

CROSS-INDUSTRY LEVEL CROSSING SAFETY CAMPAIGN

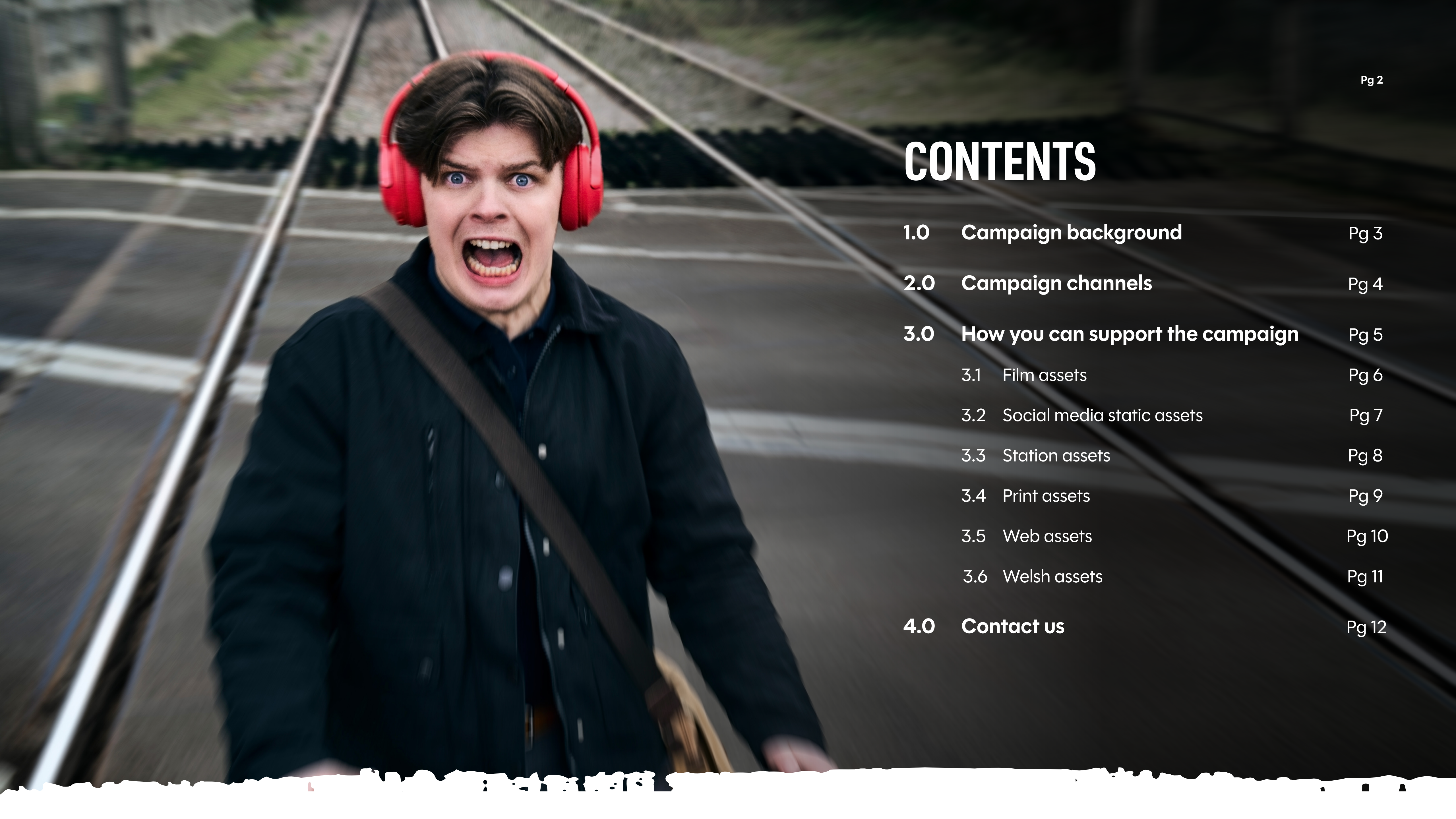
Partner Communication Toolkit | April 2026

**NO
SECOND
CHANCES**



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1.0

CAMPAIGN BACKGROUND

No Second Chances is a bold, hard-hitting level crossing safety campaign and the first delivered under a new, unified rail safety visual identity.

Created in collaboration with partners from across the rail industry, including Network Rail, British Transport Police, DfTO, Rail Delivery Group and Train Operators, the campaign represents a step change in how we work together to improve safety. By uniting under one clear and powerful message, it focuses on tackling the behaviours that pose the greatest risk at level crossings.

Level crossings are among the most dangerous places on the rail network. Many incidents are caused by brief moments of distraction. This campaign highlights how even a split-second lapse in attention can have life-changing consequences and reinforces a simple, consistent safety message for all users: **Stop, look and listen at level crossings.**

To support a joined-up approach across the industry, all campaign assets have been brought together in this partner toolkit, making it easy for partners to share the campaign consistently and amplify its impact across their own channels.

**NO
SECOND
CHANCES**

This campaign aims to:

- **Raise awareness of the risks at level crossings**
- **Challenge unsafe behaviours and assumptions**
- **Encourage everyone to stop, look and listen every time they cross the railway.**

By reinforcing clear, simple safety messages, the campaign seeks to help people make safer choices and prevent avoidable incidents at level crossings.

For more information visit: [using level crossings safely](#)

2.0

CAMPAIGN CHANNELS

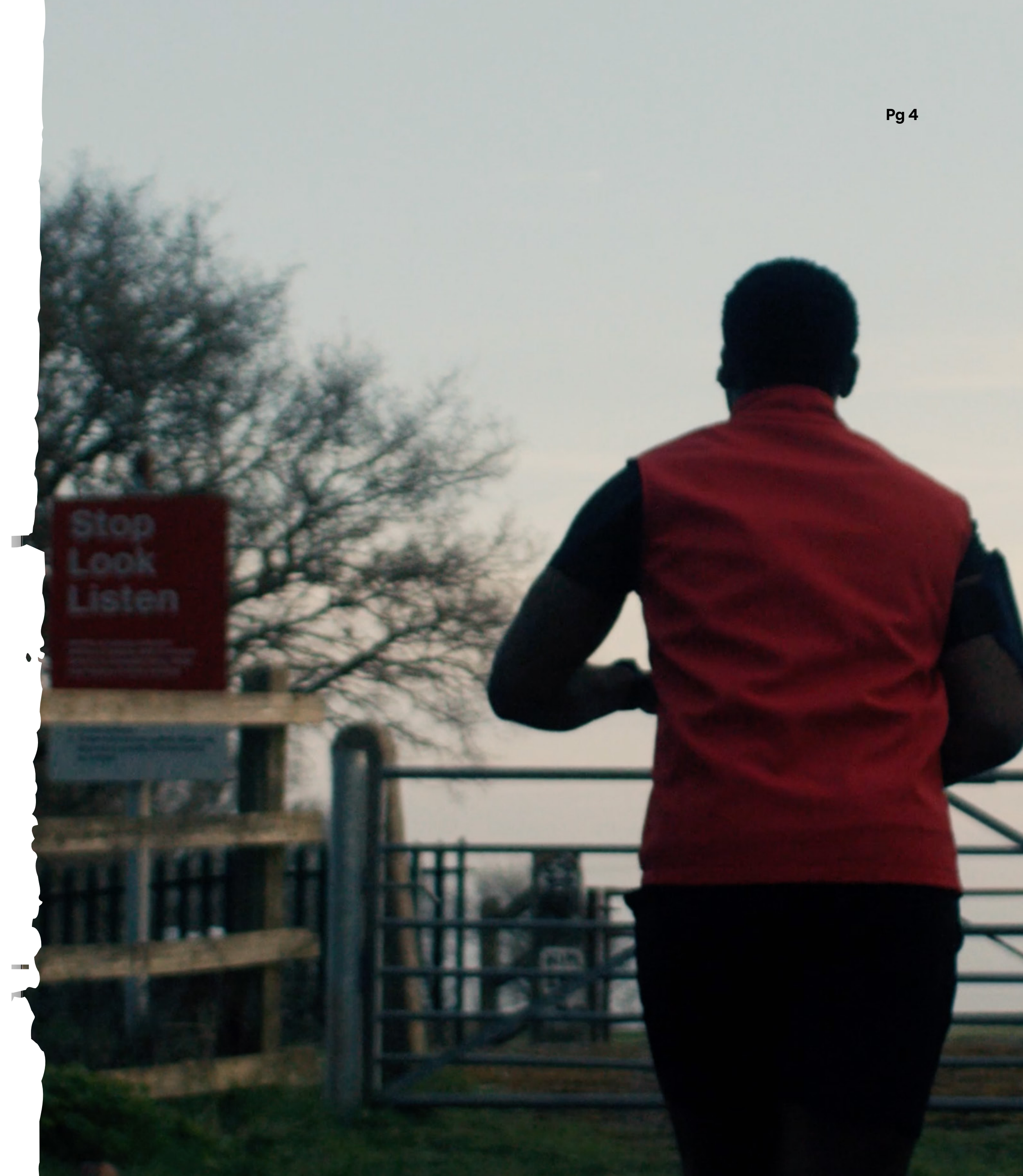
The **One Distraction. No Second Chances.** campaign will run from **23 April 2026**, using a mix of paid and owned channels to maximise reach and impact.

Campaign activity includes:

- **Paid social media** across key platforms, including YouTube, Twitch, Pixels and TikTok
- **Owned outdoor placements** at stations and on platforms
- **Digital and partner-owned channels** to extend reach and reinforce messages
- **Influencer content** to bring the dangers of distraction to life and reach younger audiences in social and digital spaces
- **Level crossing and community safety team** to engage and support local communities.

Partners play a vital role in the success of the campaign by sharing approved assets, supporting consistent messaging, and helping reach audiences at both a national and local level.

If you would like to support the campaign through PR activity, and receive the press release, please contact: mediarelations@networkrail.co.uk



3.0

HOW YOU CAN SUPPORT THE CAMPAIGN

To support the campaign, you can use a variety of promotional materials across your communications channels from this toolkit.

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3.1

FILM ASSETS

To support the campaign, you can:

Download the films and share on your social media channels and website.



20s films 9x16
[Download here](#)

20s films 16x9
[Download here](#)

3.2

SOCIAL MEDIA STATIC ASSETS

To support the campaign, you can:

Download the images and share on your social media and digital channels.

Suggested social copy and campaign messages:

- It takes a train more than a mile to stop.
- A train coming towards you barely makes a sound.
- Trains can travel up to 125mph.
- Stop, look and listen at level crossings.

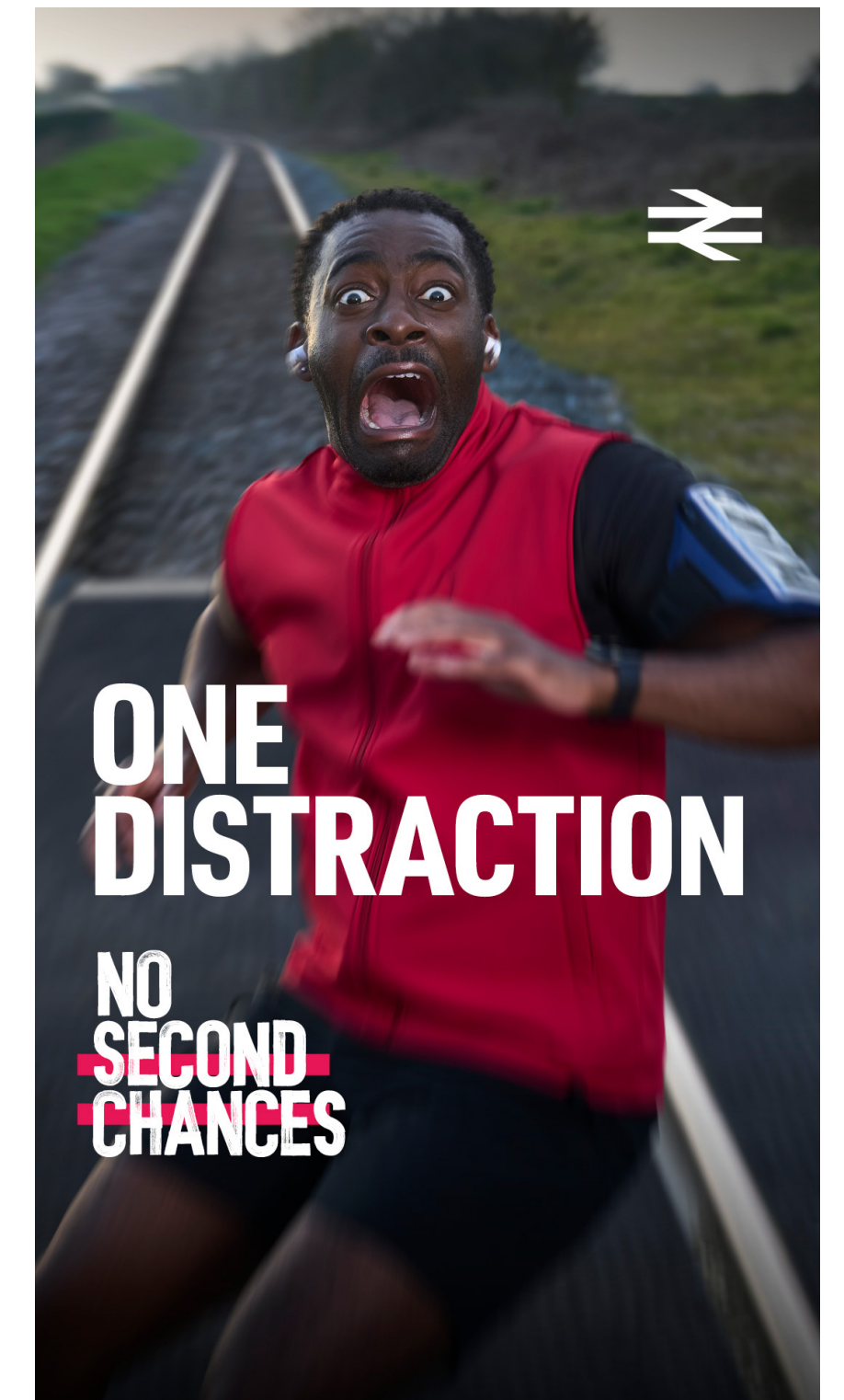
#NoSecondChances



X and IG In-Feed Graphic (1x1)
[Download here](#)



FB Graphic (4x5)
[Download here](#)



IG & FB Stories and Reels (9x16)
[Download here](#)



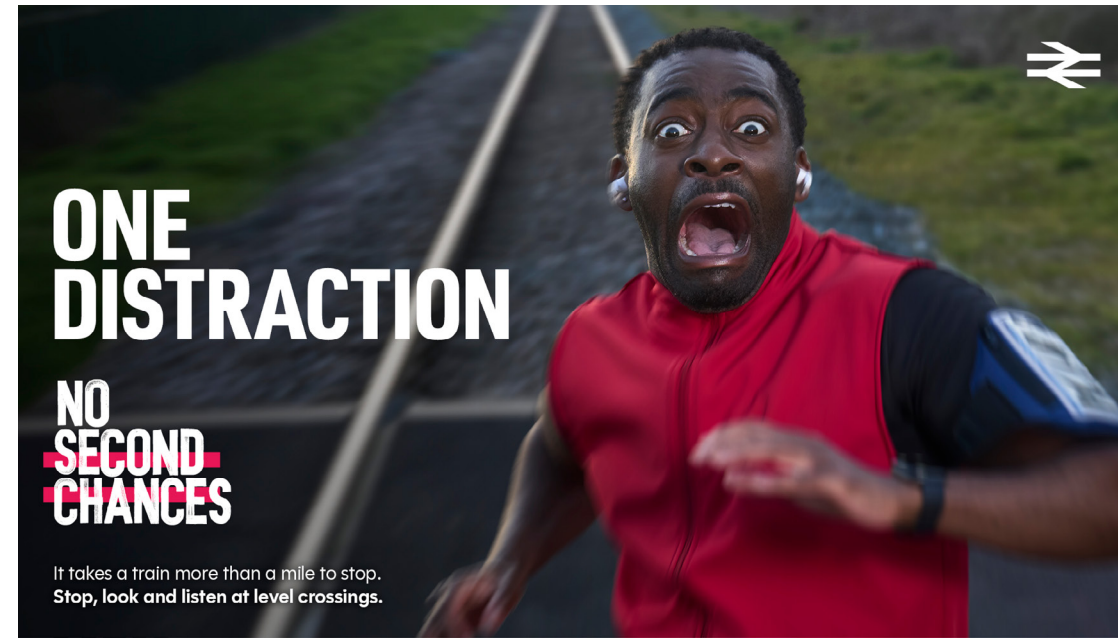
LinkedIn Post
[Download here](#)

3.3

STATION ASSETS

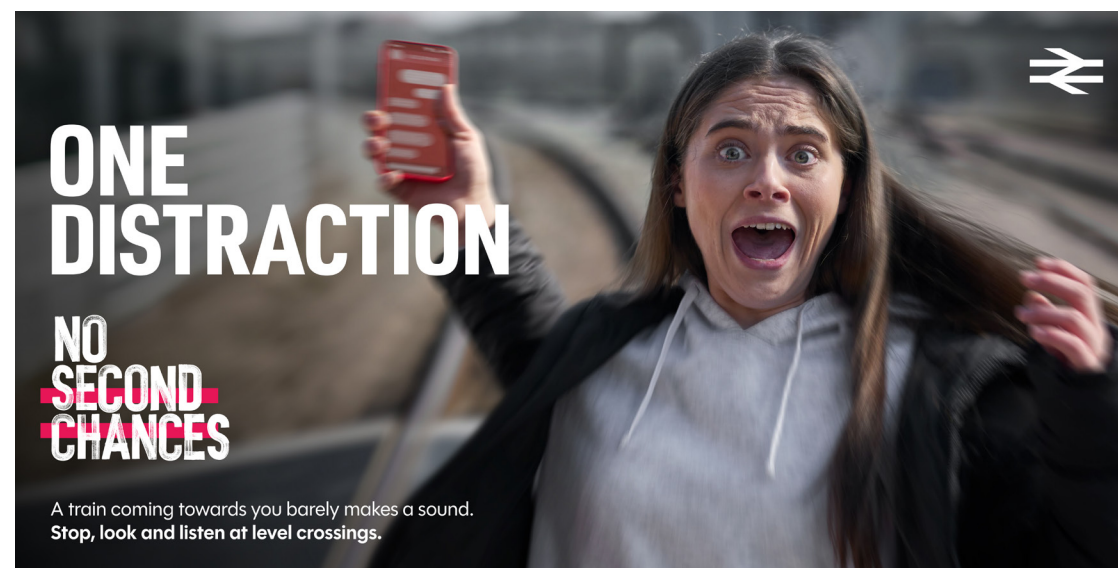
To support the campaign, you can:

Display posters on digital screens and other placements at your stations.



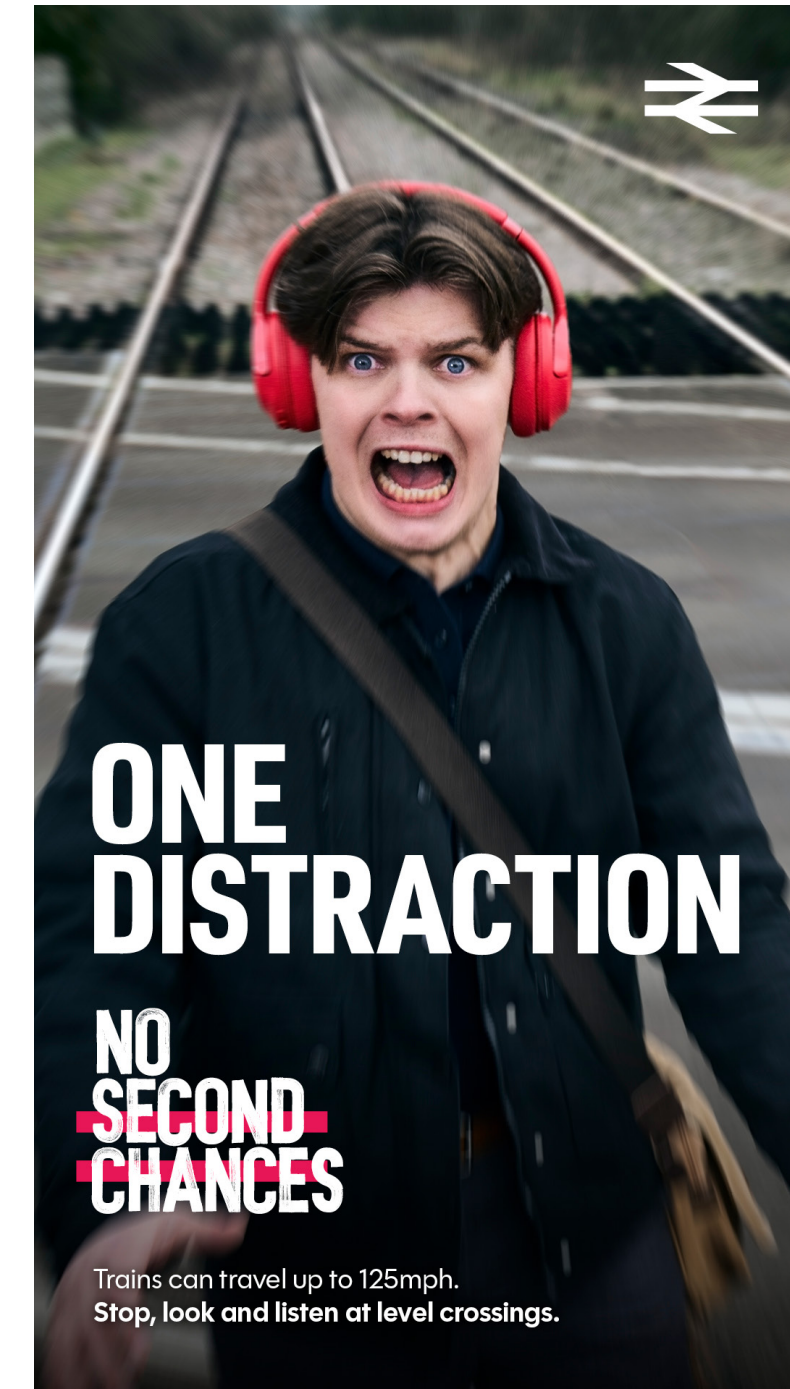
Landscape OIS screen

[Download here](#)



Transvision and 48 sheet

[Download here](#)



Portrait OIS screen

[Download here](#)



Portrait D6 screen

[Download here](#)

3.4

PRINT ASSETS

To support the campaign, you can:

Print the posters to be displayed in stations or on platforms.



Double Royal Posters
[Download here](#)

Portrait A1 Posters
[Download here](#)

Portrait A2 Posters
[Download here](#)

Portrait A3 Posters
[Download here](#)

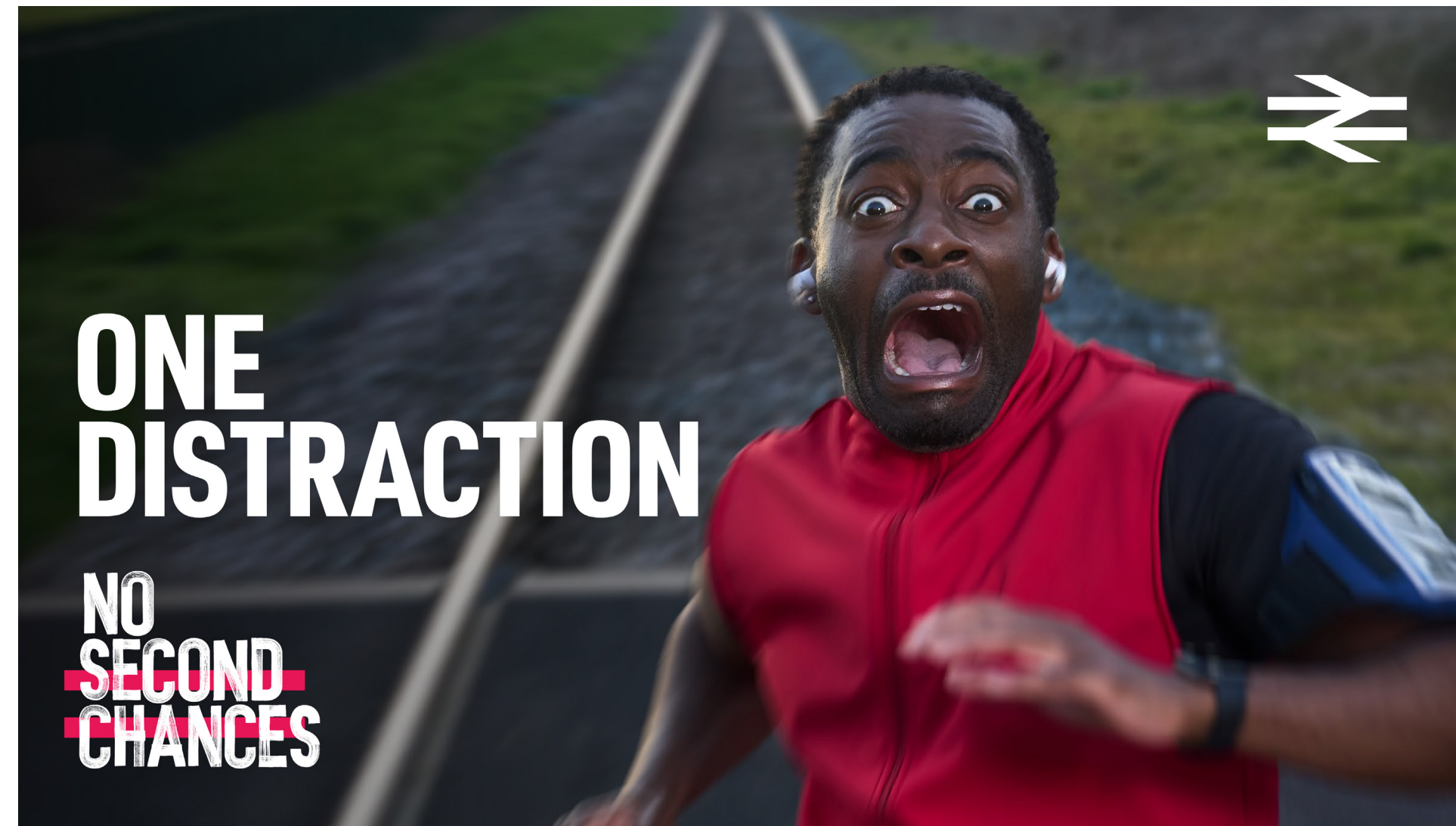
Portrait A4 Posters
[Download here](#)

3.5

WEB ASSETS

To support the campaign, you can:

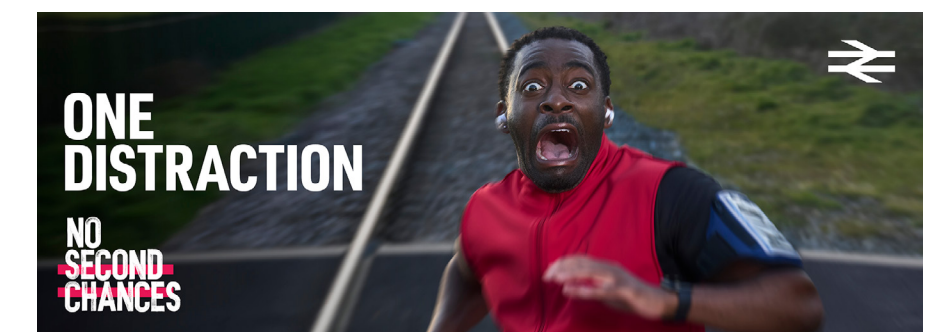
Use the digital banners on your website, blogs, newsletters or other digital channels.



Webpage images (1200x675) | [Download here](#)



Web carousel images (1900x700) | [Download here](#)



3.6

WELSH STATION ASSETS

To support the campaign, you can:

Download the Welsh assets to use in stations or on platforms.



Landscape OIS screen

[Download here](#)



Portrait OIS screen

[Download here](#)



Portrait D6 screen

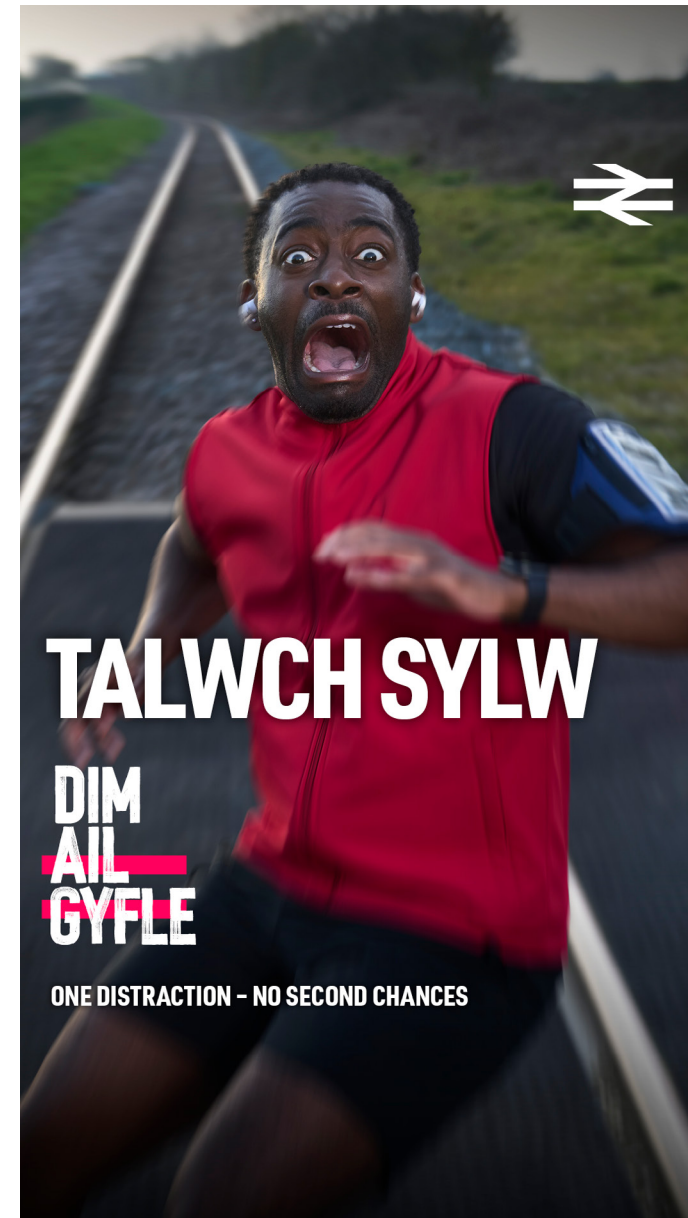
[Download here](#)

3.6

WELSH SOCIAL ASSETS

To support the campaign, you can:

Download the images and videos and share them on your social media and digital channels.



IG & FB
Stories and Reels (9x16)
[Download here](#)



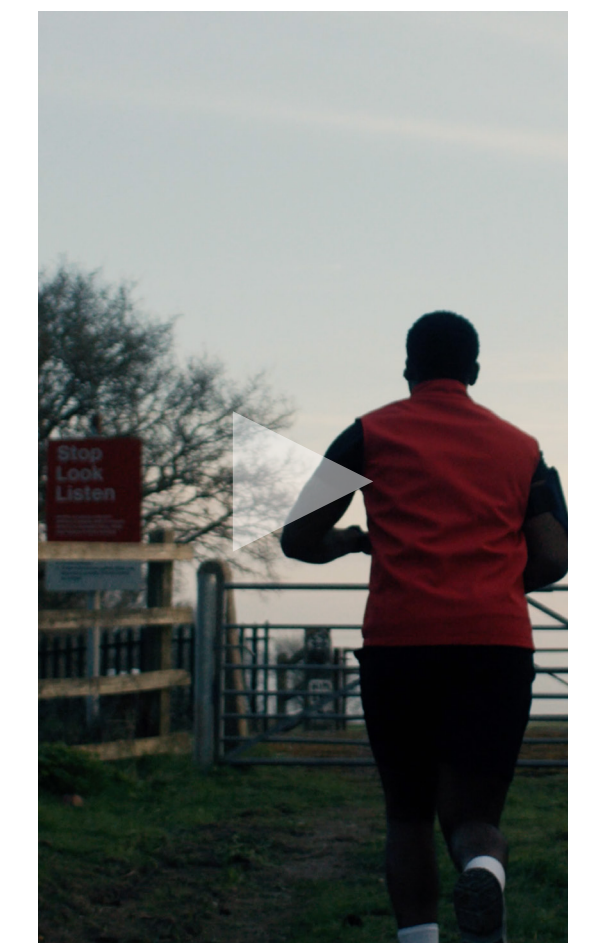
FB Graphic (4x5)
[Download here](#)



X and IG
In-Feed Graphic (1x1)
[Download here](#)



LinkedIn Post
[Download here](#)



20s films 9x16
[Download here](#)

20s films 16x9
[Download here](#)

THANK YOU FOR SUPPORTING THE CAMPAIGN

For further information, please contact:
marketing@networkrail.co.uk

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