



BRIGHTER JOURNEYS Toolkit

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1.0

Campaign overview



1.1 Introduction

Campaign background – for internal information only

In 2021/22 there were 254 suicides or suspected suicides on the overground rail network. That's one suicide every 35 hours.

Not only are they a tragic loss of life which we believe could be avoided, but suicides also have a devastating and far-reaching impact on family, friends, witnesses and staff involved in each incident.

The average whole industry cost of one suicide is in the region of approximately £146,000 and in 2021/22, 591,750 delay minutes were attributed to suicide events on the network which equates to c.£36m in costs to the rail industry which will not be reinvested into the railway.

Campaign introduction

Recent research has told us to try and 'dissuade' people from coming to the railway to take their own life, by helping people struggling with their mental health earlier and before they reach the railway in distress.

As a result, Network Rail, together with the wider rail industry, run campaigns which focus more on mental health and less on 'suicide prevention'.

This same research also recommends helping our stations feel like happier and more connected community spaces. Oftentimes, stations are seen as functional places, designed for utility, thought of as anonymous and transient.

With all of this in mind, we launched Brighter Journeys, a campaign which aims to turn stations into positive community hubs, as well as signposting to the Hub of Hope – an app run by our charity partner Chasing the Stigma offering further support for those struggling with their mental health.

Information about suicides is sensitive and shouldn't be shared outside your team. Please do not include references to suicide prevention in comms relating to this campaign.

1.2 How does the campaign work?

We know that spending time interacting with nature increases mental wellbeing, making people happier.

So, we'd encourage you to use the power of nature as a means of bringing happiness into your stations and people's journeys. A burst of colourful flowers in bloom, the sound of birdsong or nature inspired poetry – nature gives us so much to play with in transforming our station environments, no matter how big or small.



Hub of Hope 

Provided by
CHASING THE STIGMA

Chasing the Stigma partnership:
The Hub of Hope app has been developed by mental health charity Chasing the Stigma, who we've partnered with for this campaign. It was created by Chasing the Stigma CEO Jake Mills.

The Hub of Hope app is the only service of its kind that brings together NHS, Samaritans, Mind and 4,000+ registered national and local voluntary, grassroots, private and third sector mental health support services. So, no matter what support someone needs and no matter what age, there is help available and the database is also growing on a daily basis.

Since the launch of the Hub of Hope, its database has grown to more than 4,000+ services and has directed almost 300,000 people to life-changing and even life-saving help. All of our campaign assets signpost people to hubofhope.co.uk

1.3 Getting involved

How you can get involved

We'd like to encourage you to make your station spaces happier and brighter places to be, with the aim of helping passengers with their mental health. With your help we can transform our railway stations into places that make people smile with surprise and delight, brightening their day and providing a much needed moment of calm.

There are plenty of ways you can continue to get involved and support the campaign through local activity, using the assets and thought starter ideas on the following pages to make your stations brighter, happier community spaces.

Use the campaign legacy assets:

The legacy assets on the following pages have been created as reminders which can be used all year round, outside of the main campaign. All assets continue to signpost station users to the Hub of Hope, for if they, or their friends and family members, are struggling with their mental health.

This toolkit contains a wide variety of assets, including social media assets, station posters, OIS graphics, pull-up banners, floor stickers and much more which you can either download or arrange to have printed, to then put on display at your station or on social channels.

Get creative at your station

Whilst we've provided a variety of resources that you can start using, think about what more you can do to bring nature into your stations. We'd encourage you to get as creative as you can. Even small gestures can bring a smile to passengers' faces. You could try:

- Contacting your Local Community Rail Network to sign up to their station adoption scheme, to make your station a more welcoming place to be within the community <https://communityrail.org.uk/join-us/community-stations/>
- Bringing in more plants and greenery to create a moment of calm
- Inviting local businesses to sponsor a flower box in partnership with local schools /community groups, who are responsible for their upkeep
- Brightening up bike shelters and seating areas by adding greenery and flowers to the roofs
- Getting your local scout group or volunteers involved to interact with passengers. Find your local scout group at www.scouts.org.uk/groups/

Don't forget to share photos of your activity on your social channels with the hashtag #brighterjourneys.





2.0

Campaign
assets

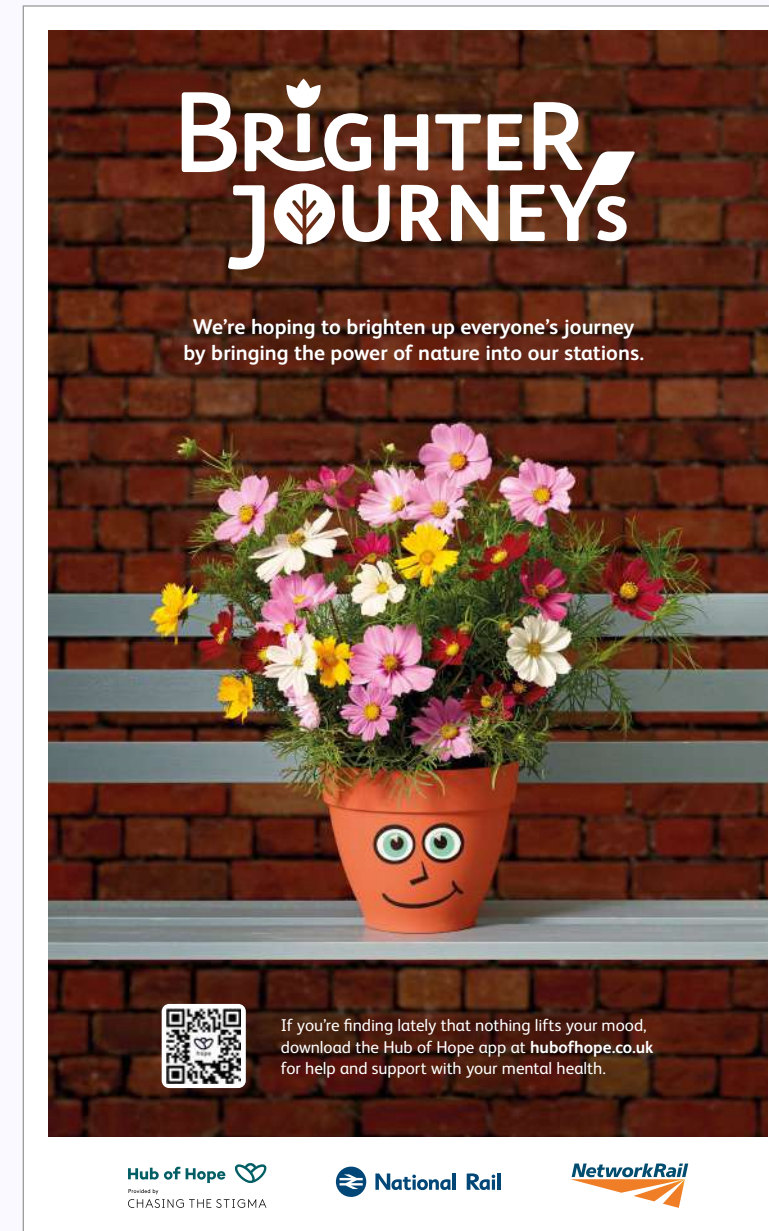
2.1 In-station assets

Campaign assets: Posters

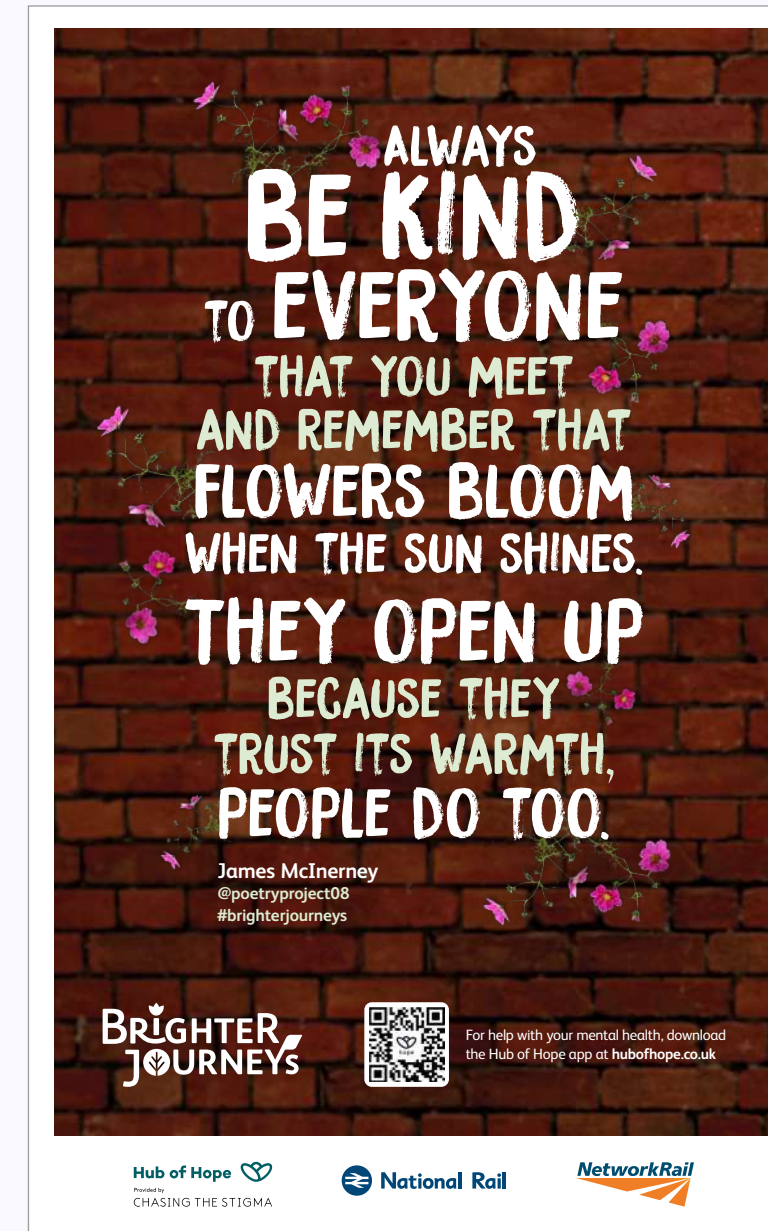
We've created a series of posters which you can print and display around your station.

Some focus on our beautiful, nature-inspired core visual, and others include some lovely pieces of poetry to give passengers a little moment of respite.

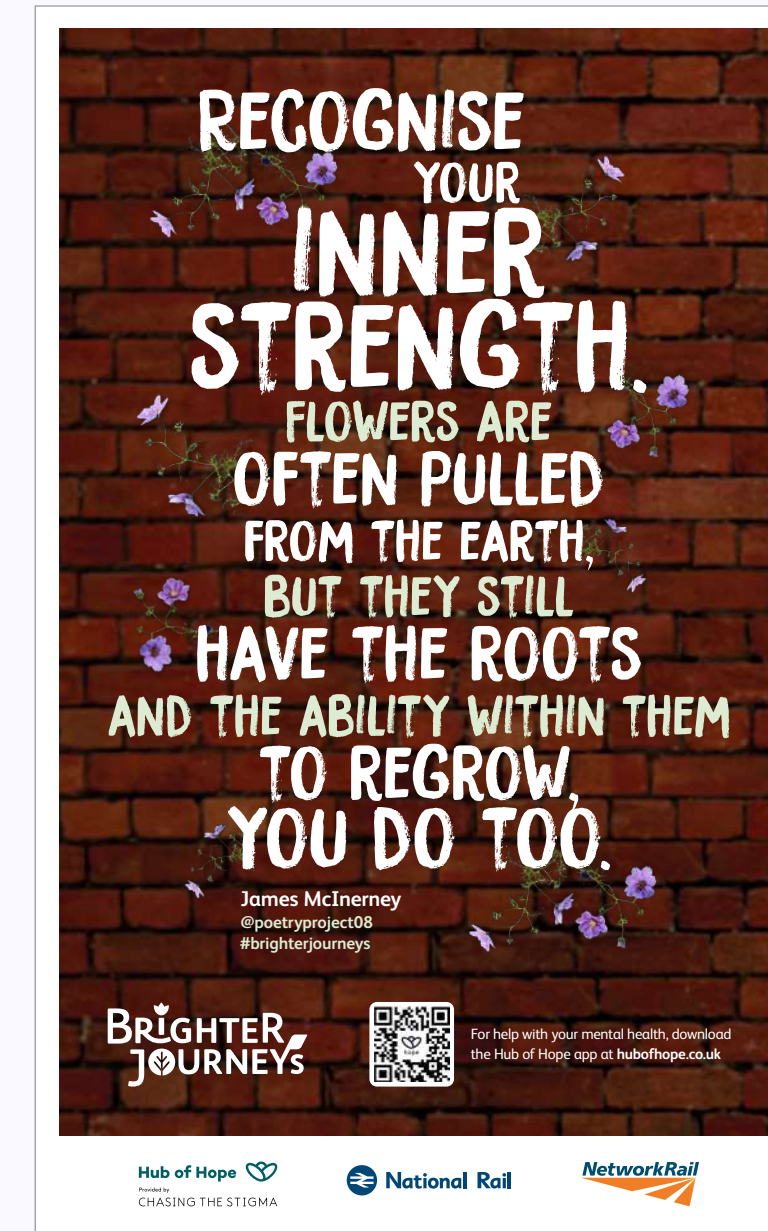
The posters are designed to be used all year round to sign-post people to the Hub of Hope website.



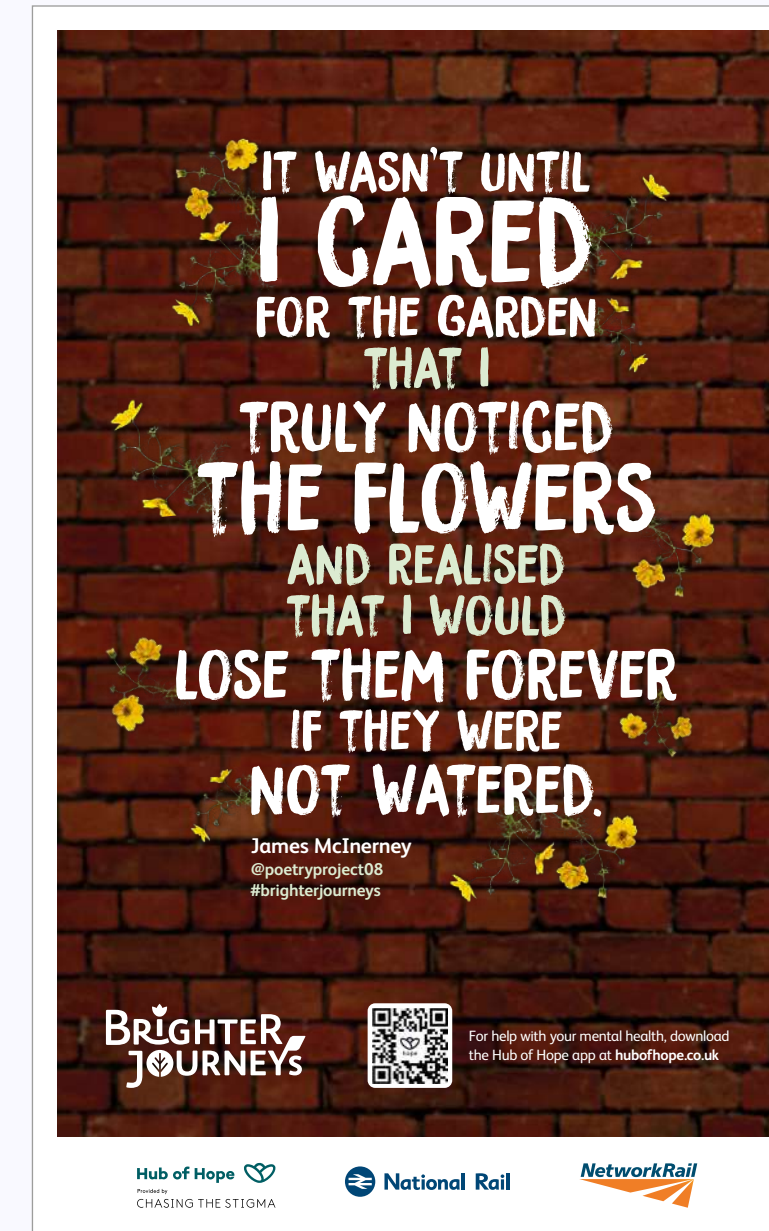
Legacy creative
DR poster | 6 sheet poster



Poem creative 1
DR poster 635 x 1016 | 6 sheet poster



Poem creative 2
DR poster 635 x 1016 | 6 sheet poster



Poem creative 3
DR poster 635 x 1016 | 6 sheet poster



Core creative
48 sheet poster | 96 sheet poster

[Download posters](#)

2.2 In-station assets

Campaign assets: Pull-up banner

Pull-up banners can provide a focal point for passengers.

We've created a bright and cheerful one that you can use in your station if you have room. Download the artwork and organise to have this printed with your print supplier.



Core creative
Pull-up banner

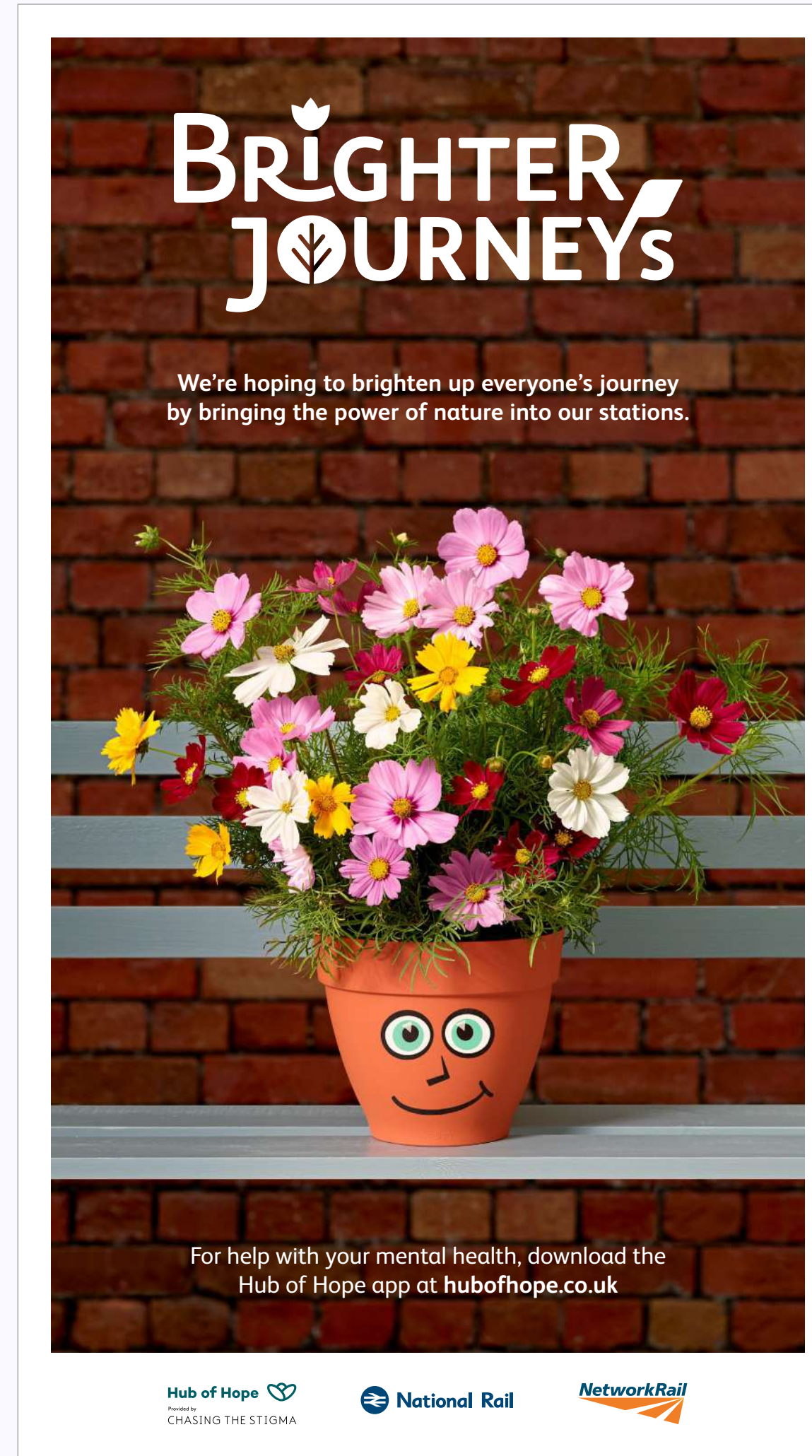
[Download pull-up banner](#)

2.3 In-station assets

Campaign assets: OIS screens

OIS screens are another channel that you can use as an opportunity to help put a smile on people's faces.

If you use OIS screens within your station, we've created a lovely Brighter Journeys image that you can use.



Core creative
OIS screen portrait 9:16 | Digital poster 9:16



Core creative
OIS screen landscape 16:9

[!\[\]\(3211b5d1d968fc1665909b34f9f16010_img.jpg\) Download OIS screens](#)

2.4 In-station assets

Floor stickers

Place these Brighter Journeys floor stickers on the floor throughout your station to prominently display the campaign QR code that links to the Hub of Hope website.

Download the floor sticker artwork and organise to have this professionally printed with your print supplier.



Floor sticker
300mm diameter



Floor sticker
300mm diameter

[!\[\]\(3e2231b1ad3ca8da8658228c00dd08e0_img.jpg\) Download floor vinyls](#)

2.5 In-station assets

Station hoardings

Apply these station hoarding designs to empty hoarding panels in stations to make people smile with our core visual and as a continual reminder for them to visit the Hub of Hope if they are in need of help with their mental health.

Contact networkrail@23red.com to arrange to have the artwork resized for hoardings in your station.



Legacy creative
Station hoarding: Size 1



Legacy creative
Station hoarding: Size 2

2.6 In-station assets

Campaign assets: Departure board copy

Passengers are familiar with station departure boards to find out the times of their trains. How about using the boards to surprise people and help bring a smile to their faces?

Together with the Poetry Project, we've put together a few inspiring and memorable poems that you can use on your departure boards.

- 1**

If you find someone that moves you, do not worry about the distance; appreciate the journey.

James McInerney @poetryproject08
#brighterjourneys
- 2**

Never fear the unknown as though it's something that defines you as a person. Before it blooms, a flower must grow. If you are to grow, you must understand that growth is a process.

James McInerney @poetryproject08
#brighterjourneys
- 3**

Your story is also your strength. There will always be admirers of beautiful flowers, but they won't appreciate the struggle that comes before the bloom.

James McInerney @poetryproject08
#brighterjourneys

Please remember to credit the Poetry Project and James McInerney and include their social handle, @poetryproject08.

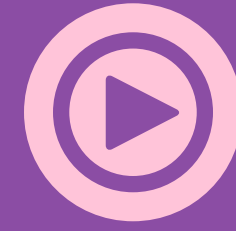
[Download departure board copy](#)

2.7 In-station assets

Campaign assets: Audio

Our research shows that the mood of passengers is impacted by what they hear, as well as see, in the station. Audio is another way we can help make people happier as well as creating a multisensory experience for them.

Download this audio asset to play over your station announcement system.



Birdsong sound effects to bring the soothing sounds of nature inside

Audio announcement
Birdsong

 [Download audio](#)

2.8 Social media assets

Campaign assets: Social posts

It's not only in-station experiences that we can make the most of, social can be a good way to spread the word far and wide and help reach even more people.

We've provided you with a suite of social assets available to download to use across your social channels. Feel free to use the example post copy for your posts, or you can repost anything Network Rail share about the campaign.

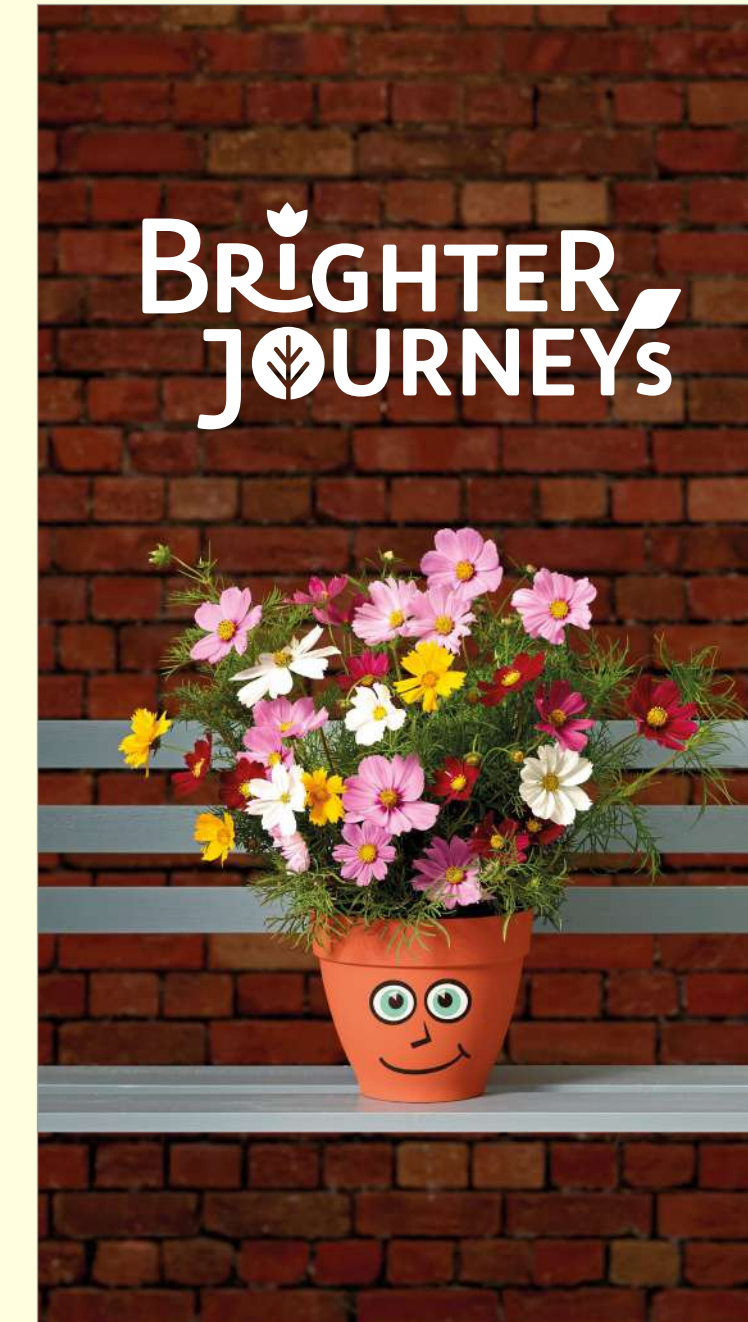
 [Download social posts](#)



Core creative Facebook 1200 x 628



Core creative Twitter 1024 x 512



Core creative Stories 9:16



Core creative Instagram 1:1

We've created a helpful crib sheet for your community team to use as guidance when responding to comments on your social channels. This can be downloaded [<here>](#)

Example copy

We're bringing the power of nature into our stations to help make your journey a little brighter. And if you need some extra help with your mental health, download the Hub of Hope app at hubofhope.co.uk [#brighterjourneys](#)

2.9 Dual-language assets

We've also produced dual-language versions of the assets with Transport for Wales for you to use in your stations.



Dual-language creative
DR poster | 6 sheet poster



Dual-language creative
OIS screen portrait 9:16 | Digital poster 9:16



Dual-language creative
Pull-up banner



Dual-language creative
96 sheet poster



Dual-language creative
OIS screen landscape 16:9 | 48 sheet poster

[Download Co-branded assets](#)

2.10 Welsh assets

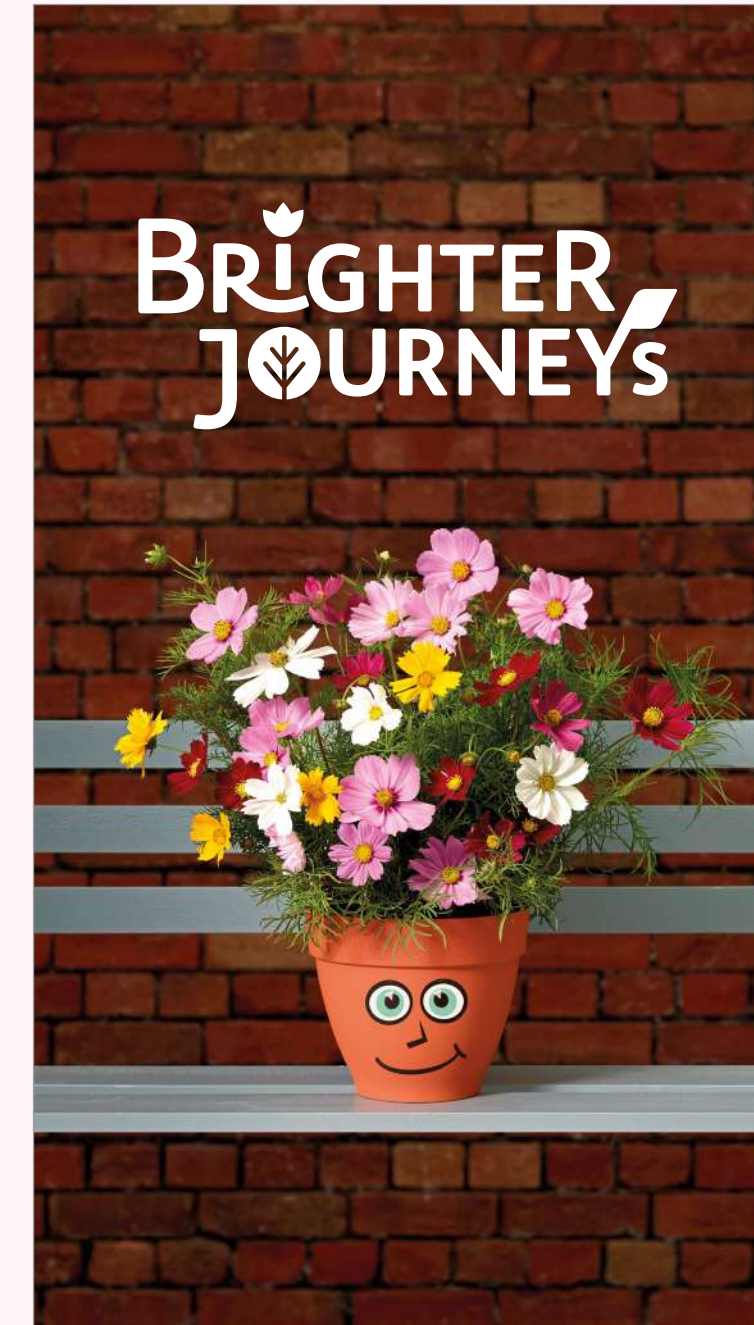
We've created Welsh versions of the campaign assets for you to use on your social channels in Wales.



Welsh creative Facebook 1200 x 628



Welsh creative Twitter 1024 x 512



Welsh creative Stories 9:16



Welsh creative Instagram 1:1

Example social post copy (Welsh)

Rydyn ni'n dod â phŵer natur i'n gorsafoedd er mwyn helpu i wneud eich taith ychydig yn oleuach. Ac os ydych angen rhywfaint o gymorth ychwanegol gyda'ch iechyd meddwl, lawrlwythwch yr ap Hub of Hope o hubofhope.co.uk #brighterjourneys

[Download Welsh assets](#)

2.11 Campaign lock-up

We have created a lock-up to badge communications.

We have provided a number of versions that can be applied to your creative where required.

A black version for use on light backgrounds and a white for use on dark backgrounds.

We have also created a floral version which works best on light backgrounds. It is important to always ensure the maximum contrast ratio between the lock-up and its background. This can be checked using an online contrast checker www.webaim.org

Minimum size application of the lock up is outlined on this page.

Clear space information is also provided to ensure no logos or design elements get too close.



Floral & black versions. For use on light backgrounds

For use on dark backgrounds



⬇ [Download campaign lock-up](#)

Minimum size

Minimum size is calculated to ensure the maximum readability across the broadest audiences possible.



40mm or 150px wide

Exclusion zone

Our lock-up works best with clear space around it. Use the guide below to calculate your exclusion zone. This is an area where no other logos or graphic elements should enter.



3.0

Legacy
ideas

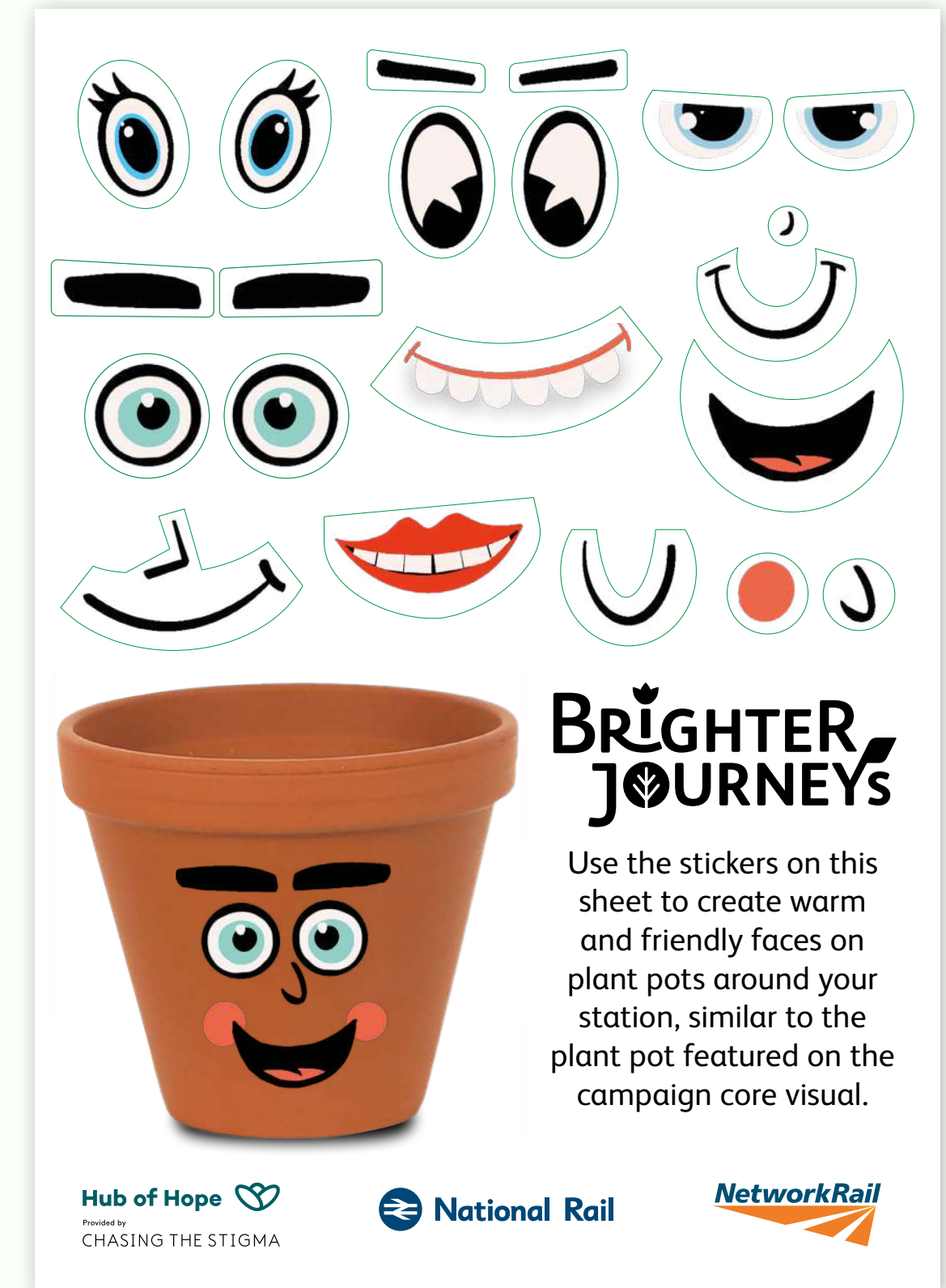


3.1 Legacy ideas

Happy plant stickers

Use these face design stickers to add warm and friendly faces to plant pots around your station, similar to the plant pot featured on the campaign core visual.

Download the sticker sheet artwork and organise to have this professionally printed with your print supplier.



Happy plants sticker sheet
A4 sheet

[!\[\]\(ec9132f1d27c8919987d92907322654d_img.jpg\) Download Happy Face sheet](#)

3.2 Legacy ideas

Information boards

Download poetry written by The Poetry Project for the Brighter Journeys campaign and display these on information boards around your station to bring a smile to passengers as they travel through.

 [Download poems](#)

**ALWAYS BE KIND
TO EVERYONE THAT
YOU MEET AND
REMEMBER THAT
FLOWERS BLOOM
WHEN THE SUN
SHINES. THEY OPEN
UP BECAUSE THEY
TRUST ITS WARMTH,
PEOPLE DO TOO.**

Information boards
Hand written. Poems provided.

**I DO NOT NEED TO STAND
NEXT TO YOU TO FEEL TALL.
I AM NOT SMALL. WE MAY
GROW TO DIFFERENT HEIGHTS
BUT MY NOURISHED ROOTS
BENEATH MY FEET RUN
DEEP WILD AND FREE.**

**IF YOU FIND SOMEONE
THAT MOVES YOU, DO
NOT WORRY ABOUT THE
DISTANCE; APPRECIATE
THE JOURNEY.**

**JAMES MCINERNEY
@POETRYPROJECT08**

3.3 Legacy ideas

Colouring-in Sheet

Print off some of these plant pot colouring-in sheets and encourage children to get creative while they are waiting for the train. You could provide crayons and a board to display the masterpieces, bringing a smile to people travelling through your station.

[!\[\]\(eafc244b53721dd1ec133f0772f70fc7_img.jpg\) Download colouring-in sheet](#)



Happy plants colouring-in sheet
A4 sheet

3.4 Legacy ideas

Nature corner

You could create your own 'Brighter areas' in your stations, creating an opportunity for passengers to have a moment of calm. Bring in flowers and potted plants to sit around benches, then encourage them to take a photo and share this on social media with the hashtag #BrighterJourneys





4.0

Further
information

4.1 Key messages / Dos and don'ts

Brighter Journeys is a nationwide campaign that brings together a wide variety of stations, organisations and partners, so to make sure we have a consistent and unified tone and message, here's a few dos and don'ts for your own communications.

You're welcome to write about the campaign in your social posts, emails, newsletters etc. However, there are some key messages it's important to get across and some things to bear in mind.

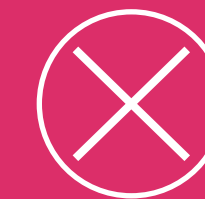
Key messages:

- We're hoping to brighten up everyone's journey by bringing the power of nature into our stations.
- For help and support with your mental health, download the Hub of Hope app at hubofhope.co.uk



Dos:

- Talk about brightening everyone's journey
- Use simple, clear language that your passengers would use themselves
- Be warm, friendly and human



Don'ts:

- Mention suicide or suicide prevention
- Create a feeling of 'You & Us' – we're all rail users and we've all been through hard times



4.2 Contact us

Partnerships:

If you would like to get in touch with your local Scout group, BTP cadets, TOC Community lead, Samaritans branch or our Routes out of Homelessness charity partners to support your local activities please contact Gemma.Howe@networkrail.co.uk

Contacts:

For more information about Brighter Journeys, contact Charlie.Oven@networkrail.co.uk, Gemma.Howe@networkrail.co.uk or Lucy.Jones2@networkrail.co.uk

Thank you

