

Snow and Ice 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.

In very cold weather, snow and ice can build up on the tracks and block points, the equipment that allows trains to move between tracks. Ice can coat the electrified third rail and overhead power cables, preventing trains from drawing the power they need to run and leaving them stranded. Icicles on tunnels, bridges and other structures can also damage trains and overhead power cables. In very snowy weather where snow lies deeper than 30cm, trains can't run safely unless they have been fitted with snow ploughs. Therefore, sometimes trains need to slow down or need to be cancelled 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. 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 snow and ice. 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):

In very cold weather, snow and ice can build up on the tracks and block points, the equipment that allows trains to move between tracks. Ice can coat the electrified third rail and overhead power cables, preventing trains from drawing the power they need to run and leaving them stranded. Icicles on tunnels, bridges and other structures can also damage trains and overhead power cables. When snow lies deeper than 30cm, trains can't run safely unless they have been fitted with snow ploughs. Therefore, sometimes trains need to slow down or need to be cancelled to keep you safe.

Body copy (short):

Snow and ice can build up on the tracks and result in trains being delayed or cancelled.

Call to action:

Check to see if your train is running on time;

nationalrail.co.uk/winter

Campaign hashtag:
#WinterRailway

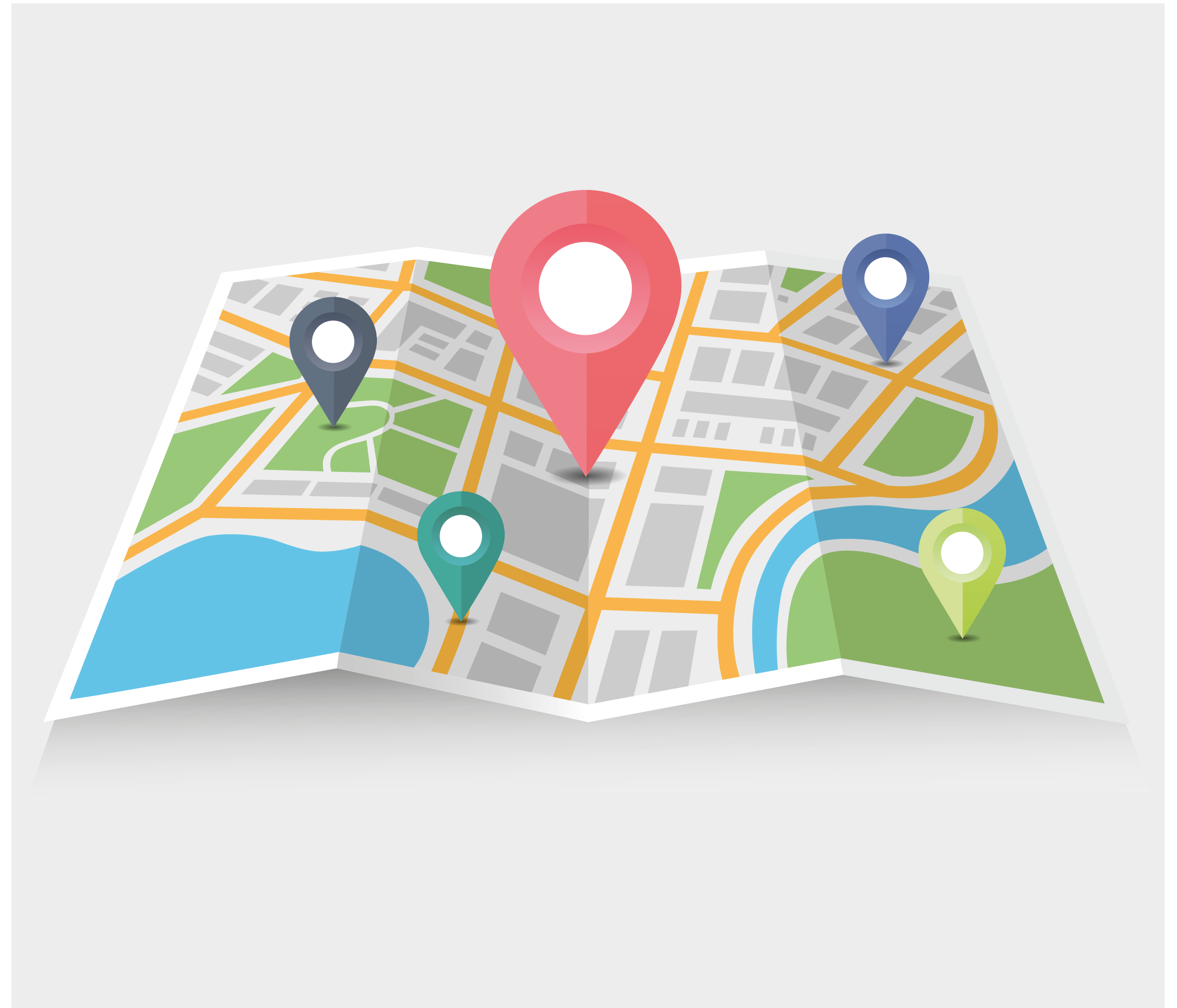
National Activity



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 snow and ice.

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 snow and ice.



Campaign Resources

Print Resources

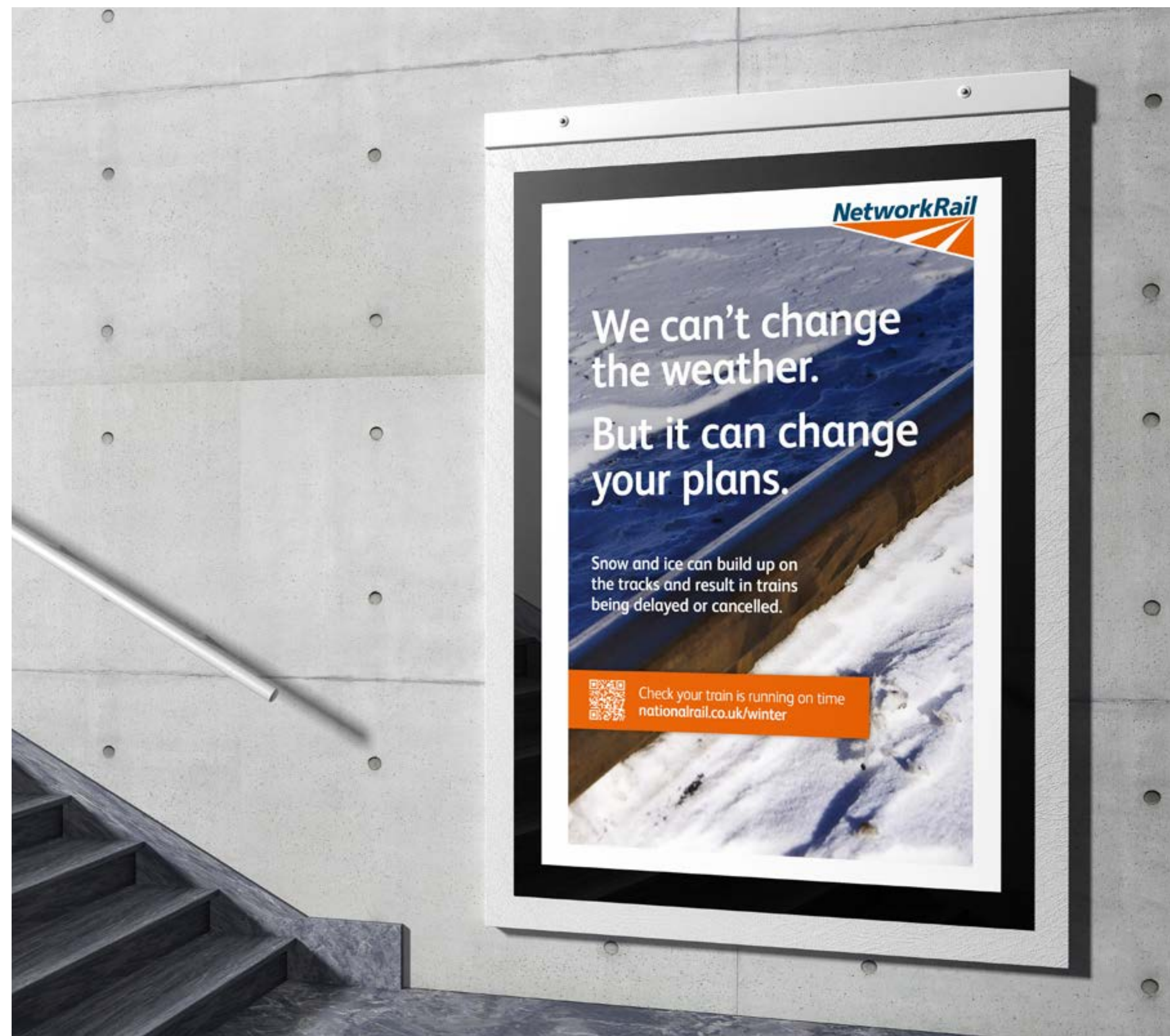
All printed resources – posters (all sizes, PDF format)

Stations Poster A1-A4

Double royal poster (1016x635mm)

D6 Poster (1080x1920)

Click to download resources

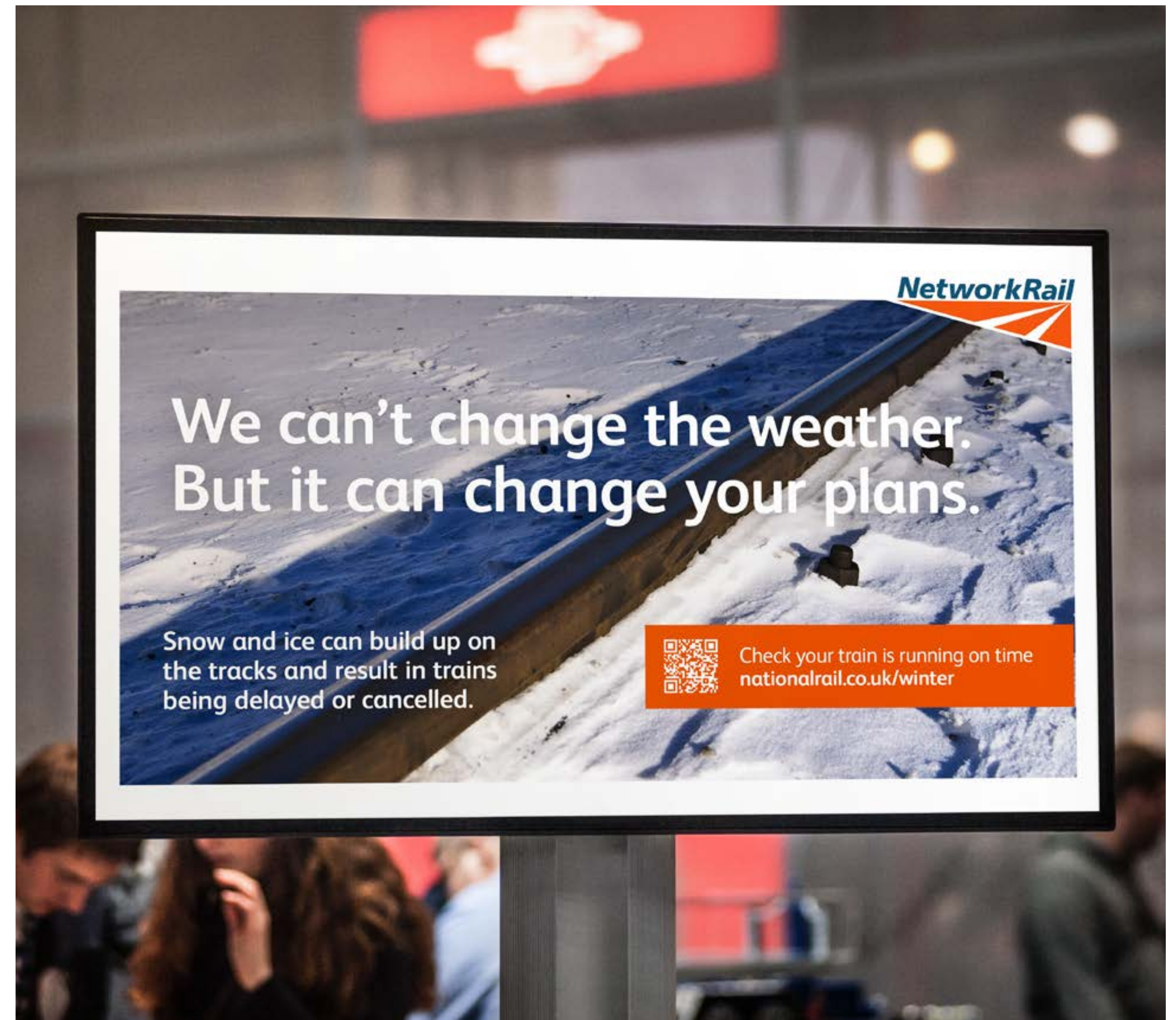
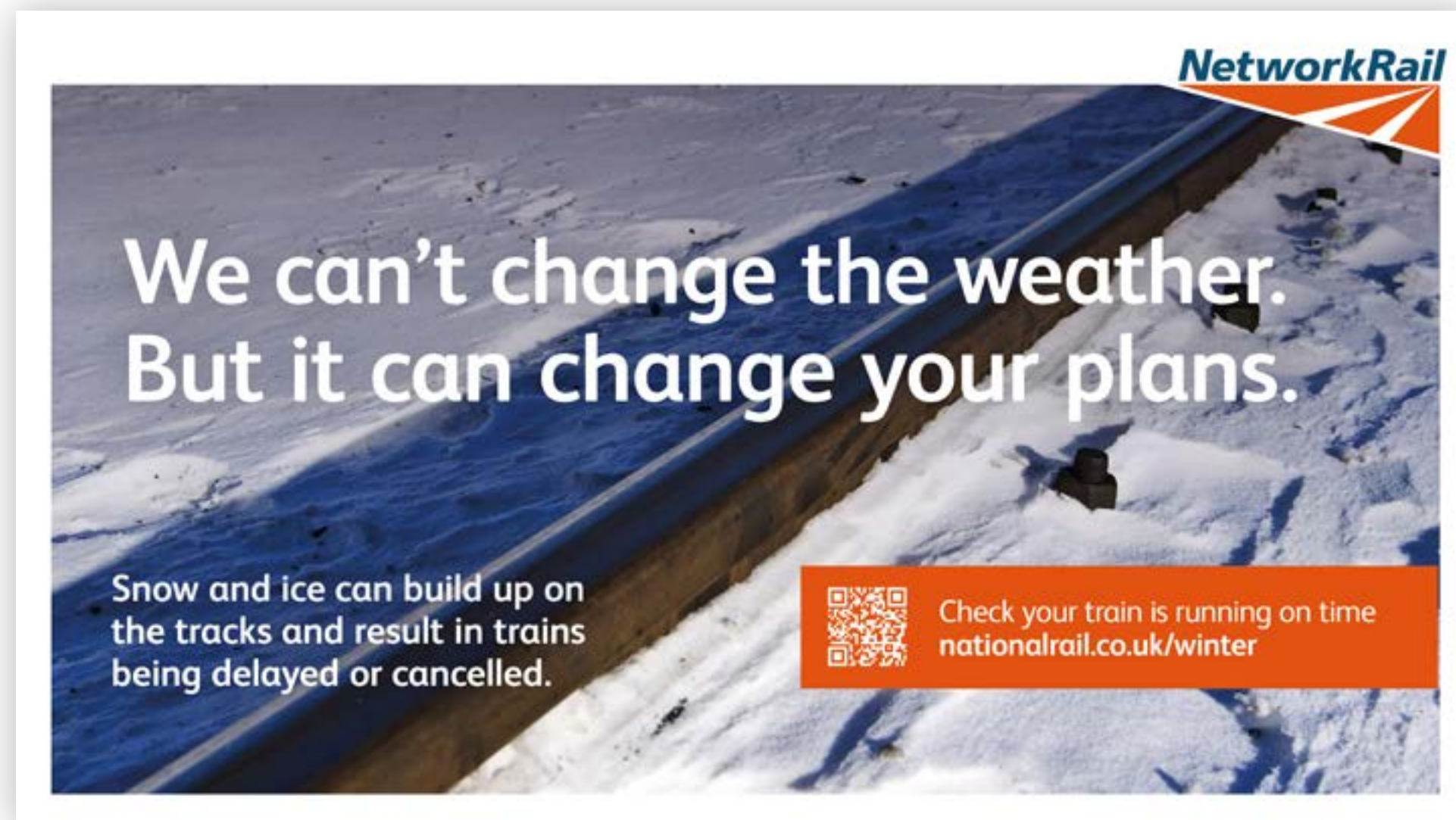


Digital Resources

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](#)



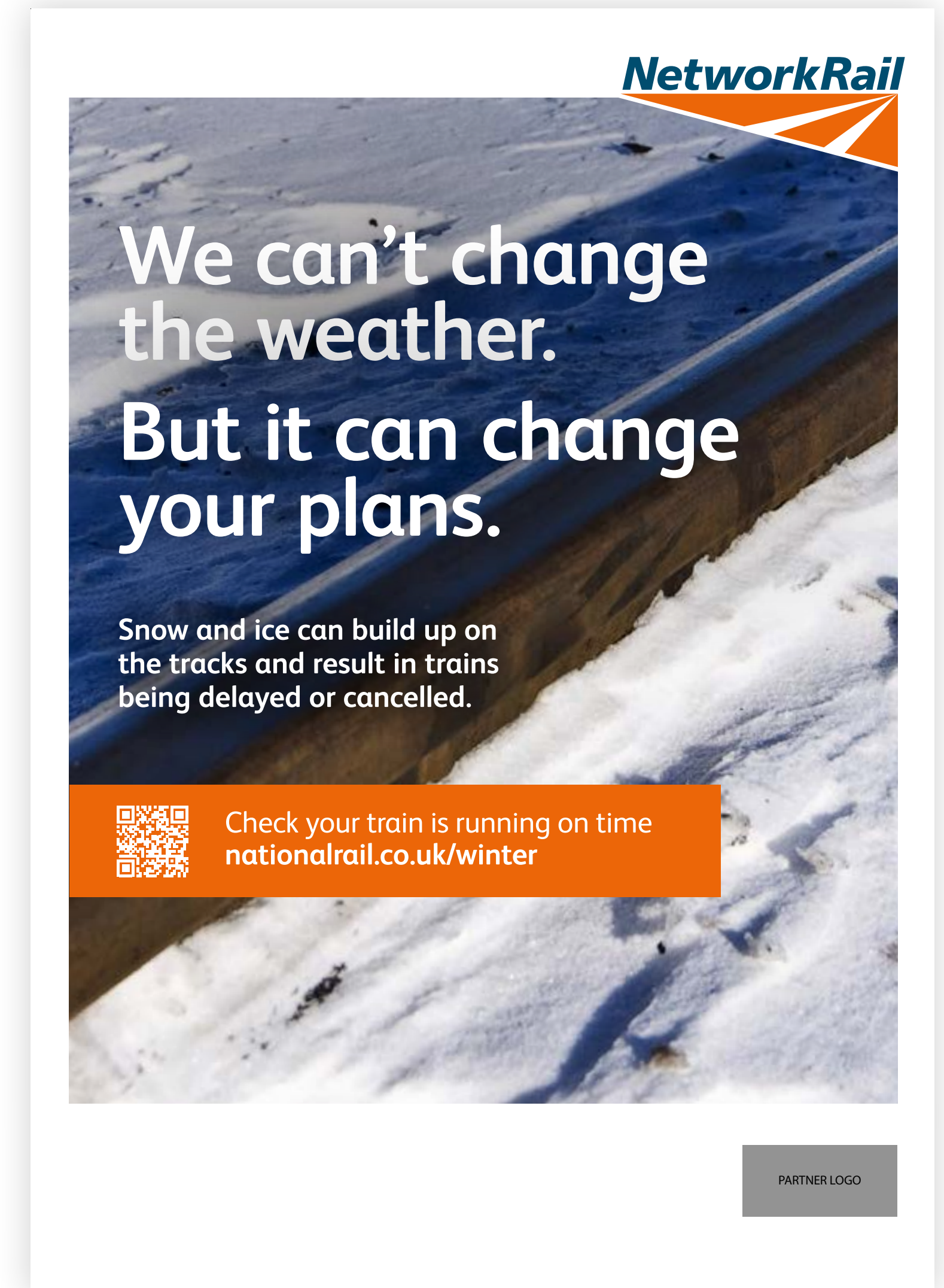
Partner Lockups

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](#)



Website Resources

Web banner 1200x675

[Click to download resources](#)

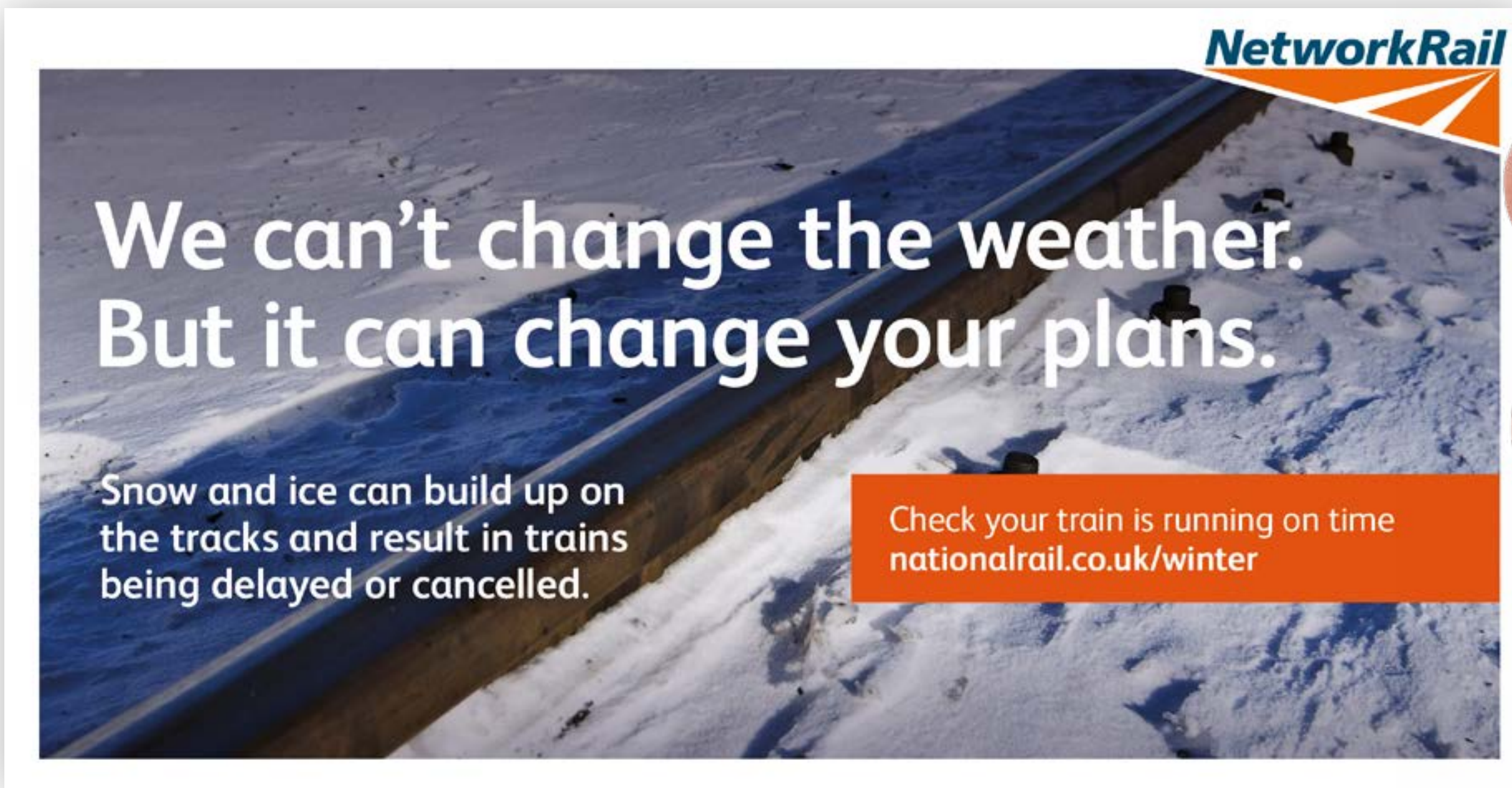
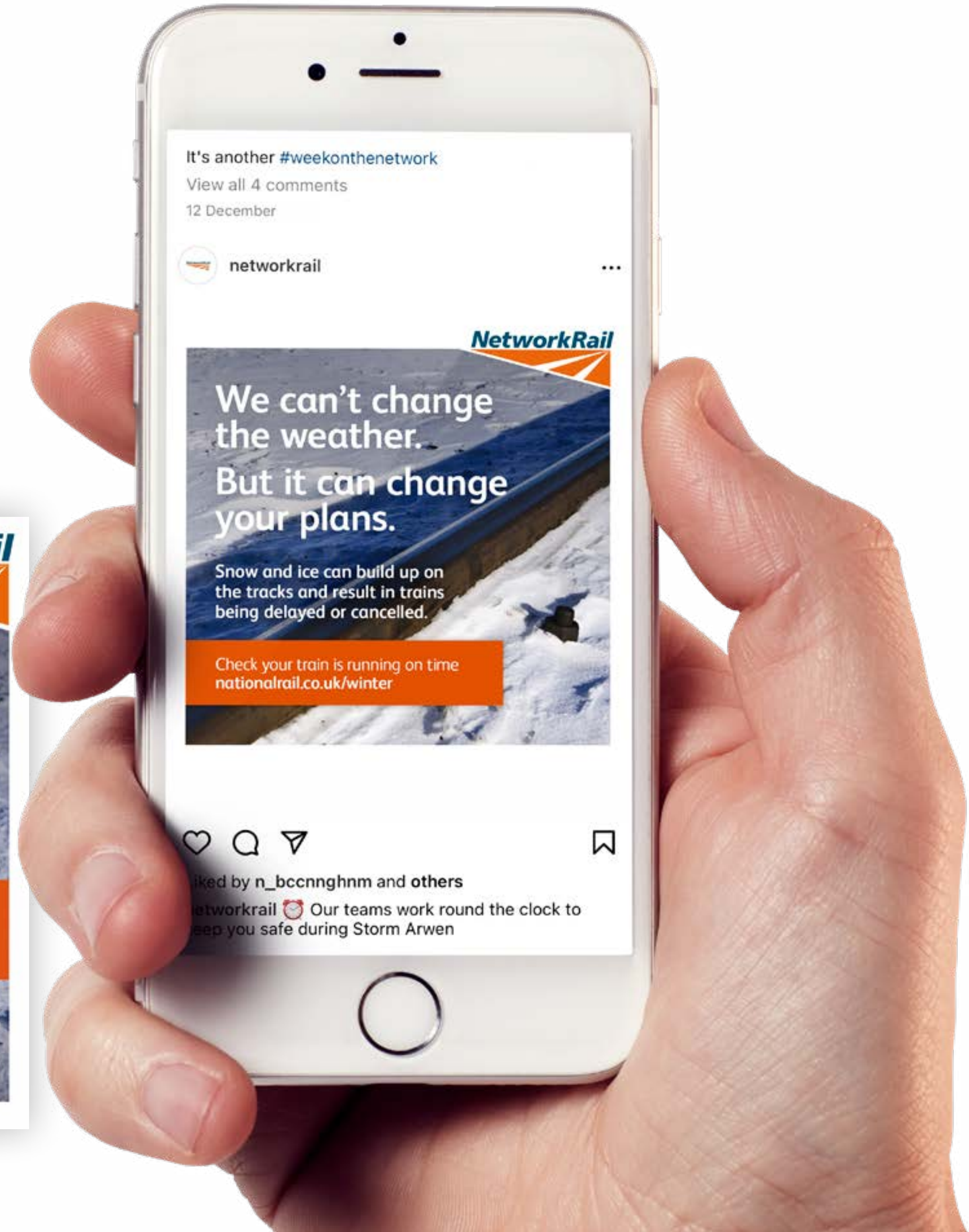


Social Media Resources

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)

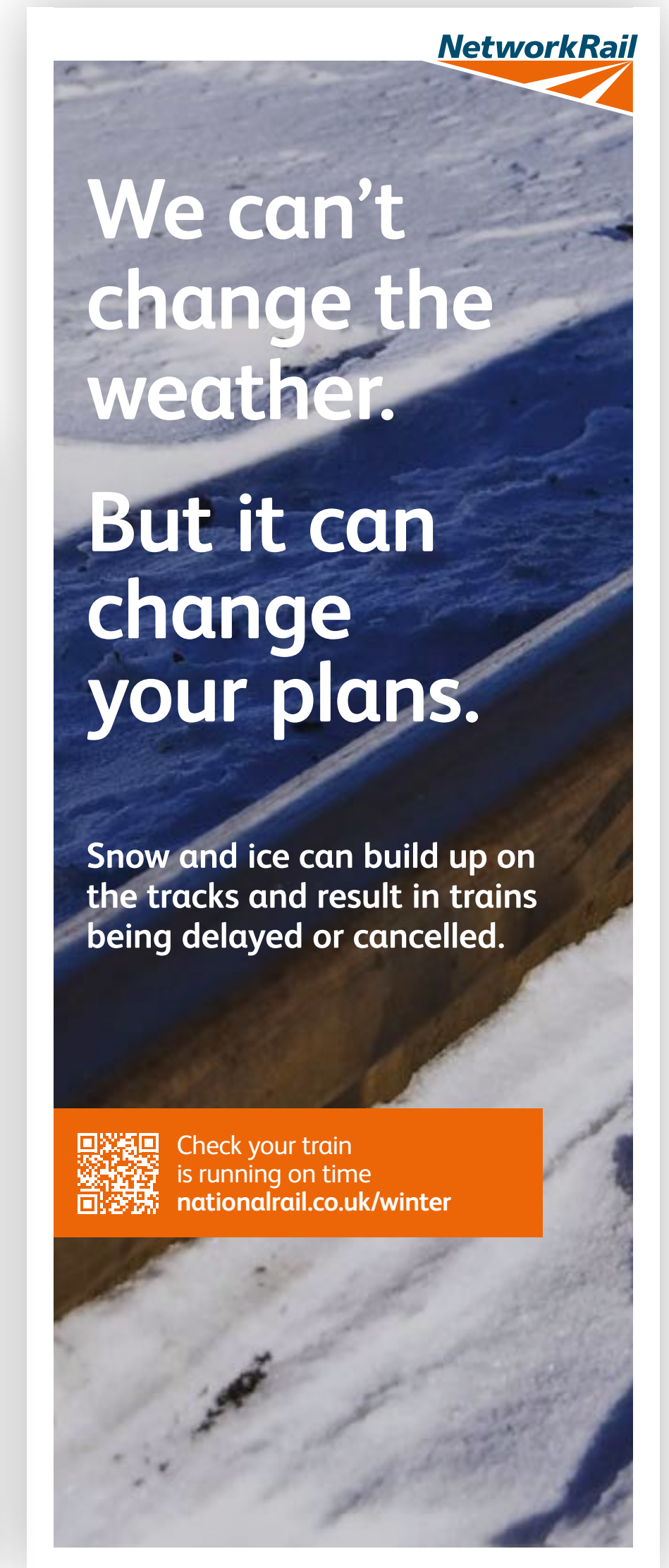
Click to download resources



Train Resources

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

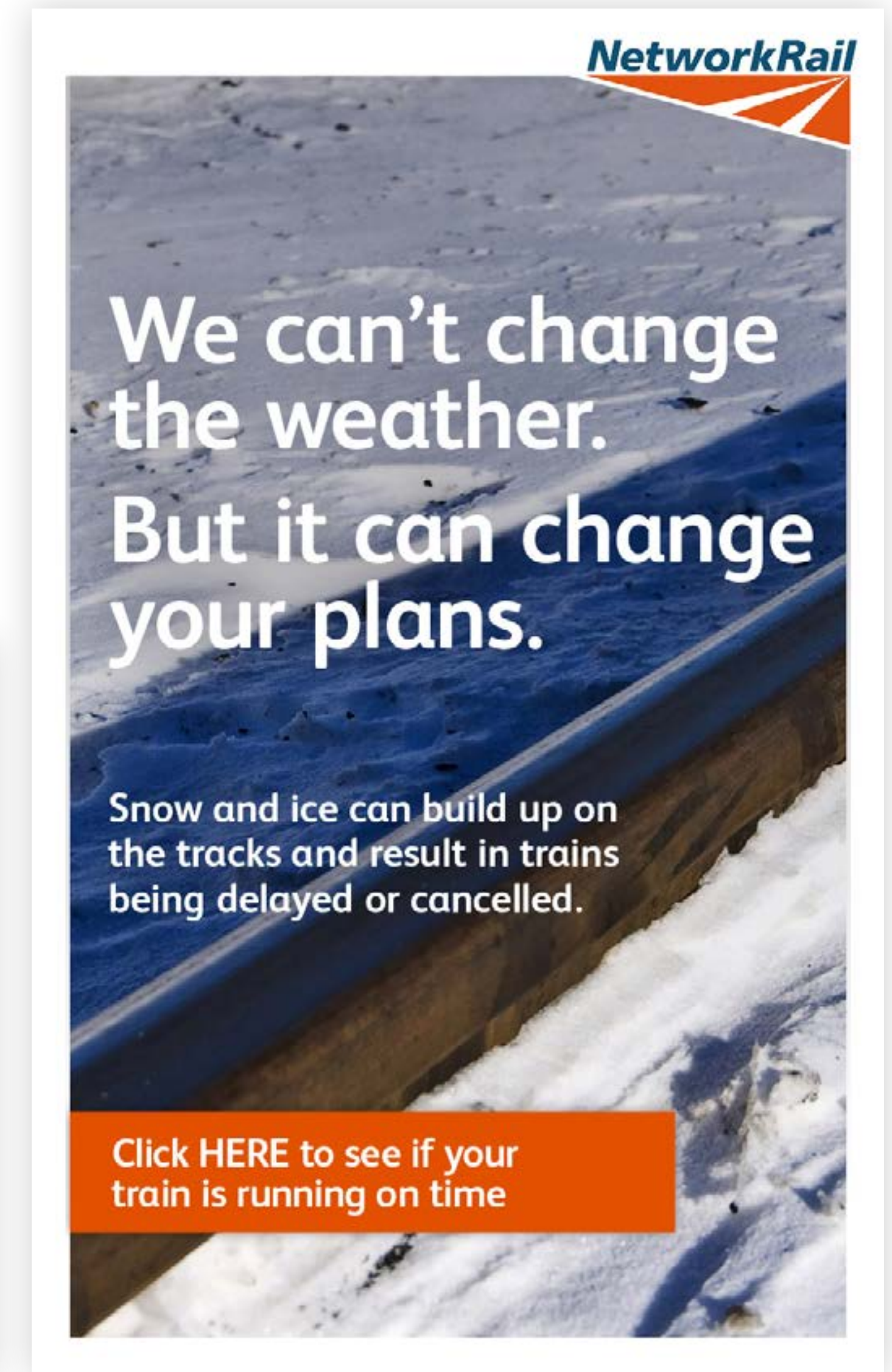
Click to download resources



Paid Media Resources

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

[Click to download resources](#)



Fact Sheet

Click to download resources

NetworkRail

Snow & Ice Fact Sheet

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

In very cold weather, snow and ice can build up on the tracks and block points, the equipment that allows trains to move between tracks. Ice can coat the electrified third rail and overhead power cables, preventing trains from drawing the power they need to run and leaving them stranded. Icicles on tunnels, bridges and other structures can also damage trains and overhead power cables. In very snowy weather where snow lies deeper than 30cm, trains can't run safely unless they have been fitted with snow ploughs.

Sometimes trains need to slow down to keep you safe.

We work all year round to make our infrastructure more resilient so we can run a safe and reliable service in winter. To help with this we have:

- Put over 100km of special heating strips on critical sections of the electrified third rail which powers trains in the south of England. This prevents ice forming and minimises the risk of stranded trains. This has reduced ice-related disruptive incidents by almost 80 per cent.
- Added protective covers to 4,000 points and 2,500 points motors to keep snow out and prevent damage by ice falling from trains.
- Fitted many points with heating strips to melt snow and ice.
- Put up fences on major routes to prevent snow blowing onto the tracks. You can find out more about our approach at www.networkrail.co.uk/vegetation

Did you know?
Our climate teams are doing detailed research into the resilience of our railway. This work helps us to understand where more investment is needed to improve resilience and prevent problems. To find out more visit: www.networkrail.co.uk/climate-change

Before winter

Before winter arrives, we do everything we can to minimise delays by preparing effectively. This includes:

- Cutting back overhanging trees that could be affected by high winds or snow.
- Pre-preparing contingency timetables with train companies.
- Using detailed expert weather forecasts to create localised action plans. These forecasts don't just cover the weather but tell us how conditions will impact the specific railway infrastructure. Our network of hundreds of monitoring stations then provides us with realtime weather data, enabling us to respond to conditions as they develop.

During winter

To help keep passengers moving we use special winter trains, complete with snowploughs, hot air blowers, steam jets, brushes, scrapers and anti-freeze to clear snow and ice from the tracks. We use technology, such as visual and thermal imaging from our helicopters and drones, to help us identify issues before they become a problem and respond as fast as possible.

When snow is forecast we work with train operators to fit snow plough attachments to the front of passenger trains.

Our winter timetables also allow empty passenger trains, known as ghost trains, to be run overnight to keep the tracks clear of snow and ice.

Thousands of our people also work around the clock in all weathers, monitoring, maintaining, and repairing the tracks so that we can run a safe and reliable service for passengers.

Key Contact

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

Louise.McGarrigle@networkrail.co.uk