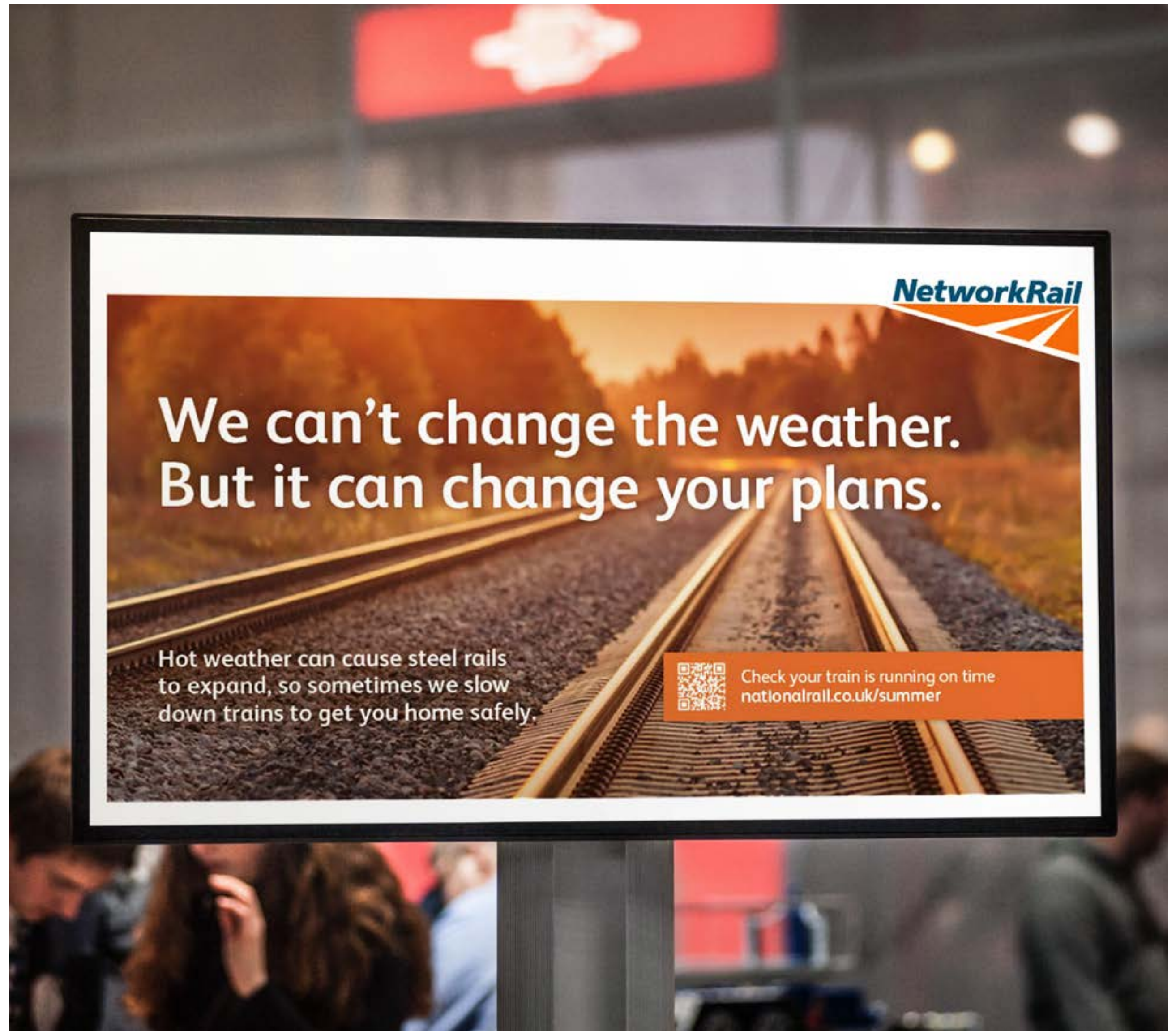


Digital Resources

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



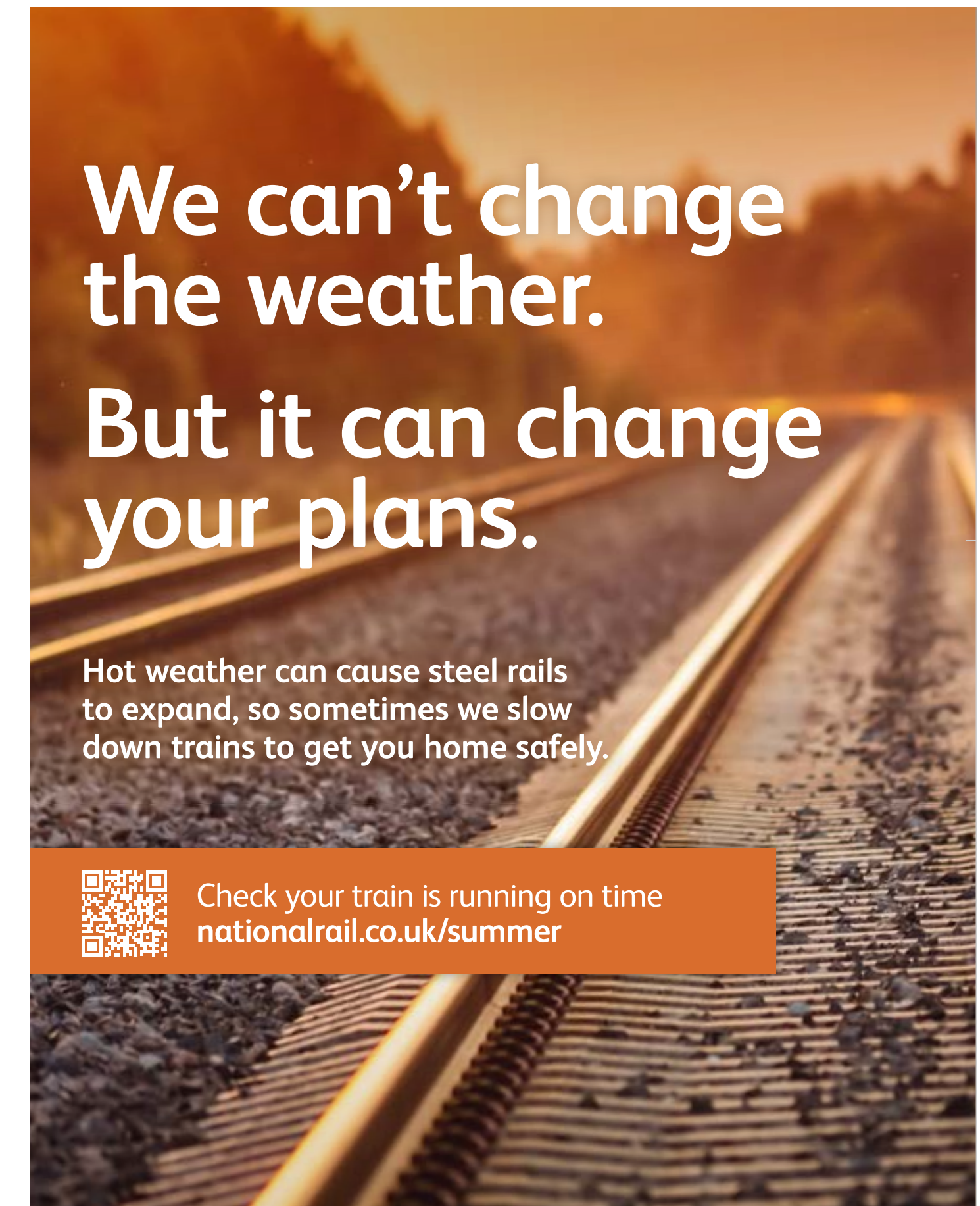
Partner Lockups

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

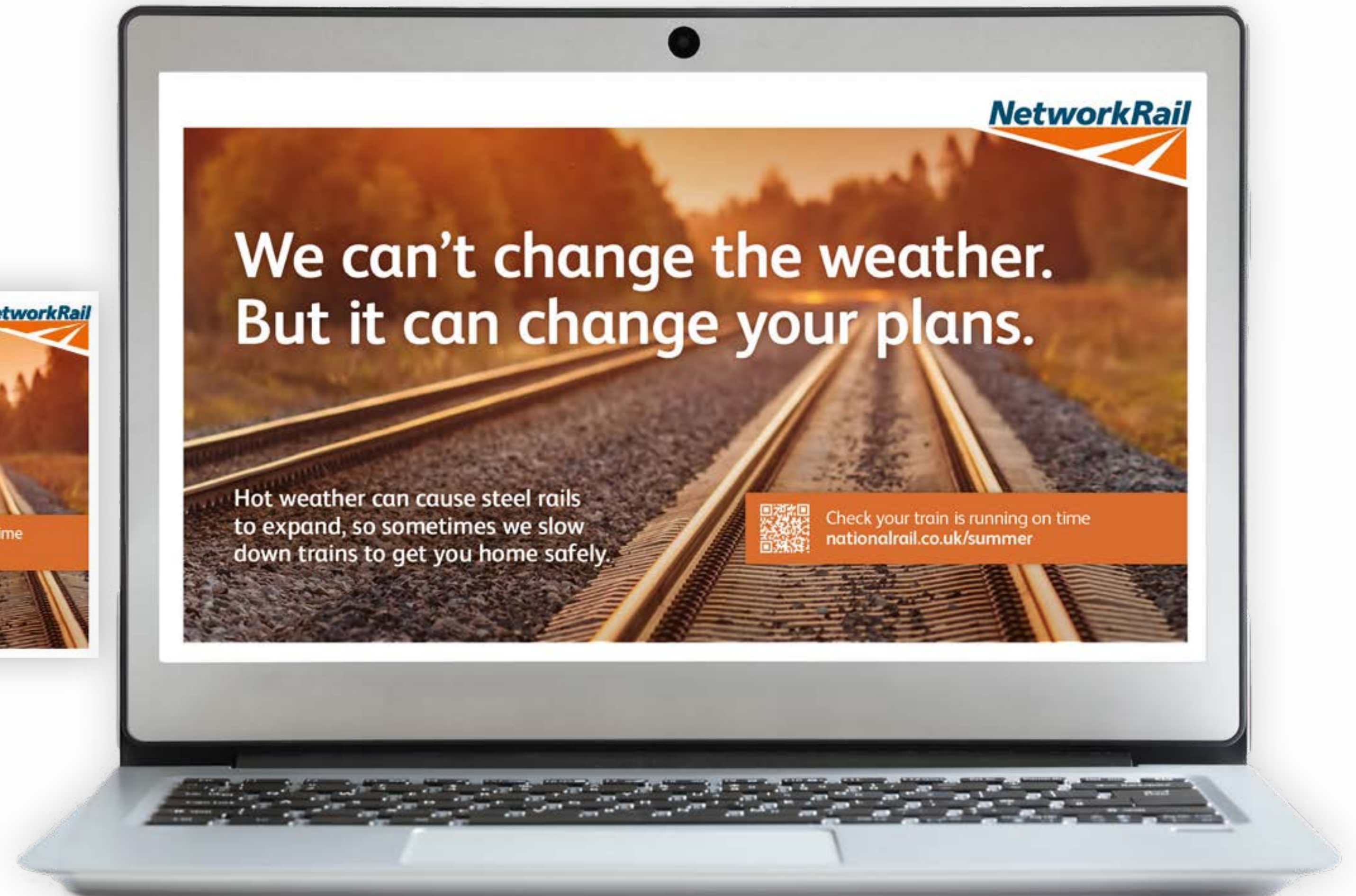
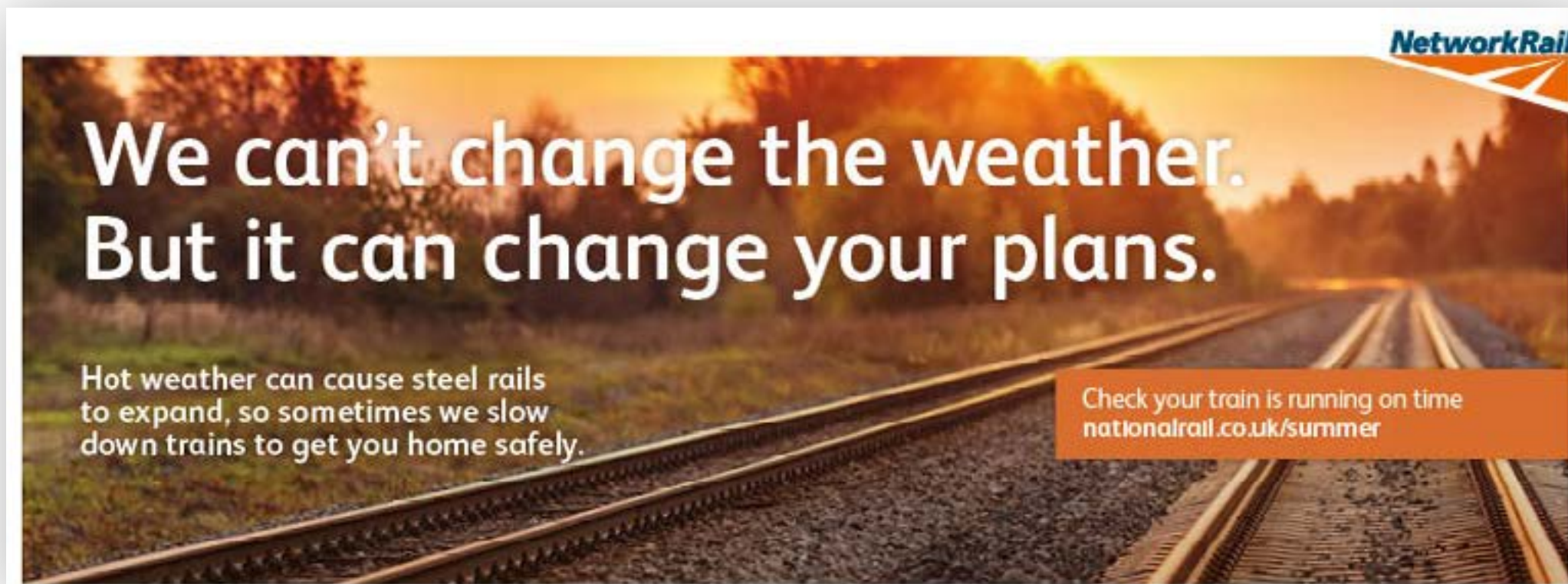
Web banners 1 (1200 x 400)

Web banners 2 (800 X 300)

Website carousel (1035 x 545)

Website page (1080 x 567)

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)

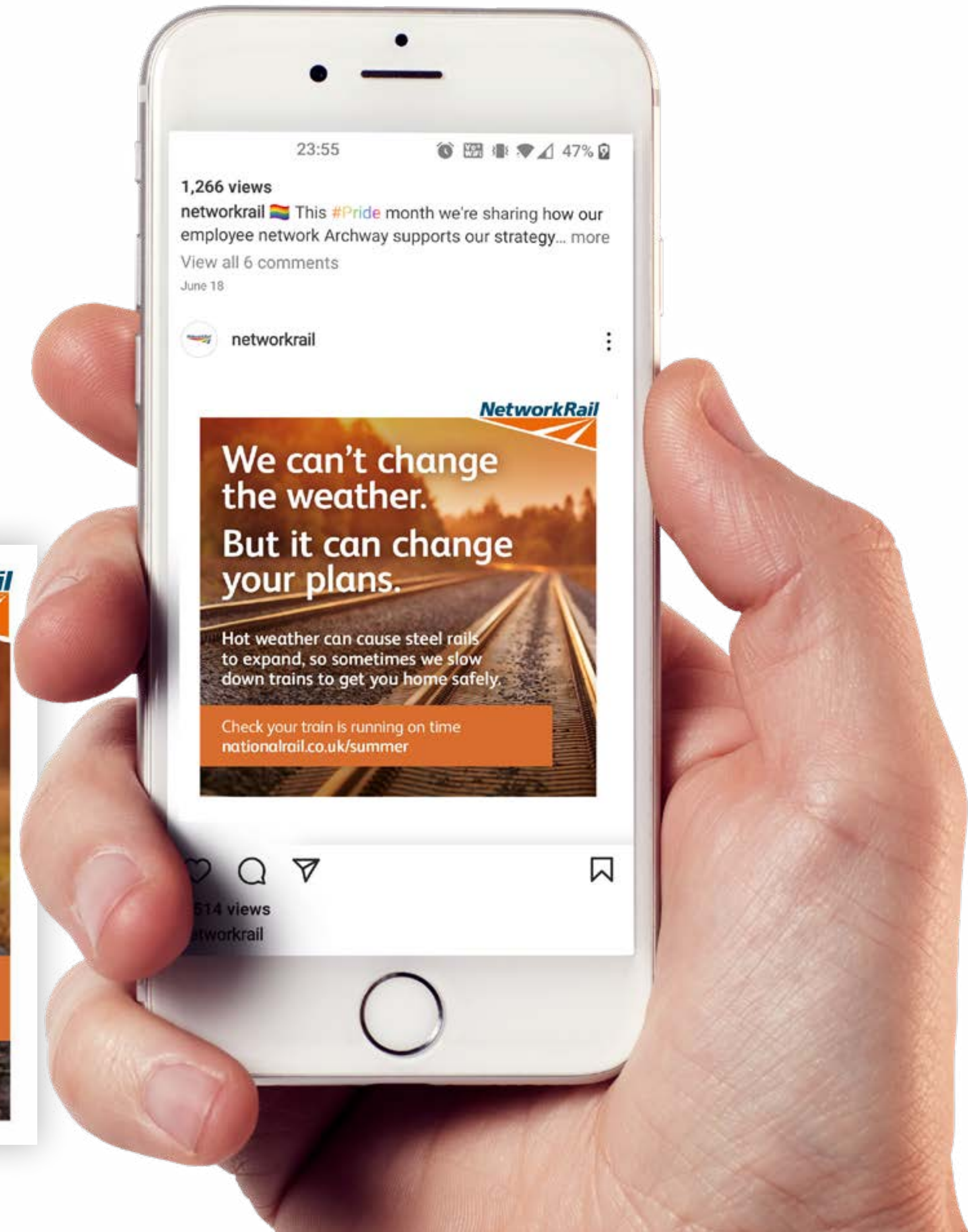
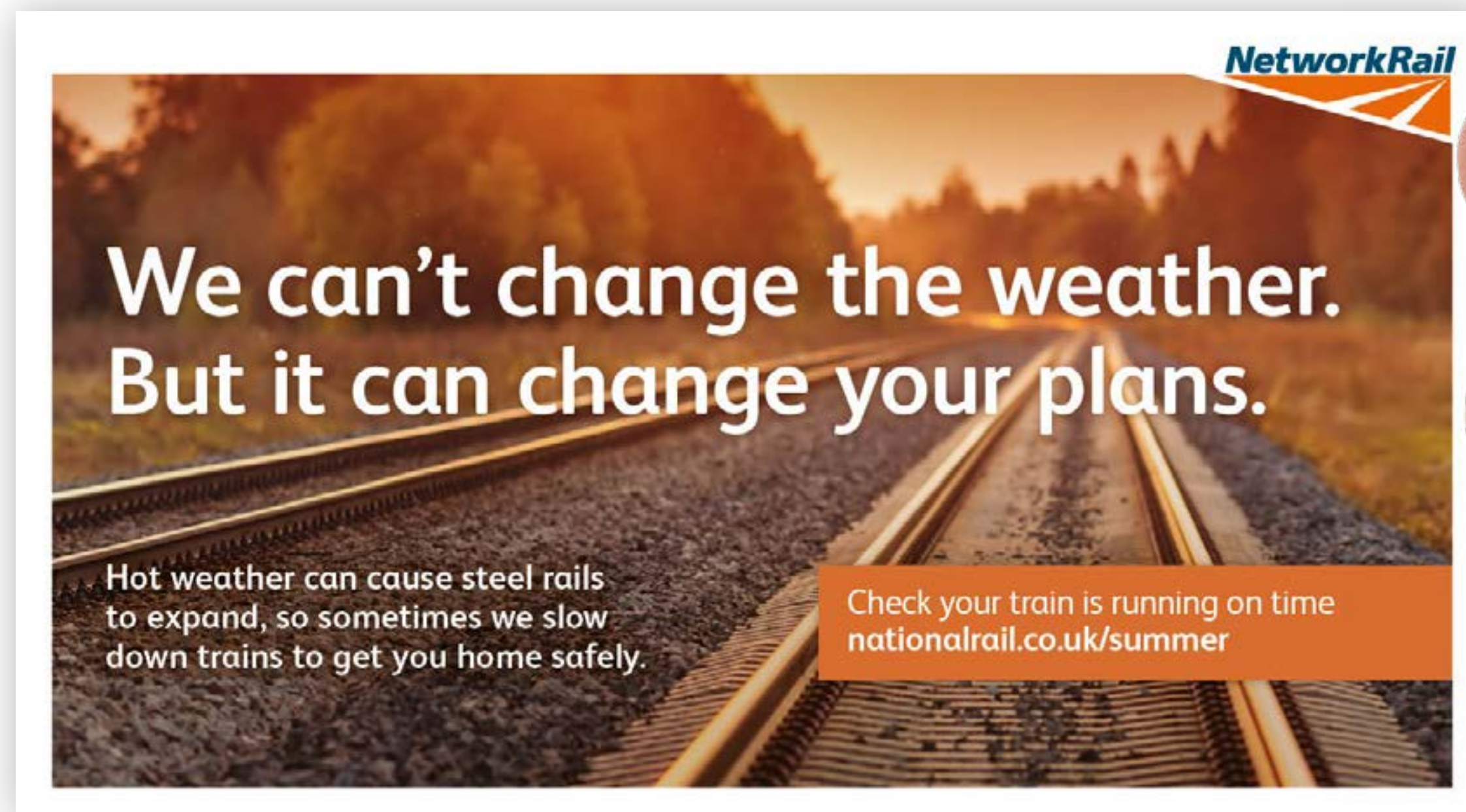
Twitter 2 (1200 x 675 pixels)

Instagram 1 (1080 x 1080 pixels)

Instagram 2 (Recommended resolution is 1080 x 1920)

LinkedIn (1200 x 627)

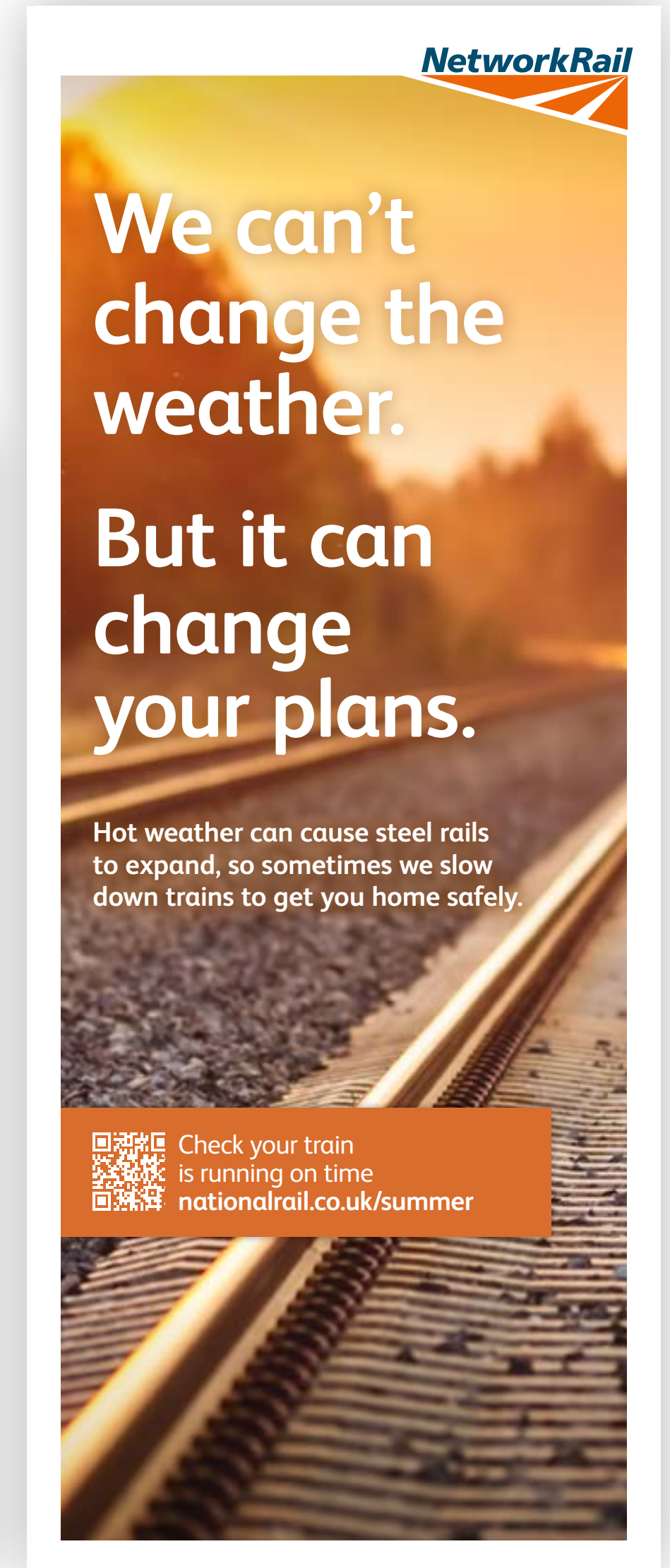
[Click to download resources](#)



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

Hot weather can cause steel rails to expand, 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.

Hot weather can cause steel rails to expand, 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

Hot Weather Fact Sheet

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 hard to keep you moving in hot weather

On the railway, hot summers can be just as challenging as freezing winters. Hot weather can affect the rails, overhead power lines and the ground on which the railway is built.

We work hard to get passengers where they need to go, safely and on time by minimising the impact of hot weather on the railway.

We plan ahead to do all we can to prevent incidents that cause disruption and, when the weather gets hot, we make sure we're ready to respond to problems quickly.

Hot weather can cause the steel rails to expand and buckle

Our network is made up of thousands of miles of steel track. Steel absorbs heat easily and tracks can get up to 20 degrees hotter than the air temperature.

When steel gets hot it expands. The rails become longer and start pushing against the pieces of track next to them. This can damage the equipment that detects where trains are and helps us keep trains a safe distance apart. When this happens, we stop trains to keep everyone safe. If there is no room for the rail to expand, the rail can buckle and we need to close the line to fix it before trains can run again. When we stop trains or close a line, this causes delays.

We work hard to minimise delays caused by overheated rails:

- We thoroughly check the tracks ahead of summer, looking for any rails that are vulnerable to heat. We fix anything we spot.
- We paint 'hot spot' sections of track white to reduce the heat absorbed (by up to 10 degrees).
- We leave gaps between shorter sections of track so there is space for them to expand.
- On critical sections of the network, we lay track on reinforced concrete slabs rather than the usual sleepers and stones. This helps prevent rails buckling as concrete withstands greater forces.
- We have sensors across the network that let us know when parts of track are getting too hot. This realtime information helps us fix potential faults before they occur.

Hot weather can also cause overhead power lines to expand and sag

In hot weather, the overhead lines that provide power to the trains can expand and sag. To avoid damaging the lines, trains must travel more slowly. If the overhead lines are damaged, we have to cancel or divert train services until they are fixed. This causes delays for passengers.

Modern overhead lines, which are used on the majority of Britain's rail network, are much less affected by hot weather. They have auto-tension systems with balance weights or springs that adjust to different temperatures. But older overhead lines have fixed tension and are more vulnerable.

We work hard to minimise delays caused by overheated power lines:

- We adjust the height and tension of our older overhead power lines in summer to help prevent sagging.
- We sometimes introduce temporary speed restrictions to minimise the force on the overhead power lines. Speed restrictions reduce the risk of damage and keep services running but they can cause delays. We have to balance the inconvenience of delays to passengers against the risk of the greater disruption that would be caused if we need to fully close the line.
- We are replacing old overhead lines with modern, more resilient auto-tension power lines.

Did you know?
The average UK temperature between 2011 and 2020 was warmer than the average for 1961 to 1990, meaning that buckled rails may cause increased train disruption over time, until an effective solution is found.

Did you know?

When installing steel rails, we use a process called 'stressing' to protect against buckling. This sets the range of temperatures the track can comfortably cope with.

Stressing rails to cope with higher summer temperatures would mean making them less resilient to low temperatures during winter.

In summer, our rails have a stress-free temperature of 27 degrees and when the air temperature reaches 30 degrees, the temperature on the rail can actually be up to 20 degrees higher.

Prolonged drought can affect the track

Long periods without rain can mean the ground underneath the tracks dries out and shrinks, creating pothole-like cracks. Much like on the roads, trains can't run at full speed over these defects and slow down to keep everyone safe.

We work hard to minimise delays caused by drought:

- We may introduce temporary speed restrictions in affected areas to reduce the force on the track.
- We work with train operators to monitor the track closely and identify the need for maintenance caused by drought. Where the soil has significantly cracked, our engineers add more stone to support the tracks and machines realign the rails.

Key Contact

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

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