



CRIME WITH CONSEQUENCES TRESPASS CAMPAIGN

Partner Communication Toolkit | September 2026

NO
SECOND
CHANCES

POLICE STATION

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CAMPAIGN BACKGROUND

Trespass on the railway is a growing issue affecting passengers, communities and the wider rail network. This illegal behaviour is not just a safety concern. It causes disruption, delays and significant costs across Britain's railway.

To help address this challenge, Network Rail, the British Transport Police (BTP) and rail industry partners have launched **Crime with Consequences**. The campaign represents a shift in how the industry tackles deliberate trespass, focusing on raising awareness that entering the railway illegally is both dangerous and a criminal offence.

The campaign responds to a common perception that trespass is a low-risk activity with few consequences. Many offenders believe they are unlikely to be caught or prosecuted, helping to normalise illegal behaviour and drive repeat offending. The campaign targets 16 to 34-year-olds in trespass hotspots, particularly thrill-seekers and socially influenced risk-takers, to challenge attitudes towards trespass and highlight its consequences.

At the heart of the campaign is the message:
End of the line. Trespassing is a crime.

By highlighting real enforcement activity and prosecution outcomes, the campaign reinforces that trespass is a crime, and crime has consequences. Those who choose to enter the railway illegally risk being caught, prosecuted, receiving a fine and gaining a criminal record that could have lasting consequences for their future.

This campaign aims to:

- **Raise awareness that trespass is a crime**
- **Challenge perceptions that offenders won't be caught**
- **Promote enforcement and prosecution activity**
- **Support a consistent industry-wide deterrence approach**

CAMPAIGN IMPLEMENTATION

The campaign is designed to complement the wider rail industry **No Second Chances** safety programme. While **Crime with Consequences** focuses on enforcement, prosecution and accountability, its branding and messaging align with existing industry safety communications to ensure a consistent and recognisable approach across the network.

Campaign activity includes:

- **Paid social media** across key platforms
- **Outdoor advertising** at stations and on platforms
- **Digital and partner-owned channels** to extend reach and reinforce messages
- **Community engagement** through route crime and community safety teams

All campaign assets have been brought together in this partner toolkit to support a coordinated industry-wide response, making it easy for partners to share materials consistently and amplify impact across local and national channels.

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



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:**

Across the railway, drones, sensors,
and smart CCTV are helping us identify
and catch trespassers faster than ever.

Step onto the tracks and you could face
a fine, arrest, or even a criminal record.



X and IG In-Feed Graphic (1x1)

[Download here](#)



FB Graphic (4x5)

[Download here](#)



LinkedIn post

[Download here](#)



IG & FB Stories and Reels (9x16)

[Download here](#)

OUTDOOR AND STATION ASSETS

To support the campaign, you can:

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



Landscape OIS screens

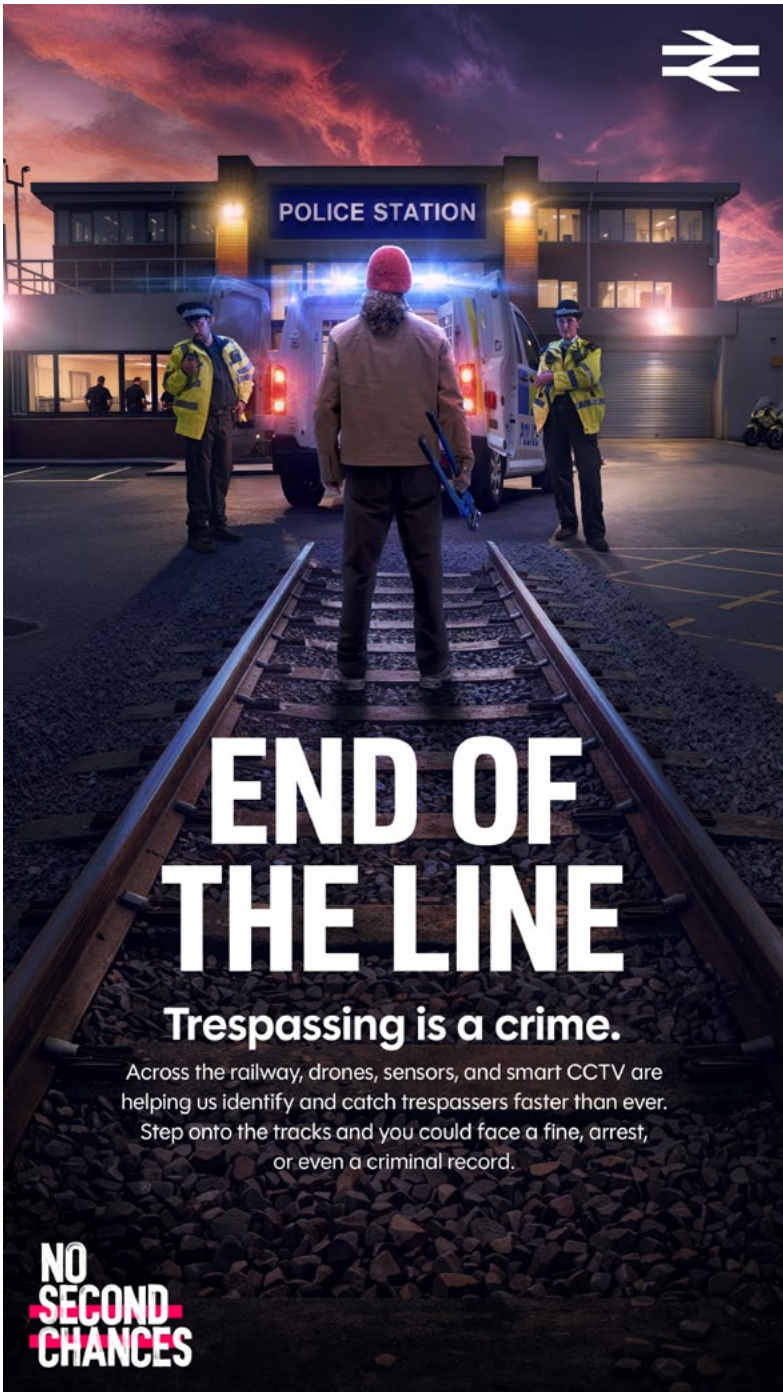
[Download here](#)



Transvision and 48 sheet

[Download Court here](#)

[Download Police here](#)



Portrait OIS screens

[Download here](#)



Portrait D6 screen

[Download Court here](#)

[Download Police here](#)

DIGITAL ASSETS

To support the campaign, you can:

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



Webpage image (1200x675)

[Download Court here](#)



Webpage image (1200x675)

[Download Police here](#)



Email signatures (600x250)

[Download here](#)



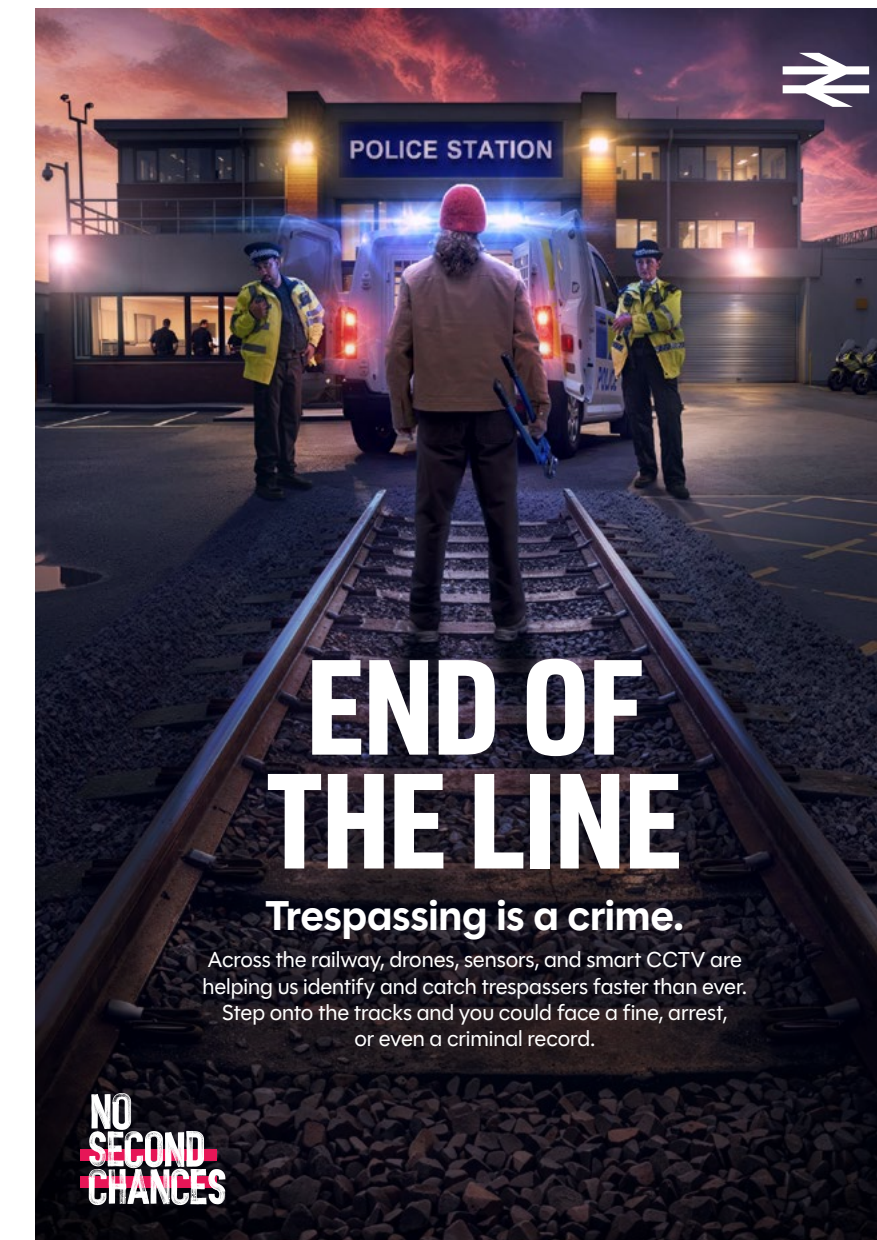
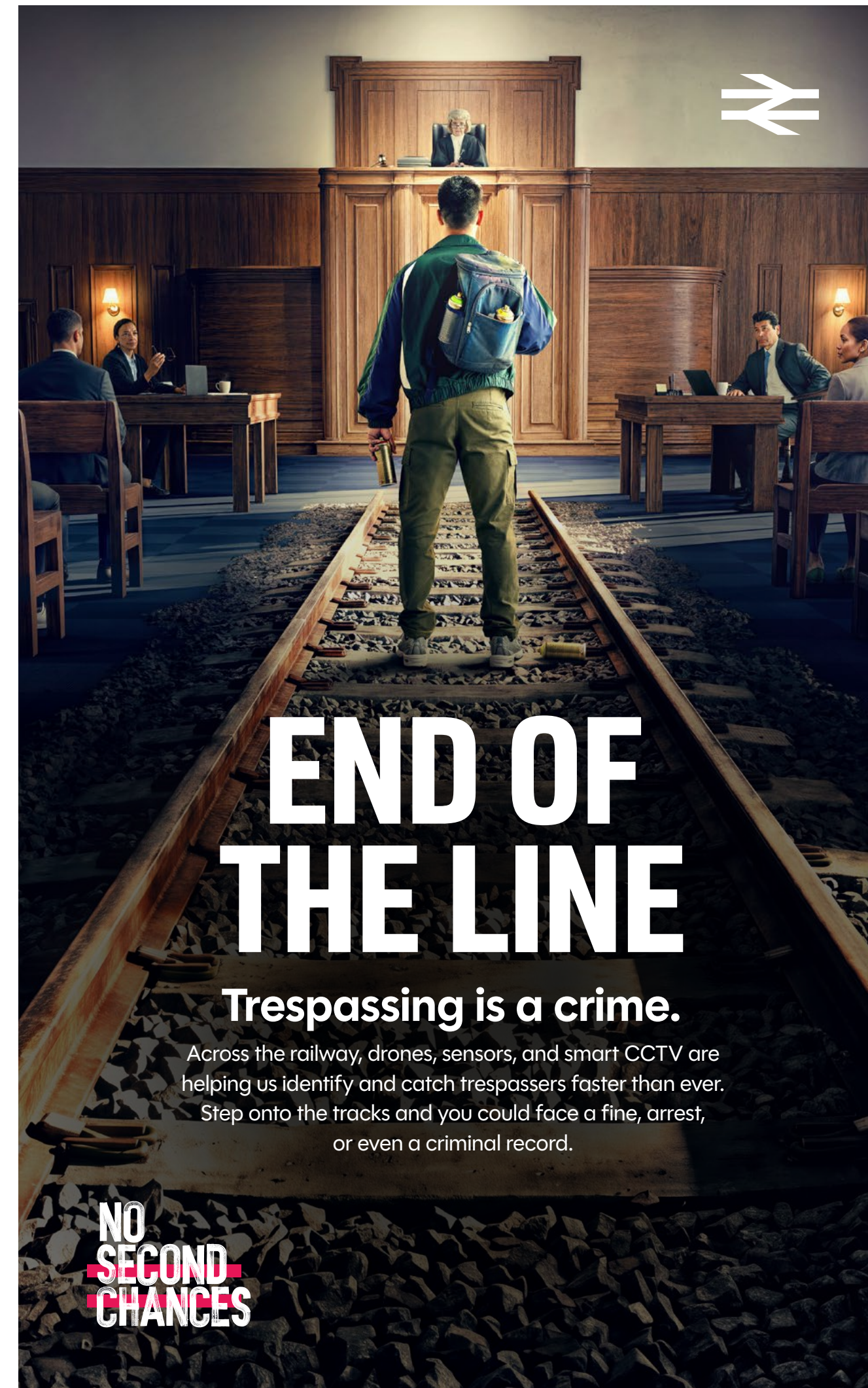
Email signatures (600x250)

[Download here](#)

PRINT ASSETS

To support the campaign,
you can:

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



Double Royal Posters

[Download print version here](#)

[Download web version here](#)

Portrait A1 Posters

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Portrait A2 Posters

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Portrait A3 Posters

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Portrait A4 Posters

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THANK YOU
FOR SUPPORTING
THE CAMPAIGN

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

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