

Heavy Rainfall 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.

Prolonged heavy rainfall can overwhelm drainage systems, flooding tracks and can even cause landslips which means trains must brake and accelerate more slowly to keep everyone safe, adding time to journeys. Water runs off hard ground onto the tracks, while ballast (heavy materials) can wash away, de-stabilising the track. Heavy rainfall can also short-circuit power supplies for trains and cause signalling equipment to fail. To reduce the effects of flooding, we monitor weather forecasts and prepare flood maintenance teams for action. 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 heavy rain. 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):

Body copy (long): Prolonged heavy rainfall can overwhelm drainage systems, flooding tracks and can even cause landslips which means trains must brake and accelerate more slowly to keep everyone safe, adding time to journeys. Water runs off hard ground onto the tracks, while ballast (heavy materials) can wash away, de-stabilising the track. Heavy rainfall can also short-circuit power supplies for trains and cause signalling equipment to fail. To reduce the effects of flooding, we monitor weather forecasts and prepare flood maintenance teams for action. Therefore, sometimes trains need to slow down to keep you safe.

Body copy (short):

Heavy rain can cause flooding and landslips, 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/rain

Campaign hashtag:

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

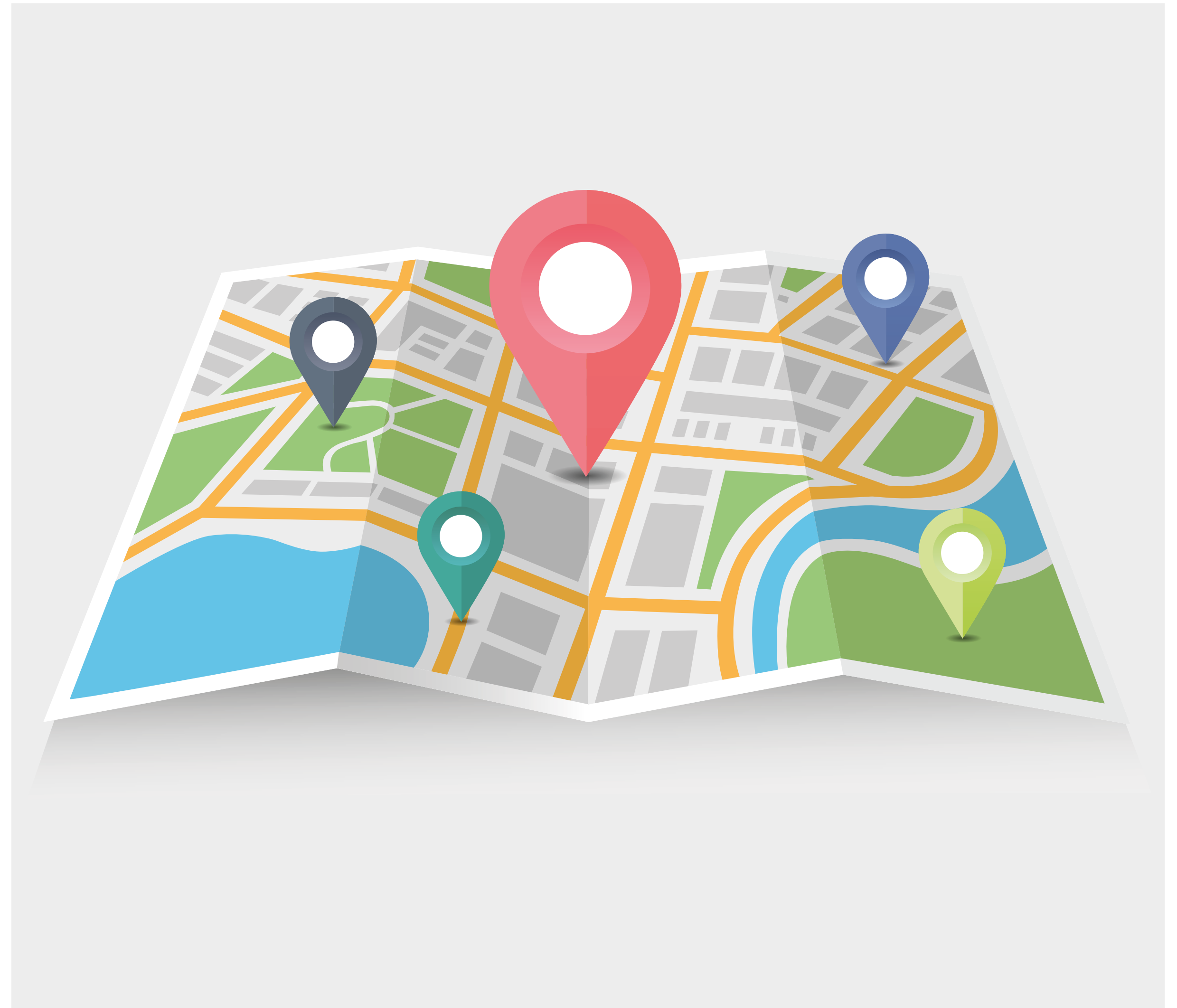
National Activity



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 heavy rainfall.

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 heavy rainfall.



Campaign Resources

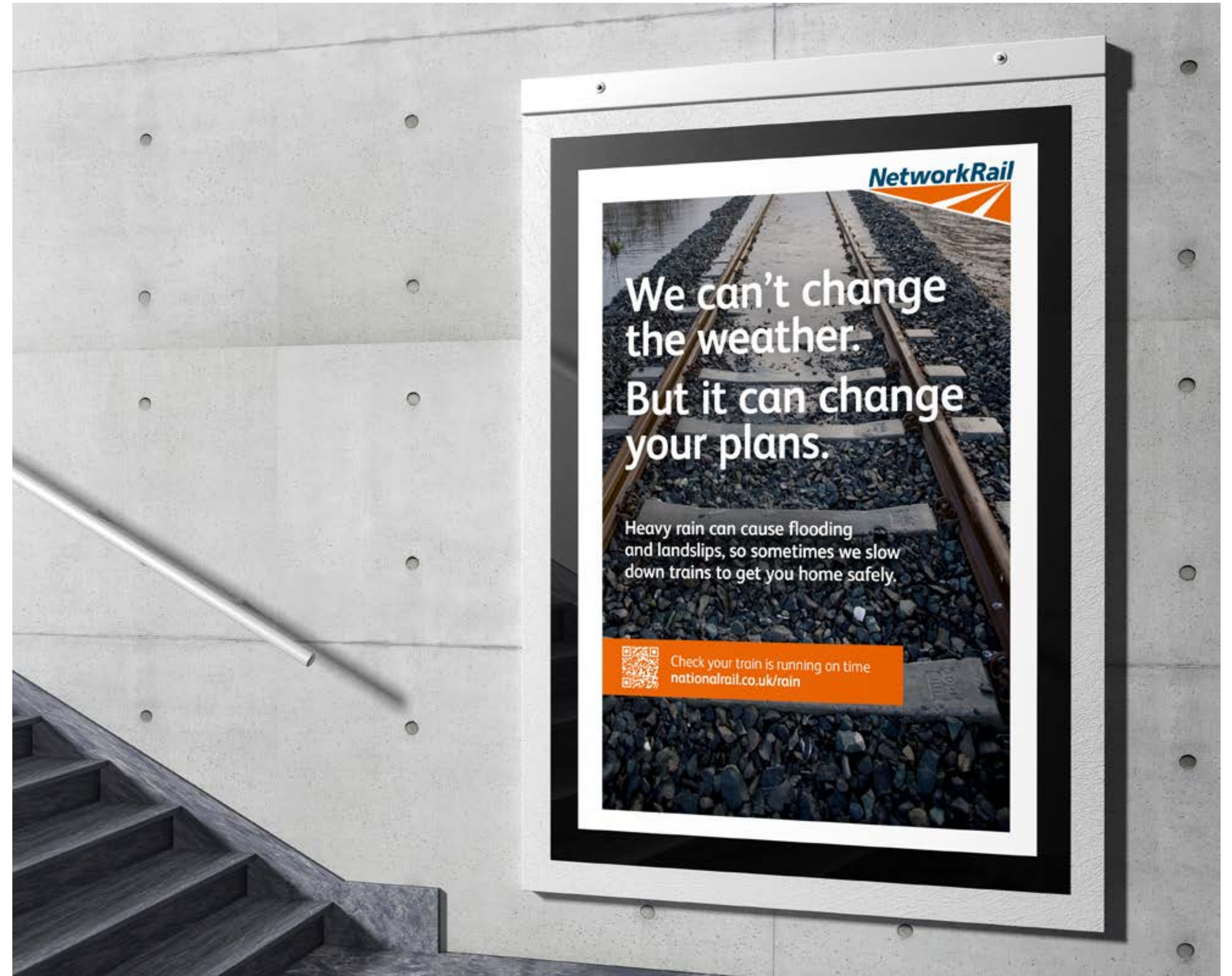
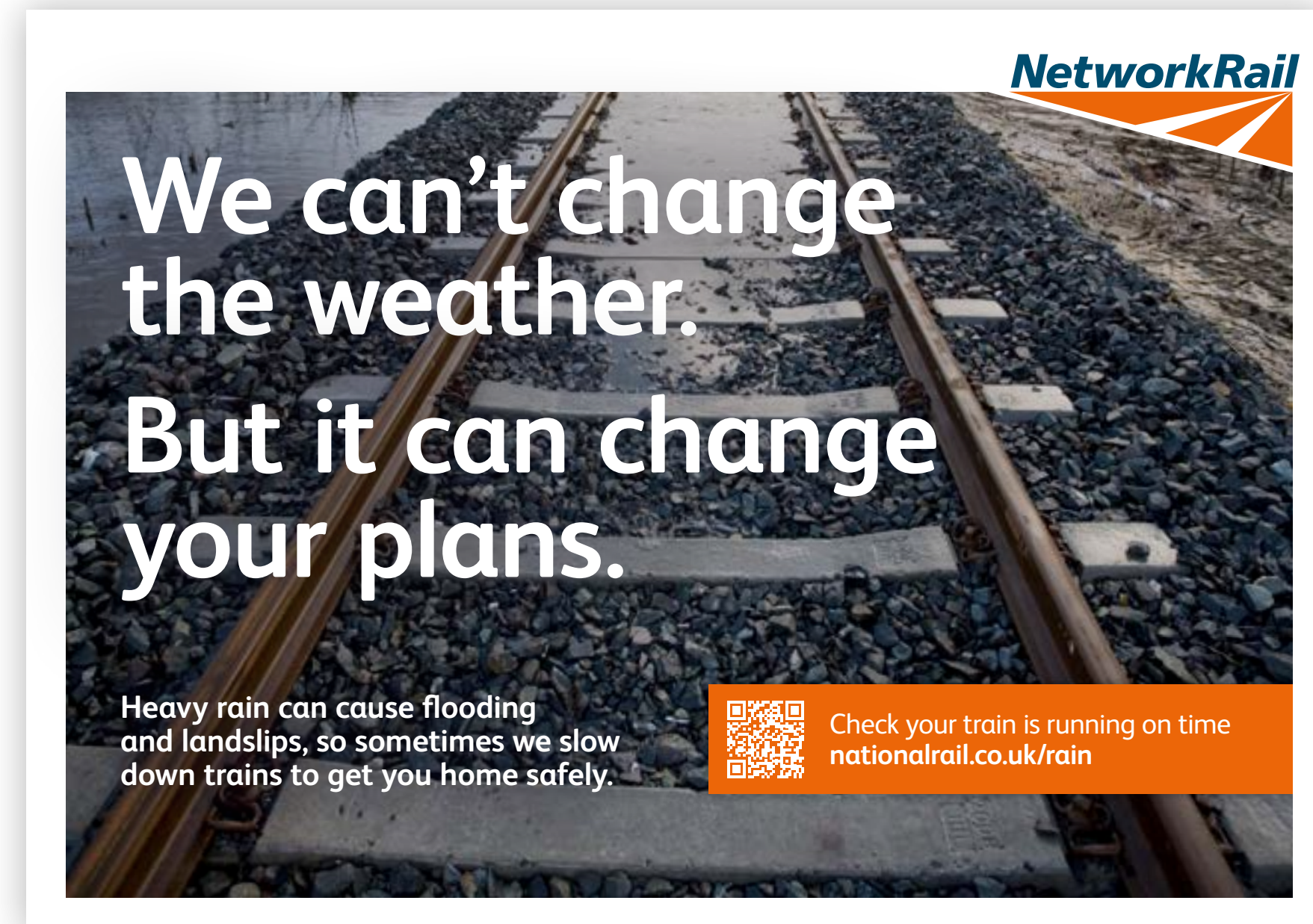


Print Resources

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

Stations Poster A1-A4
Double royal poster (1016x635mm)
D6 Poster (1080x1920)

Click to download resources

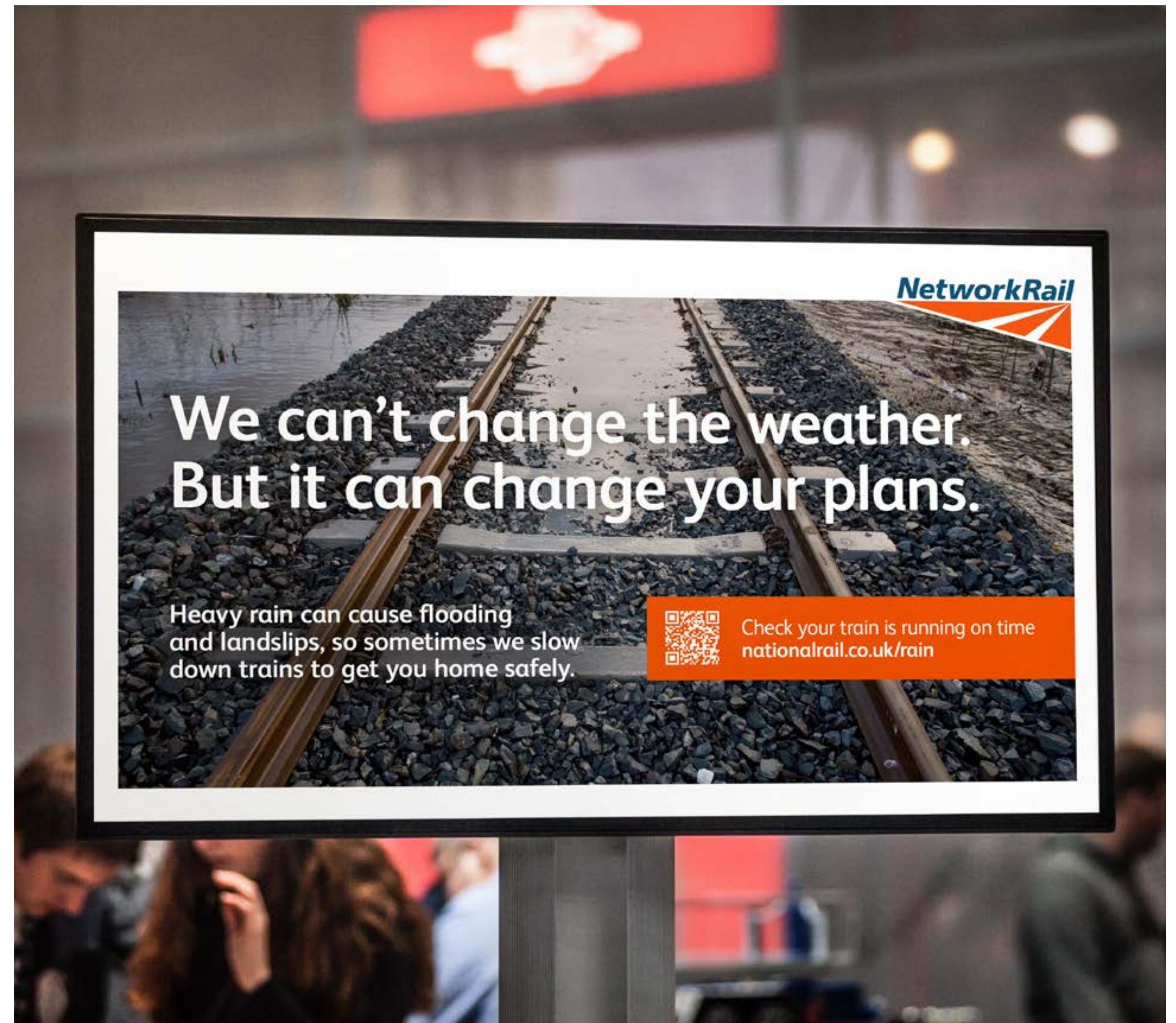
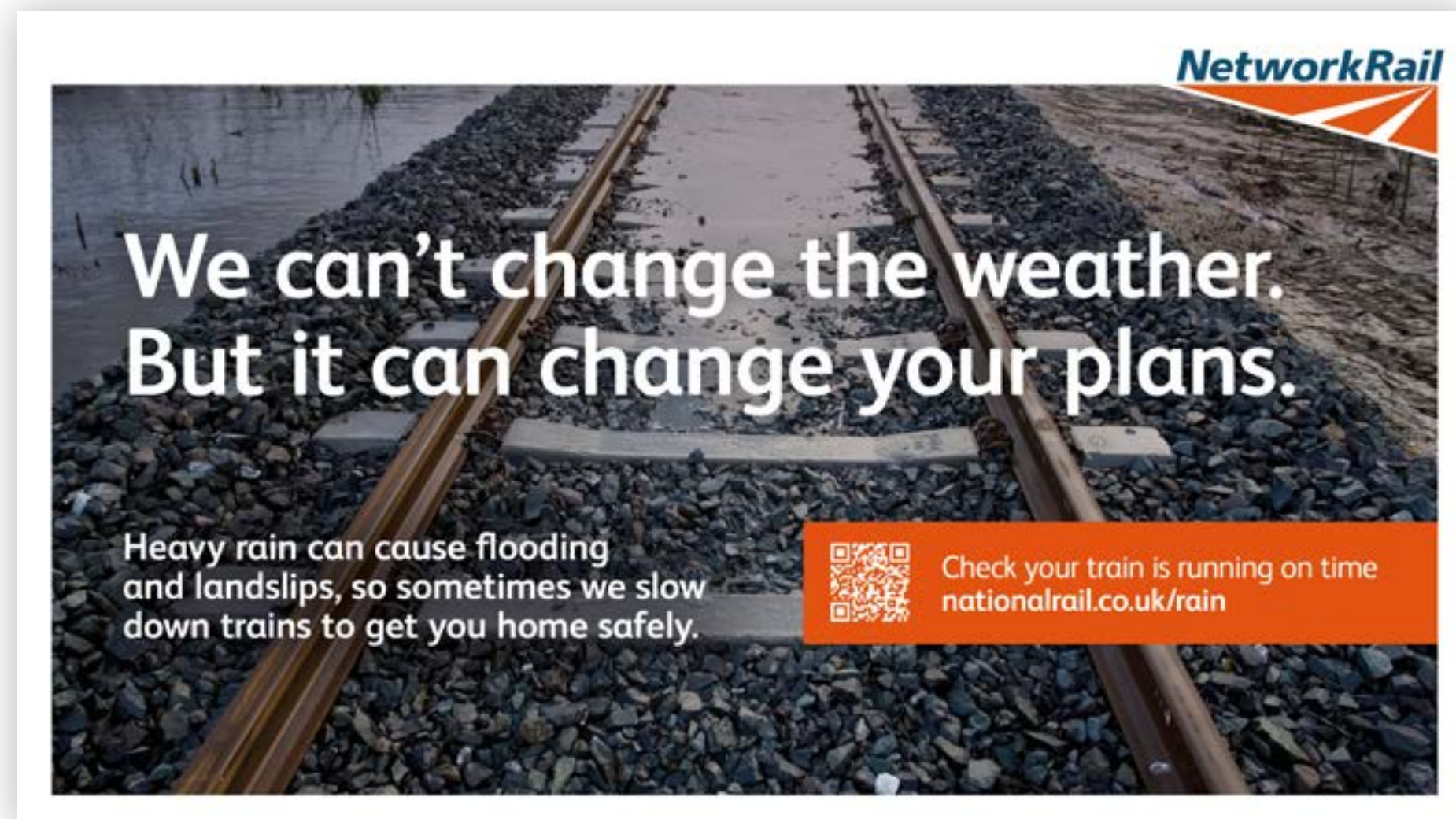


Digital Resources

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

OIS screen Portrait (static & Animated)
 JCDecaux Screens – Transvision / D48 sheets (Static & Animated)
 JCDecaux 6 sheets
 OIS screen landscape (Static & Animated)
 OIS screen Portrait (Static & Animated)
 Digital totem (1080x1920)
 Internal Digital Screens (1920x1080)

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](#)



NetworkRail

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

Heavy rain can cause flooding and landslips, so sometimes we slow down trains to get you home safely.

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

PARTNER LOGO

Website Resources

Web banner 1200x675

[Click to download resources](#)



Social Media Resources

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

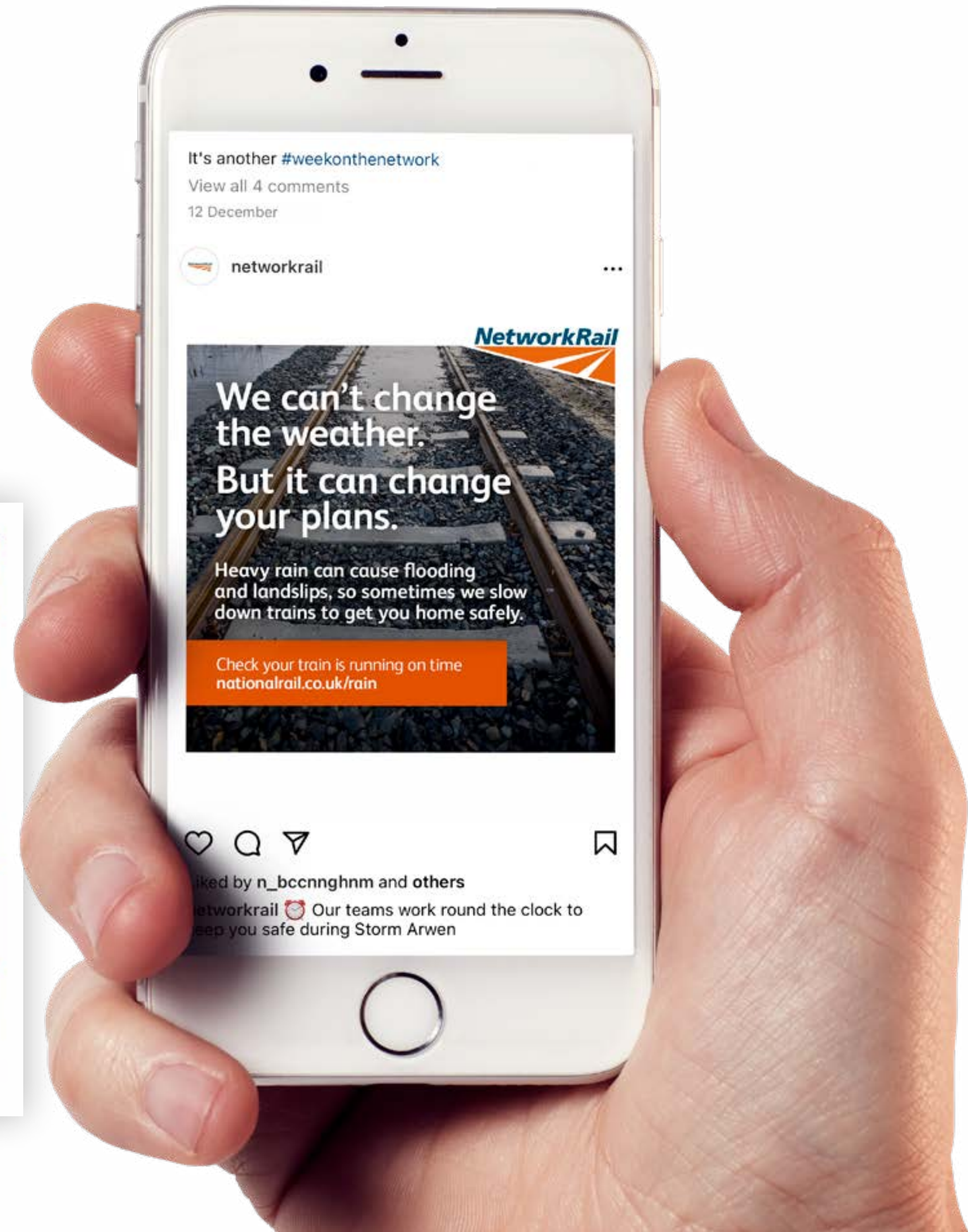
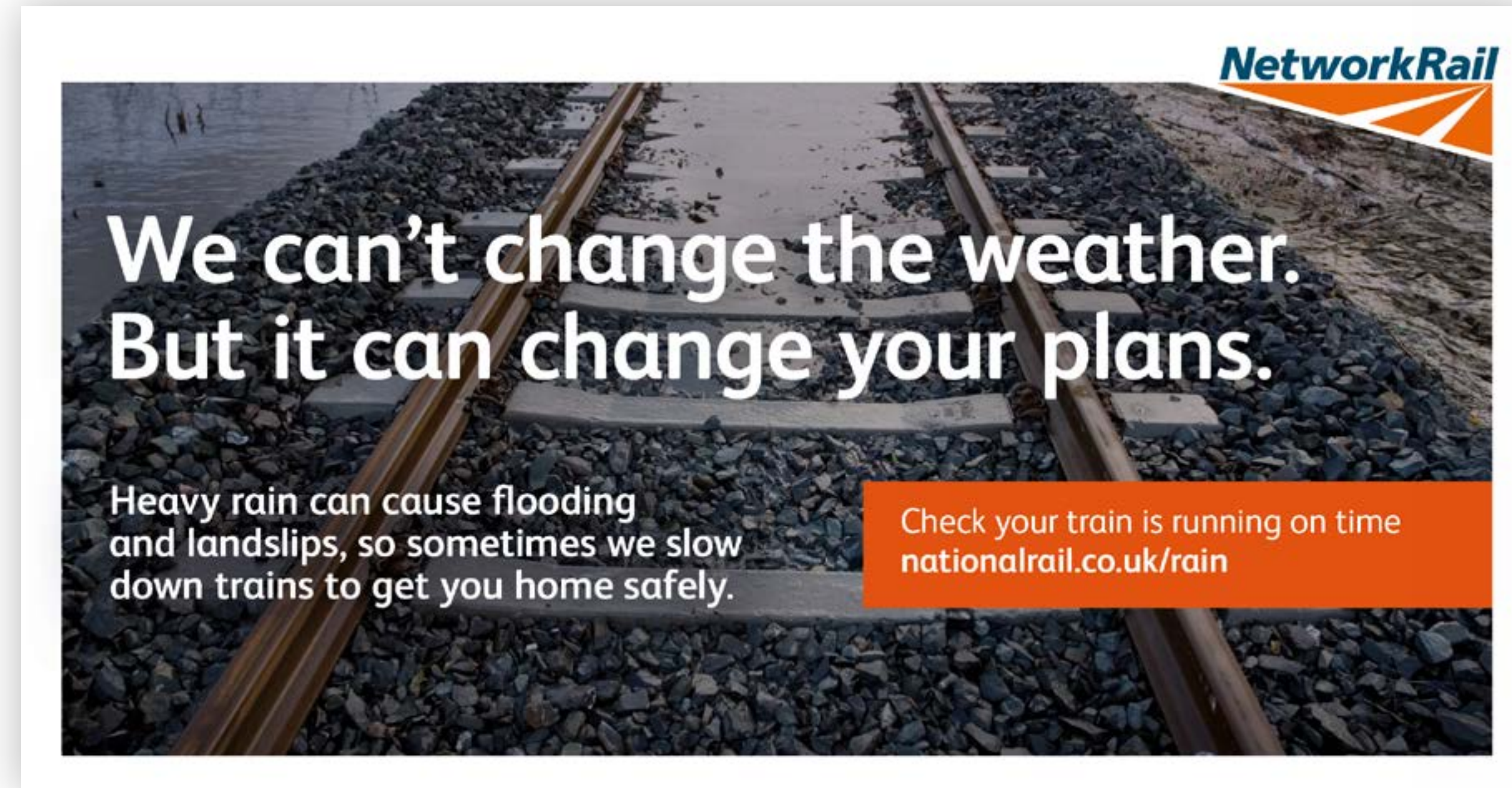
Instagram In-Feed Graphic (Static & Animated)

Instagram Stories (Static & Animated)

LinkedIn (Static & Animated)

Twitter - Tweet Sharing a Single Image (Static & Animated)

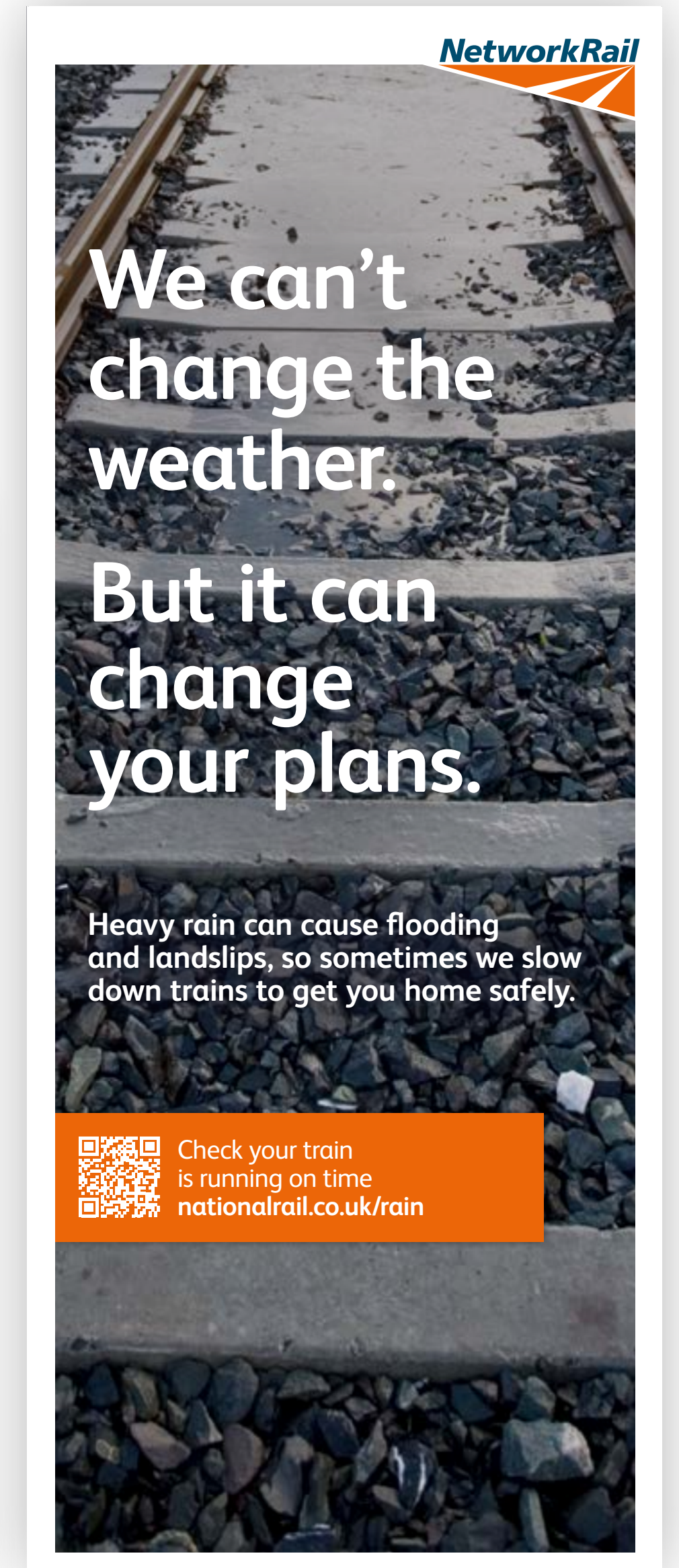
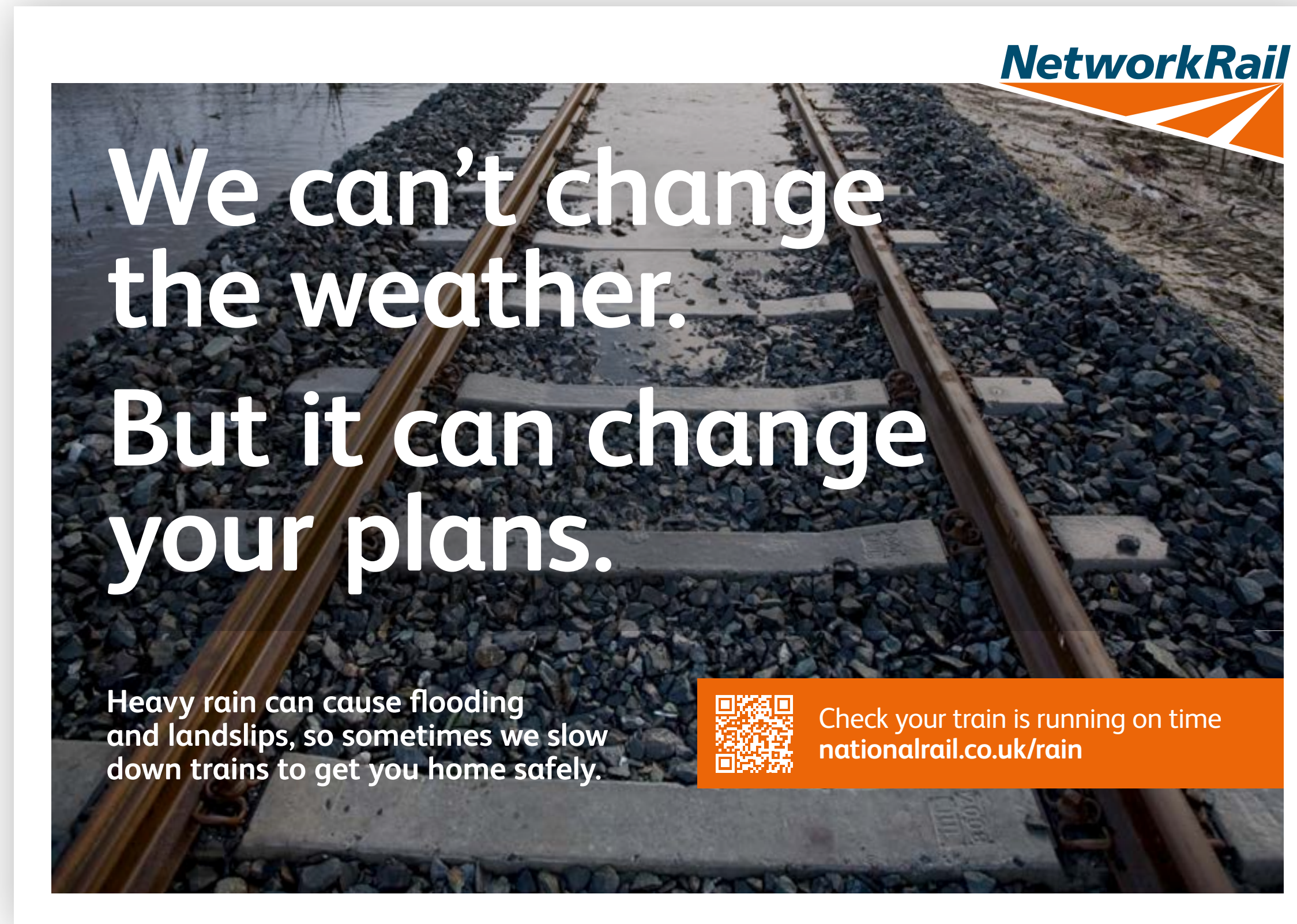
[Click to download resources](#)



Train Resources

Onboard Poster 1 (1500x440mm)
Onboard Poster 2 (420x297mm)
Onboard Poster 3 (240x594mm)

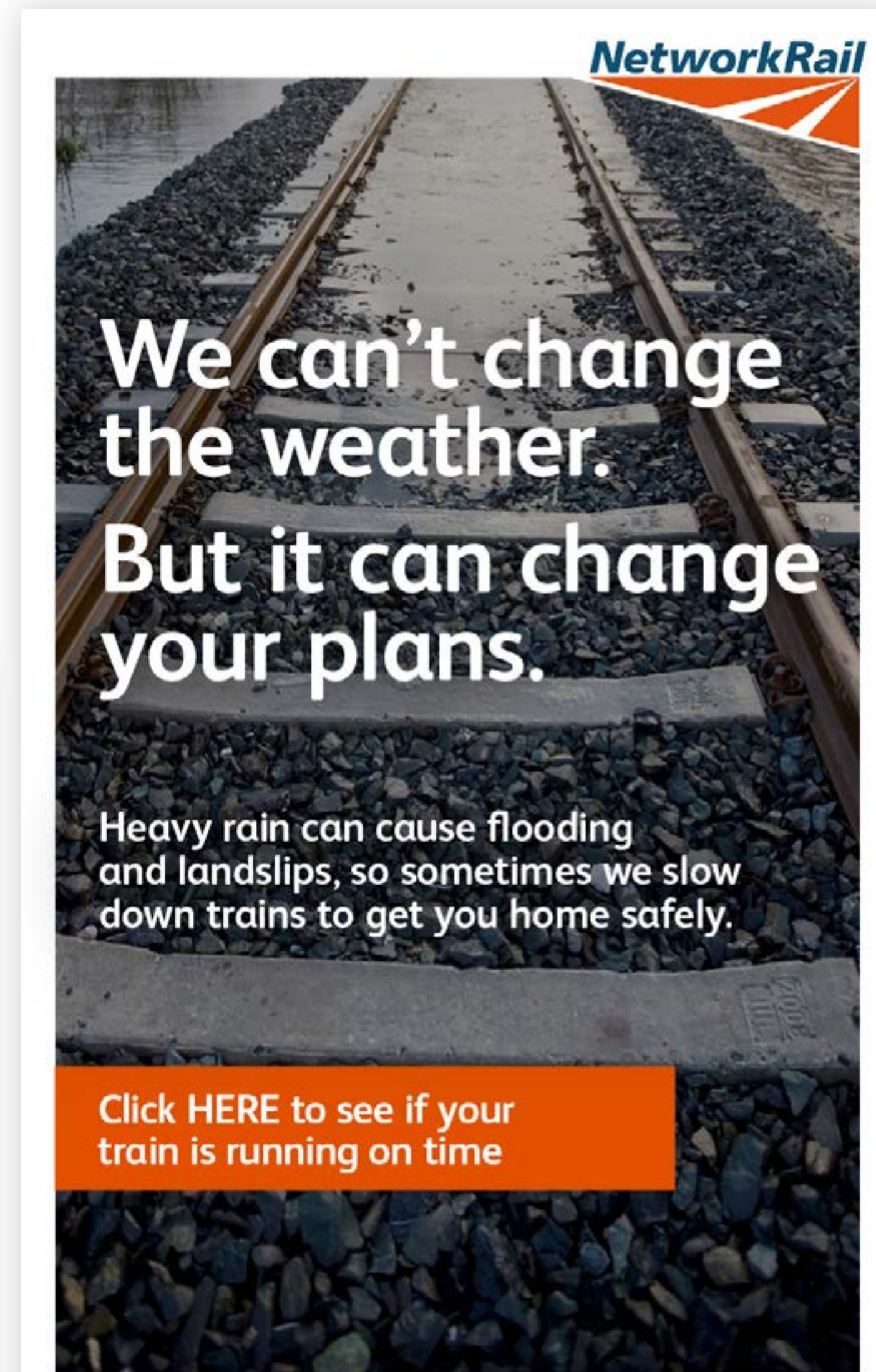
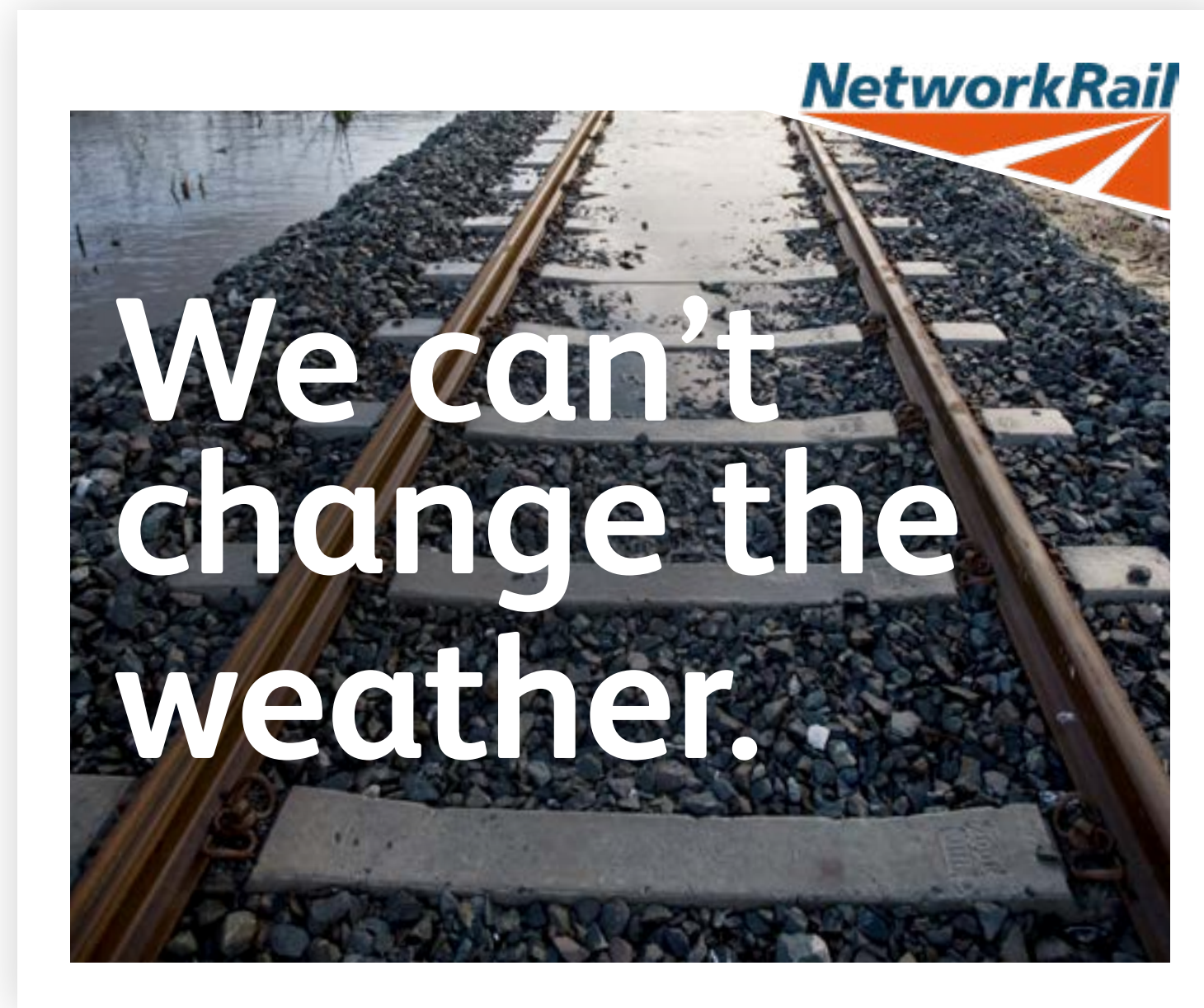
Click to download resources



Paid Media Resources

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

Click to download resources



Fact Sheet

[Click to download resources](#)




Heavy Rain Fact Sheet

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

Prolonged heavy rainfall can overwhelm drainage systems, flooding tracks and can even cause landslips which means trains must brake and accelerate more slowly to keep everyone safe, adding time to journeys.

Sometimes trains need to slow down to keep you safe.

During high rain fall water runs off hard ground onto the tracks, while ballast (heavy materials) can wash away, de-stabilising the track. Heavy rainfall can also short-circuit power supplies for trains and cause signalling equipment to fail.

To reduce the effects of flooding, we monitor weather forecasts and prepare flood maintenance teams for action.

How do we reduce the effects of flooding?

We continually monitor the weather – as soon as we receive a flood warning from the Environment Agency and Flood Forecasting Centre, we send people and equipment to at-risk areas so we're in position to act quickly.

We deploy flood defence systems, including barriers with a membrane that seals to prevent water getting through, and inflatable barriers filled with water.

Branches, leaves and debris in ditches and drainage systems prevent water runoff – so we clear these out both on and near the track.

Thanks to our ongoing project to build pumping stations in flood-prone locations, we have the resources in place to enable us to quickly pump flood water away when needed.

As lines are renewed in flood prone areas, we install the tracks and signalling equipment at a higher level so it's less likely they'll be flooded.

Key Contact

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

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