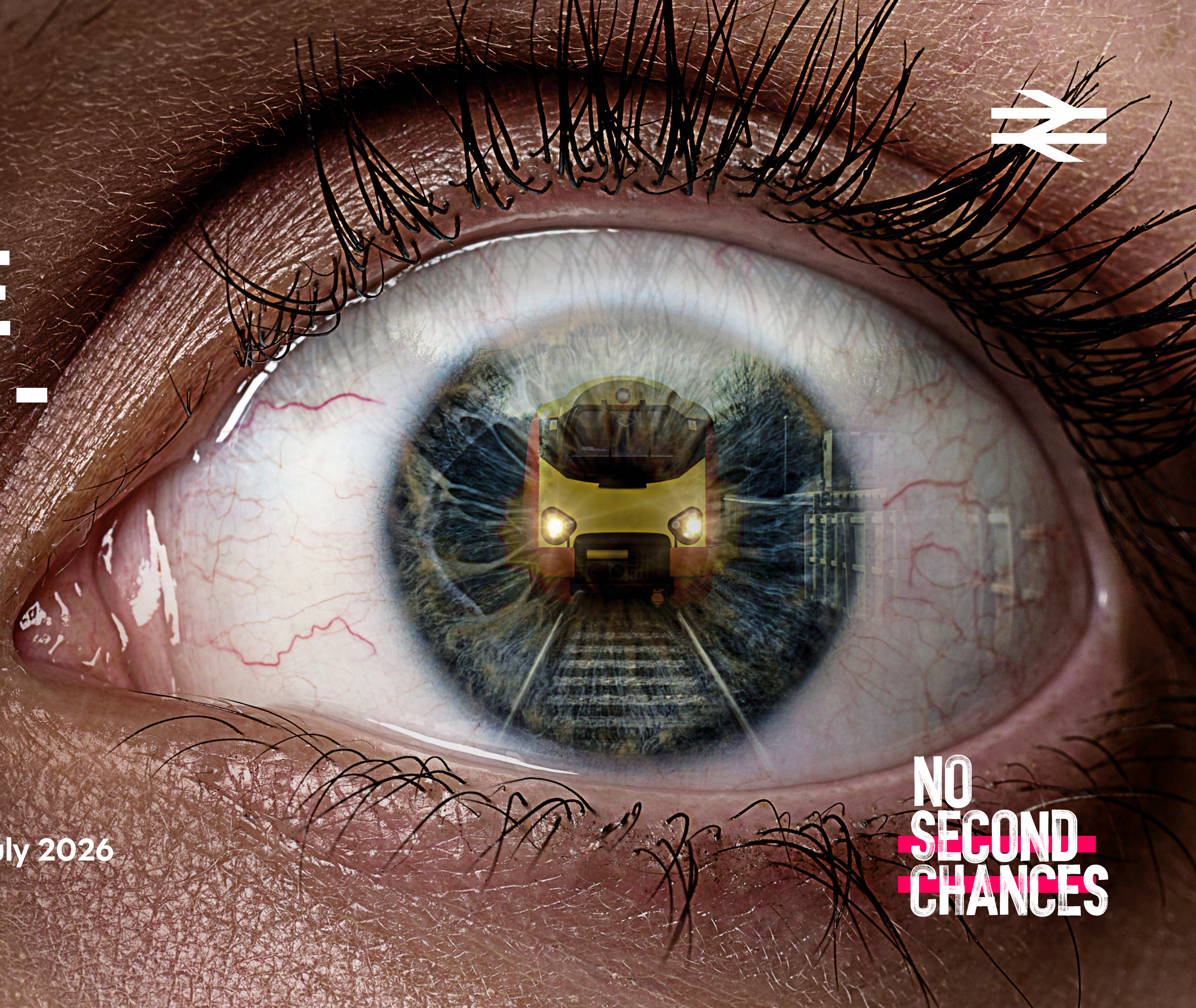


NEVER TAKE SHORTCUTS - TRESPASS SAFETY CAMPAIGN

Partner Communication Toolkit | July 2026

NO
SECOND
CHANCES



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CAMPAIGN BACKGROUND

Trespass on the railway remains a significant safety and performance issue, leading to serious injuries and fatalities, while also causing widespread disruption and delays across the network.

To help address this, Network Rail, in collaboration with partners across the rail industry, has launched a new safety campaign focused on reducing trespass.

The campaign tackles a common but often overlooked behaviour: people crossing the railway to save time. Rather than focusing on the legal consequences of trespassing, it explores the everyday motivations behind these decisions – whether it's taking a shortcut to work, meeting friends, or reaching a destination more quickly – and highlights how a split-second choice can have life-changing consequences.

At the heart of the campaign is the message: **"Never take shortcuts across the tracks."** It reminds people that what may seem like a harmless shortcut can expose them to hidden dangers, including high-voltage electrified rails and trains that are often faster and quieter than expected.

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.

This campaign aims to:

- **Increase awareness of the risks of railway trespass**
- **Challenge overconfidence and familiarity with the railway**
- **Interrupt impulsive decision-making**
- **Encourage safer alternatives to trespassing**

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

2.0

CAMPAIGN CHANNELS

The campaign will run from **27 July 2026**, using a mix of paid and owned channels to maximise reach and impact.

Campaign activity includes:

- **Paid social media** across key platforms, including TikTok
- **Owned outdoor placements** at stations and on platforms
- **Digital and partner-owned channels** to extend reach and reinforce messages
- **Route crime 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.

3.1	Film assets	Pg 6
3.2	Social media static assets	Pg 7
3.3	Station assets	Pg 8
3.4	Print assets	Pg 9
3.5	Digital assets	Pg 10
3.6	Welsh station assets	Pg 11
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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.



15s Train Film 16x9

[Download here](#)

15s Electricity Film 16x9

[Download here](#)



15s Train Film 9x16

[Download here](#)

15s Electricity Film 9x16

[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:**

- **For electrified rail assets:**
Some rails carry high-voltage
electricity powerful enough to cause
catastrophic injuries, horrific burns
or worse.
- **For train asset:**
Trains are faster and quieter than you
think. One wrong step can mean life-
changing injuries or worse.



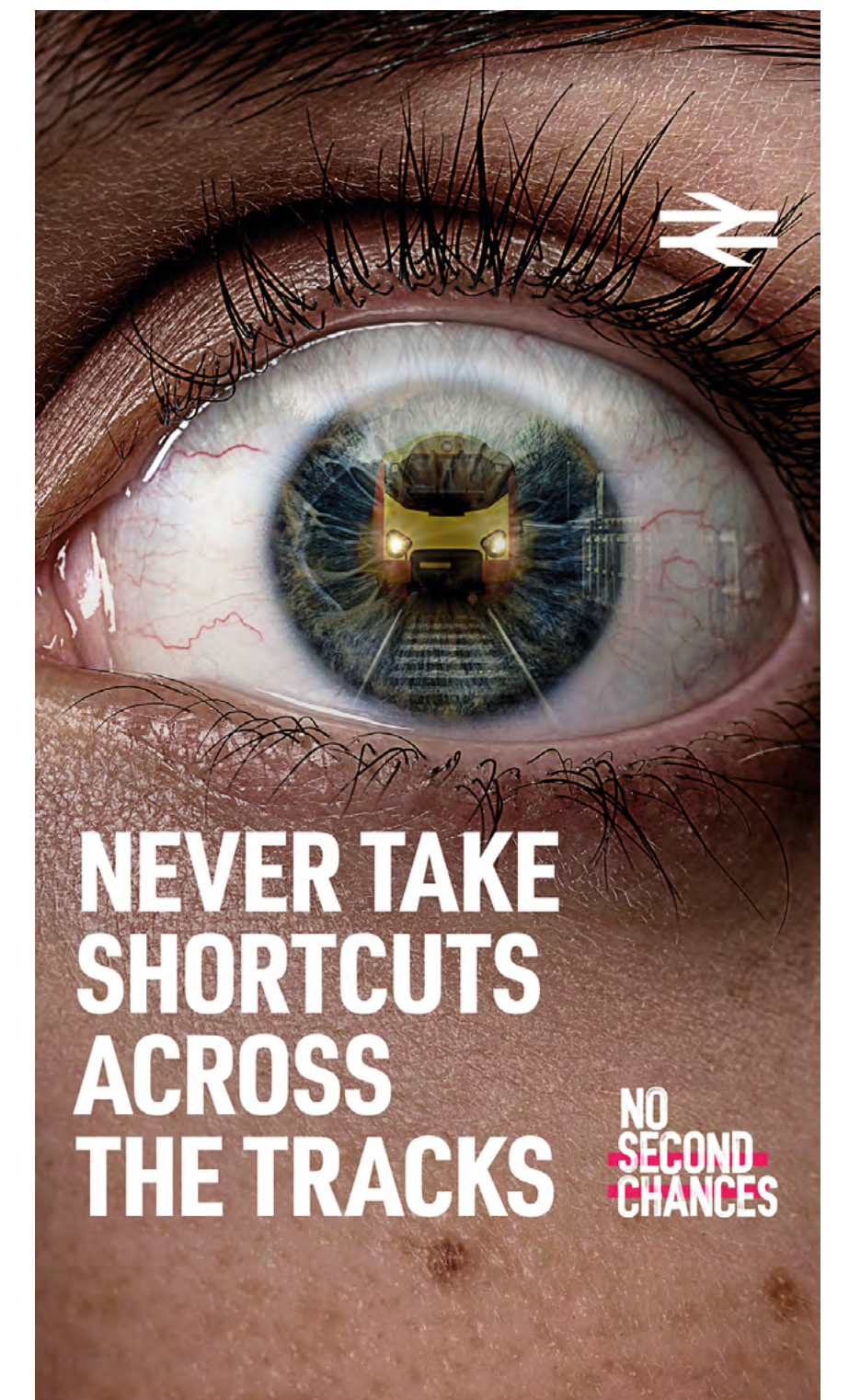
X and IG In-Feed Graphic (1x1)

[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](#)



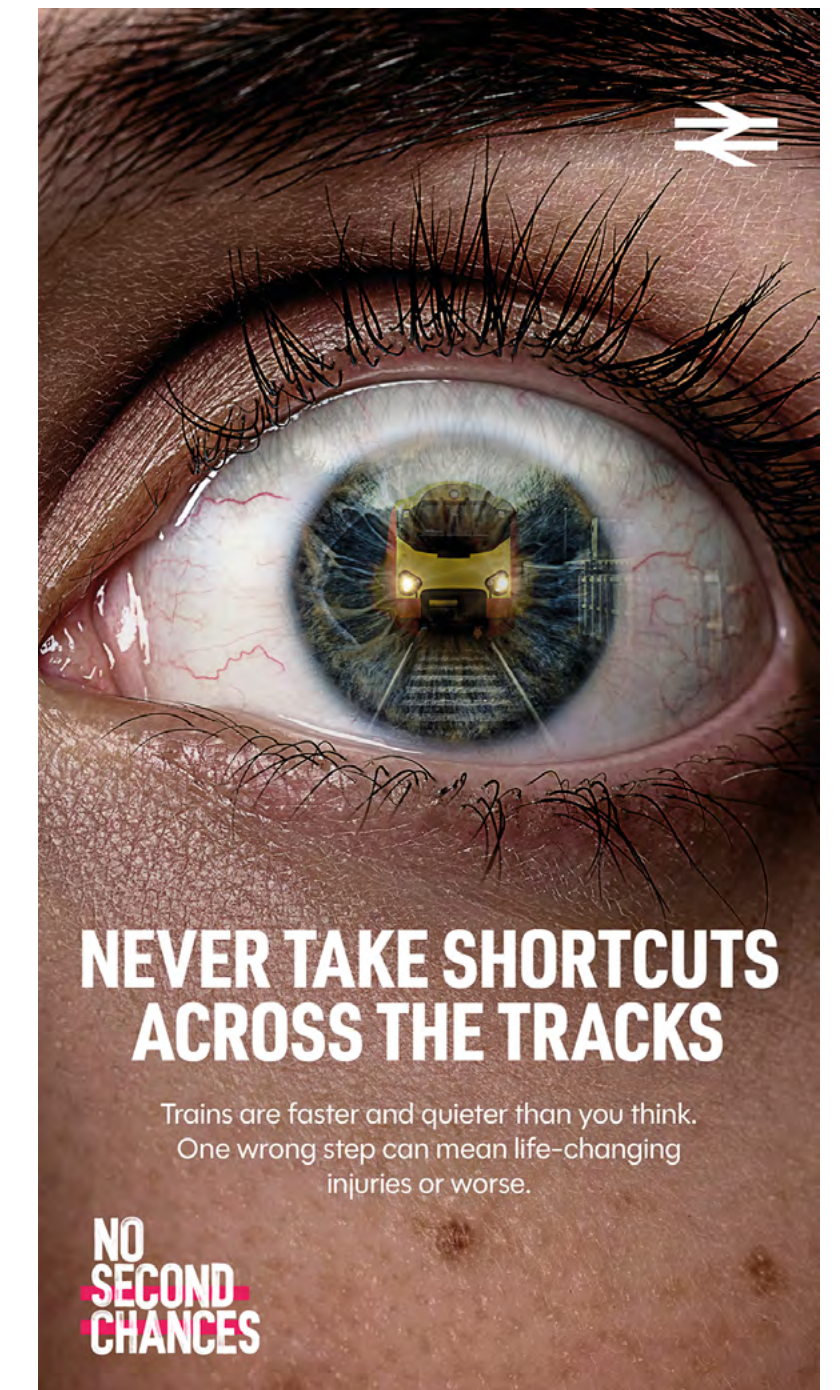
Transvision and 48 Sheet

[Download here](#)



Portrait OIS Screen

[Download here](#)



Portrait D6 Screen

[Download here](#)

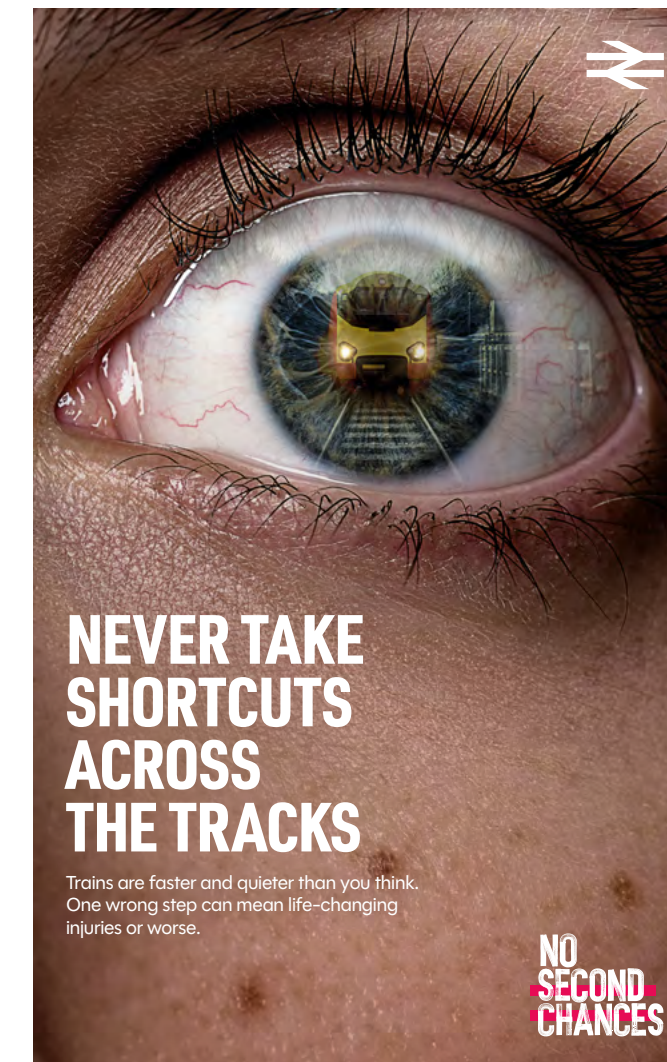
3.4

PRINT ASSETS

To support the campaign,
you can:

Print and display posters at stations,
on platforms, and in internal
common areas.

Use pull-up banners at internal or
external events where appropriate,
and distribute leaflets during
community outreach events in
your local area.



Pull-up Banner

[Download print version here](#)

[Download web version here](#)

Double Royal Posters

[Download print version here](#)

[Download web version here](#)

Portrait A1 Posters

[Download print version here](#)

[Download web version here](#)

Portrait A2 Posters

[Download print version here](#)

[Download web version here](#)

Portrait A3 Posters

[Download print version here](#)

[Download web version here](#)

Portrait A4 Posters

[Download print version here](#)

[Download web version here](#)

A5 Leaflet

[Download print version here](#)

[Download web version here](#)

3.5

DIGITAL ASSETS

To support the campaign, you can:

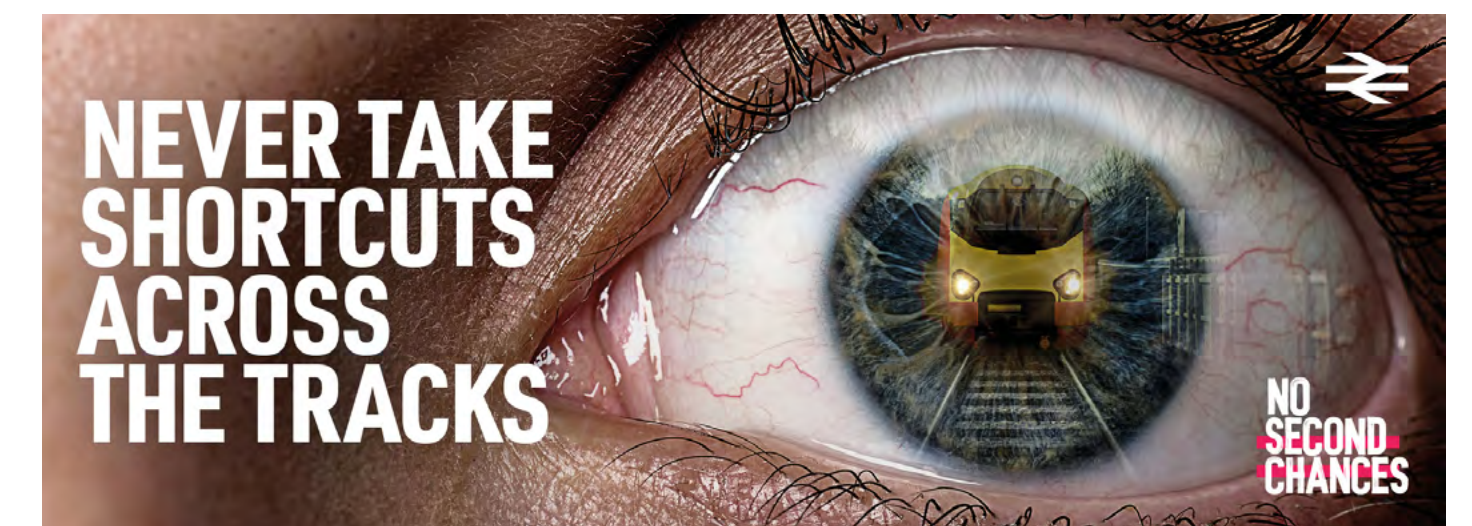
Use the digital banners on your website, blogs, emails or other digital channels.



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



Web Carousel Images (1900x700) | [Download here](#)



Email Signature Images (600x150) | [Download here](#)



3.6

WELSH STATION ASSETS

To support the campaign, you can:

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



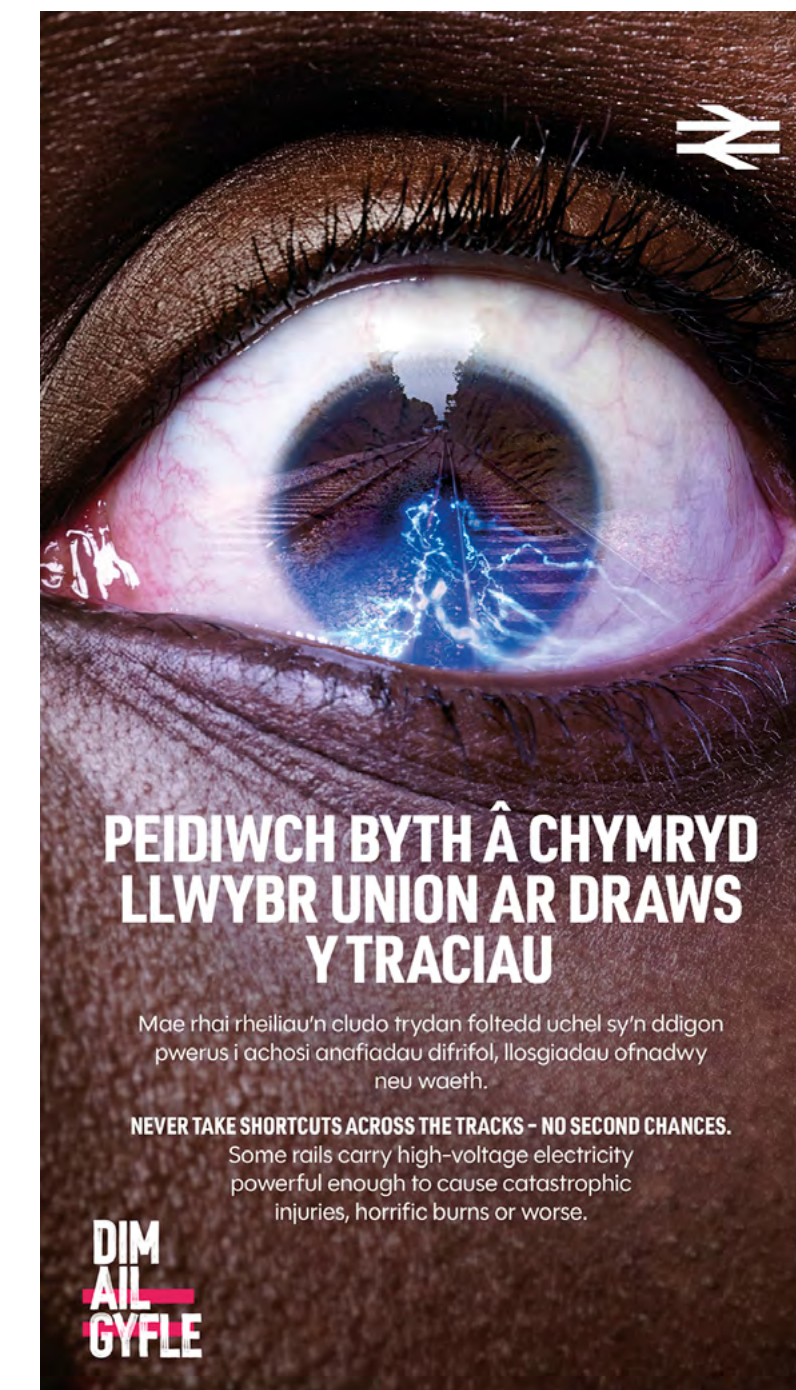
Landscape OIS Screen

[Download here](#)



Transvision and 48 Sheet

[Download here](#)



Portrait OIS Screen

[Download here](#)



Portrait D6 Screen

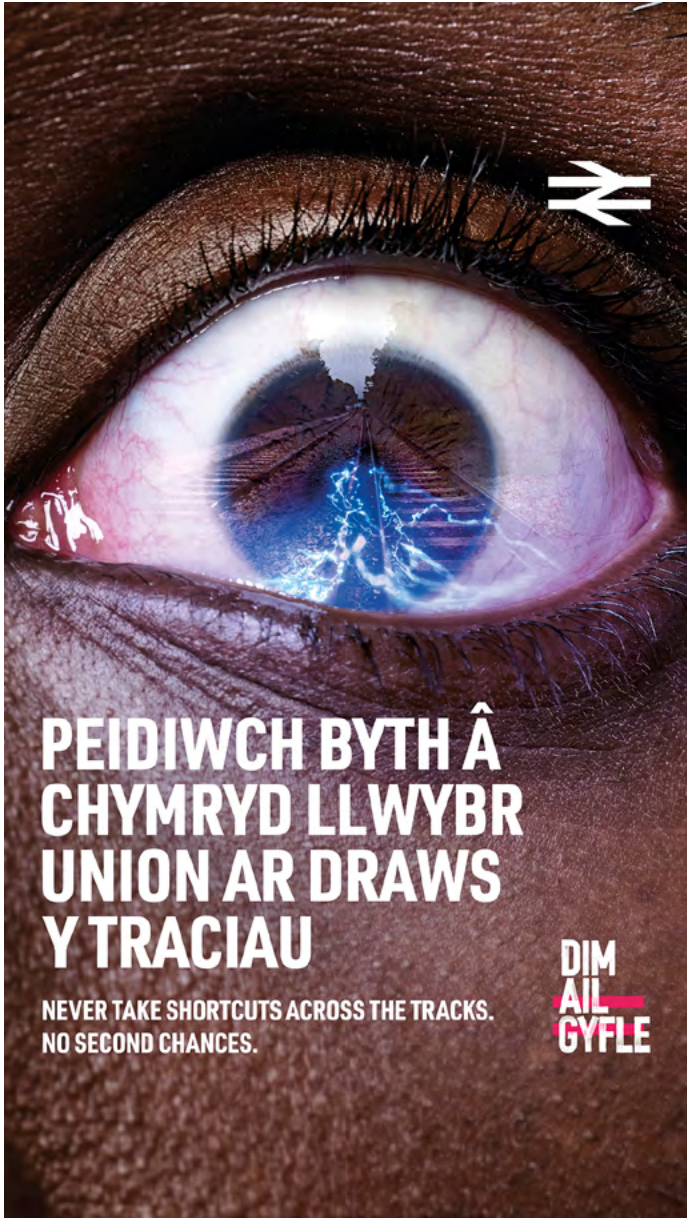
[Download here](#)

3.7

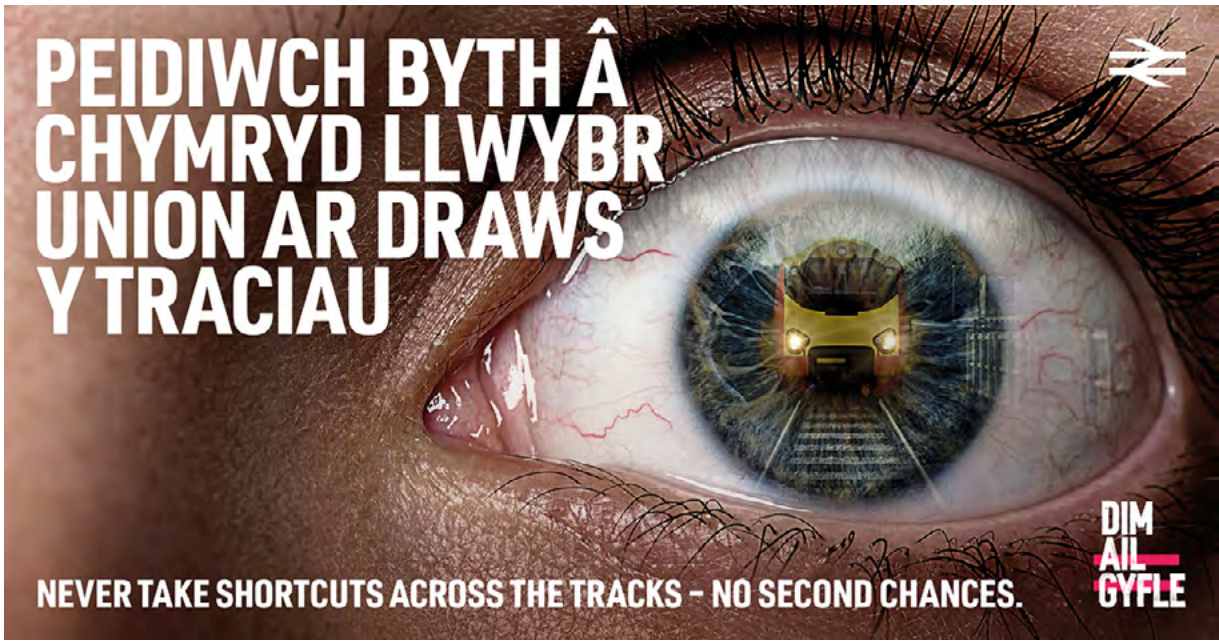
WELSH SOCIAL ASSETS

To support the campaign, you can:

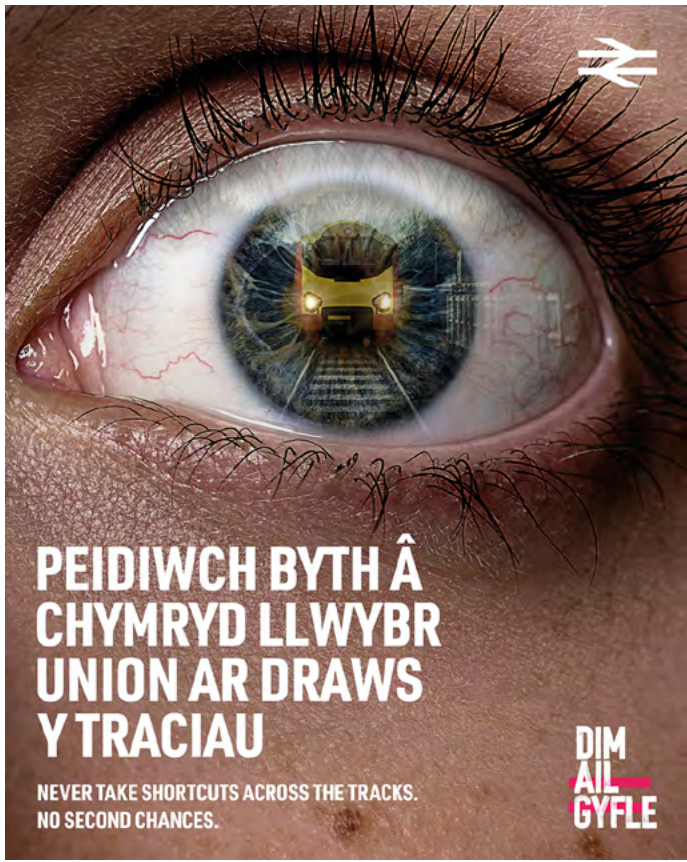
Download the images and videos and share them on your social media and digital channels.



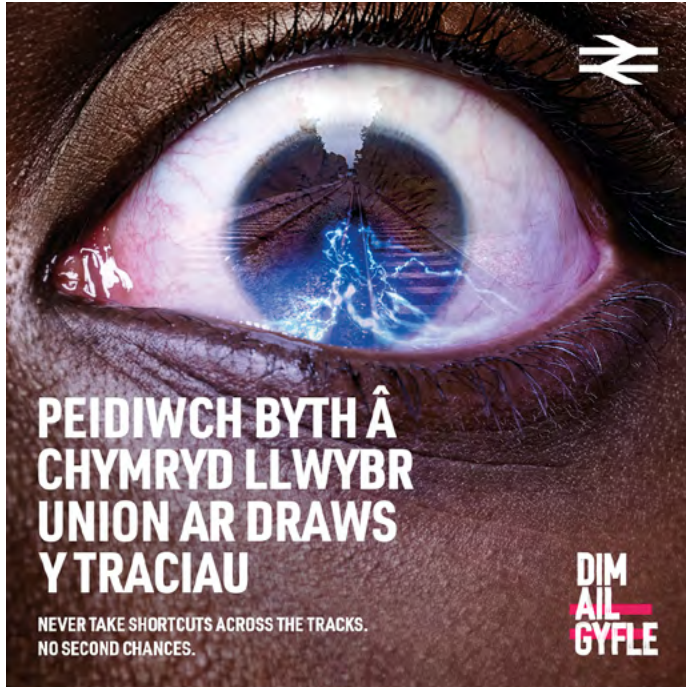
IG & FB
Stories and Reels (9x16)
[Download here](#)



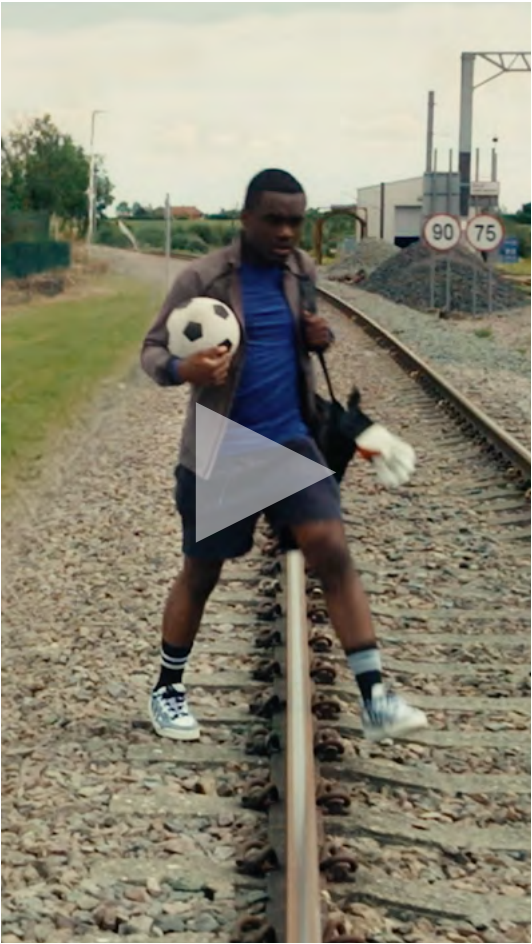
LinkedIn Post
[Download here](#)



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



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



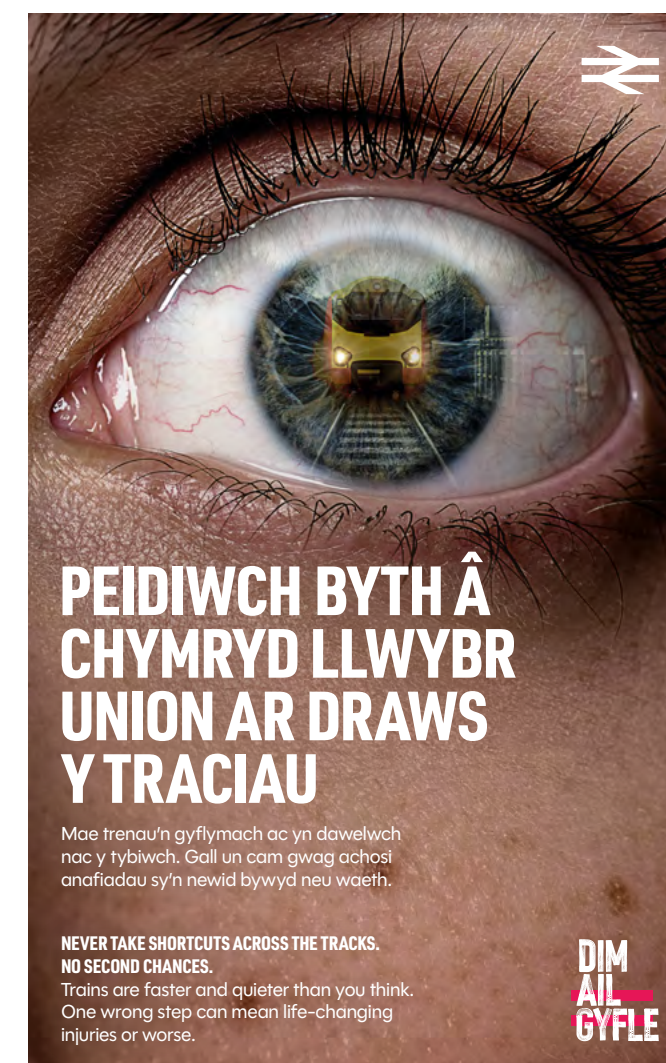
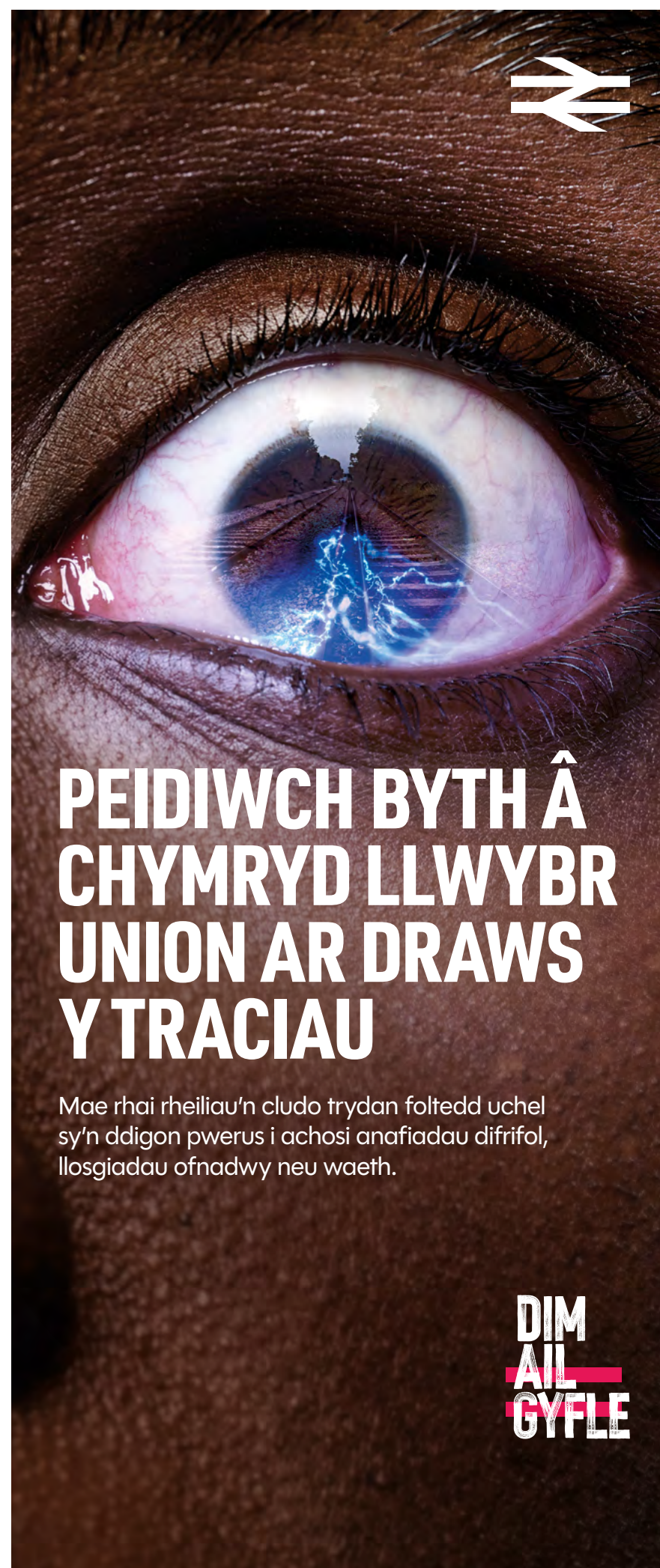
15s Films 9x16
[Download here](#)
15s Films 16x9
[Download here](#)

WELSH PRINT ASSETS

To support the campaign, you can:

Print and display posters at stations and on platforms.

Use pull-up banners and the email signature in internal and external communications where appropriate. Distribute leaflets during community outreach events in your local area.



Pull-up Banner
[Download here](#)

Double Royal Posters
[Download print version here](#)
[Download web version here](#)

A5 Leaflet
[Download print version here](#)
[Download web version here](#)

Email Signature (600x150)
[Download here](#)

THANK YOU FOR SUPPORTING THE CAMPAIGN

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



**NO
SECOND
CHANCES**