



BRITISH  
TRANSPORT  
POLICE



# Railway Guardian Campaign Toolkit

## Stakeholder

# What is Railway Guardian?

The Railway Guardian app is an innovative new two-way communication platform between British Transport Police and rail users, designed to encourage reporting of concerns and crimes on the rail network through a more precise format.

Downloading Railway Guardian is a pre-emptive step for rail users to take prior to travel 'just in case' they or a fellow passenger need **British Transport Police's support**.



Download  
Railway  
Guardian  
Safest Together

# Overview



Double royal poster



Ticket wallet



Contact card



Social assets



Pull-up banner



## Small actions make a **BIG** **DIFFERENCE**

Have help at hand when you travel. Report any  
concerns or crime on the **Railway Guardian app**.



Download  
Railway  
Guardian  
Safest Together



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Powered by  
**imabi**



Download  
Railway  
Guardian  
Safest Together

Digital 6-sheet (D6) - portrait option (1080 x 1920 pxls)

## Ticket barriers



# Background

We first launched the **Railway Guardian app** in July 2022, through our **#SpeakUpInterrupt** campaign, which is part of our ongoing commitment to tackling violence against women and girls on the rail network. Not only does the app encourage reporting of unwanted sexual behaviour, but it also includes content aimed at encouraging positive behavioural change by providing advice on what is acceptable.

This app reassures the travelling public that tackling unwanted sexual behaviour is a British Transport Police priority, and reiterates that reports will be taken seriously by our officers.

“  
Are you  
OK?  
”

IF YOU SEE SOMEONE BEING HARASSED,  
BUT CAN'T HELP IN THE MOMENT, CHECK IN WITH THEM  
AND SEE IF THEY NEED ANY SUPPORT.

#SpeakUpInterrupt

“  
Don't mind me  
I'm just looking  
at the map...  
”

IF YOU SEE SOMEONE BEING HARASSED,  
YOUR PRESENCE IS YOUR GREATEST SUPERPOWER.

#SpeakUpInterrupt

“

Would you  
like my seat?

”

IF YOU SEE SOMEONE BEING HARASSED,  
YOU CAN HELP BY GIVING THEM  
A WAY OUT OF THE SITUATION.

Download the Railway Guardian app  
to learn more



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# Benefits



Having the app gives rail users confidence when travelling, **knowing that if needed they have help at hand on their device.**

It makes reporting easier as a template text format is available for them to ensure they include all important details in their initial report and asking them if they have photo evidence so we can send them an upload link. Users are also better informed about how they can

create a safer environment for their fellow travellers by setting out examples of unacceptable behaviours and how they can be tackled.

Communication in the app works both ways, with the reporting function providing the force with more detailed intelligence at a first point of contact. The app's geo-location feature allows app users to share their journeys with trusted contacts. It also has pre-filled messaging to send to trusted contacts should the user need assistance.

# Your support

## Our message

**“The travelling public’s small actions can make a big difference to our interventions and intelligence. As guardians of the railway, let people know help is at hand if they need it by downloading the Railway Guardian app.”**

**The creation of this app is underpinned by British Transport Police’s conviction that everyone has the right to be safe on the rail network.**

**BTP employees need to be aware of the app uses and understand how to use it when sharing it with our public audience. Take some time to familiarise yourself with the app and particularly with sharing the app via the QR code as detailed.**

## Call to action:

**“Download Railway Guardian. Safest Together.”**

# Promoting the app In partnership

We've created a template that allows any of our TOC and Rail Industry partners to work together on co-branded communications to demonstrate our joint commitment to safety.

Please email [campaigns@btp.police.uk](mailto:campaigns@btp.police.uk) if you would like a co-branded version created.



# Promoting the app Posters

In our public-facing materials, we've used the copy line  
**Download Railway Guardian. Safest Together.**

This is available in **A4, A3, A1, Double Royal Posters**,  
or as a **Digital 6-Sheet (D6)**.



# Artwork links

English

[DOWNLOAD A4 POSTER](#)

[DOWNLOAD A3 POSTER](#)

[DOWNLOAD A1 POSTER](#)

[DOWNLOAD DOUBLE ROYAL POSTER](#)

[DOWNLOAD DIGITAL 6 SHEET \(D6\) - PORTRAIT \(1080 x 1920 pxls\)](#)

[DOWNLOAD DIGITAL 6 SHEET \(D6\) - LANDSCAPE \(1920 x 1080 pxls\)](#)

Welsh

[DOWNLOAD WELSH A4 POSTER](#)

[DOWNLOAD WELSH DOUBLE ROYAL POSTER](#)

[DOWNLOAD WELSH A3 POSTER](#)

[DOWNLOAD WELSH DIGITAL 6 SHEET \(D6\) - PORTRAIT](#)

[DOWNLOAD WELSH A1 POSTER](#)

[DOWNLOAD WELSH DIGITAL 6 SHEET \(D6\) - LANDSCAPE](#)



# Promoting the app

## Pull-up banner

Actively promote the campaign with a pull-up banner.

## Artwork links

[English](#)

[DOWNLOAD PULL-UP BANNER](#)

[Welsh](#)

[DOWNLOAD WELSH PULL-UP BANNER](#)





## Promoting the app Oyster / ticket holder

Keep Railway Guardian front of mind for those travelling via the rail network with Oyster cards or season tickets with a dedicated holder.

You can engage with passengers by handing them out in the community.

## Artwork links

[English](#)

[DOWNLOAD TICKET WALLET](#)

[Welsh](#)

[DOWNLOAD WELSH TICKET WALLET](#)



# Promoting the app

## Contact card

A pocket-sized card designed for people to keep in their travel wallet. The card encourages commuters to download the Railway Guardian app and to become part of the community keeping the rail network safest together by reporting any crimes or concerns.

## Artwork links

[English](#)

[DOWNLOAD CONTACT CARD](#)

[Welsh and Bilingual](#)

[DOWNLOAD WELSH / BILINGUAL CONTACT CARD](#)

# Promoting the app

## Train wrap

Throw your weight behind the campaign and really make an impact on your line(s) with a campaign train wrap.

Wrapping a train in the campaign imagery and message will help you send a clear message that you're working proactively with BTP to keep everyone on the network safe.

**It also amplifies BTP presence on the trains themselves.**

If you are interested in using the train wrap, please email: [campaigns@btp.police.uk](mailto:campaigns@btp.police.uk)



# Online assets

## Social

Your social media channels are a fantastic way to amplify the initiative and ensure we are reaching as many people as possible.

A selection of social media assets are available for you to download. Please feel free to use these to promote the key messages on your channels.

Please use the hashtag **#SafestTogether** in your post copy, with any social media activity relating to the campaign.

### Resources include:

- Facebook posts
- Instagram posts
- Instagram stories
- Twitter posts
- TikTok video
- Template social media copy

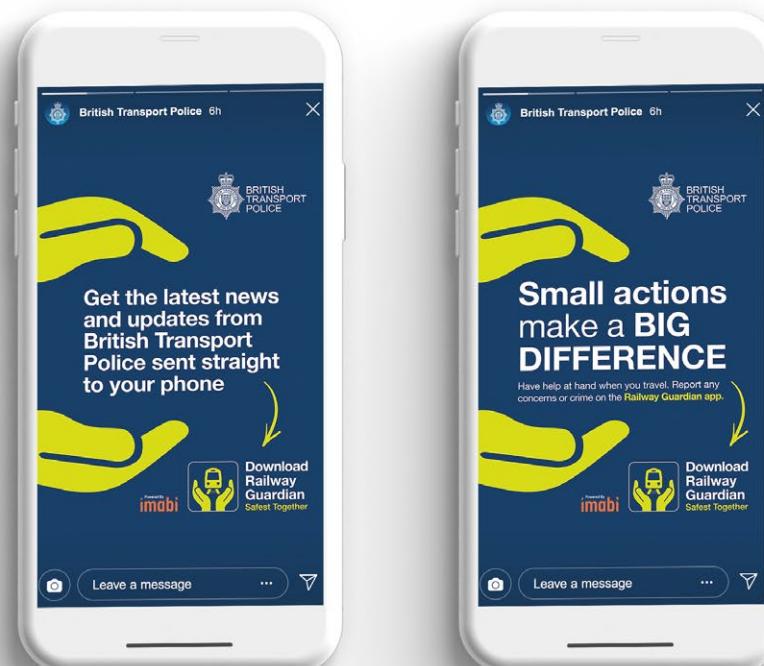
# Artwork links

English

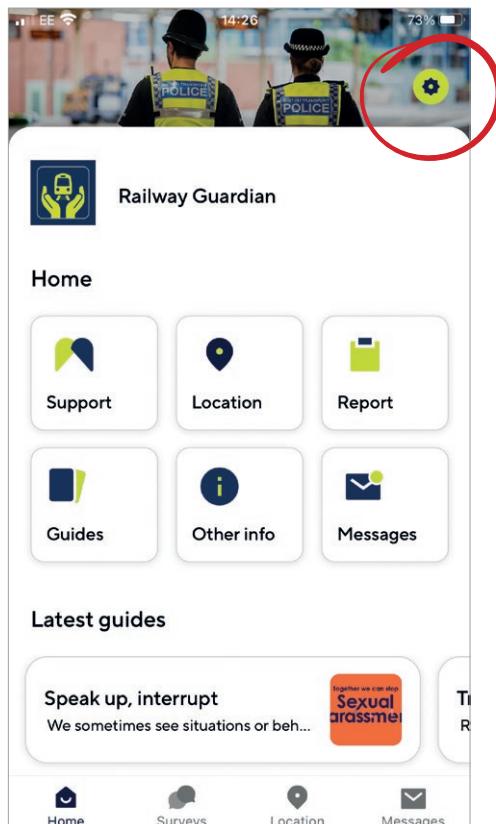
[DOWNLOAD SOCIAL MEDIA ASSETS](#)

Welsh

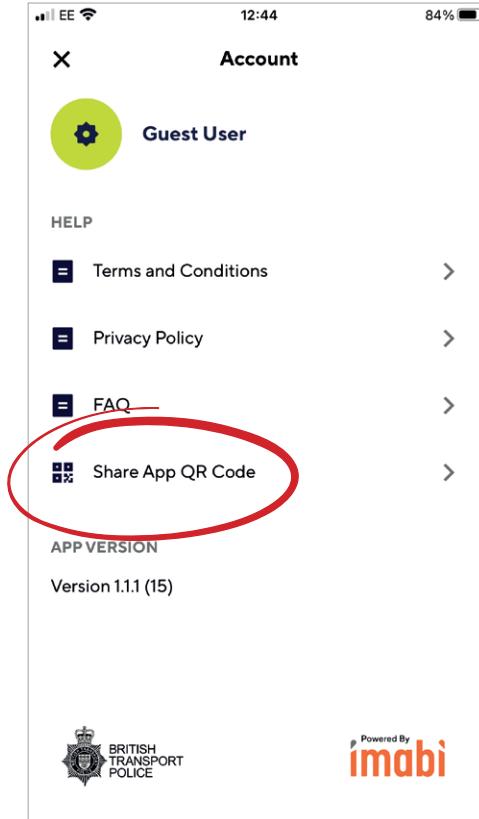
[DOWNLOAD WELSH SOCIAL MEDIA ASSETS](#)



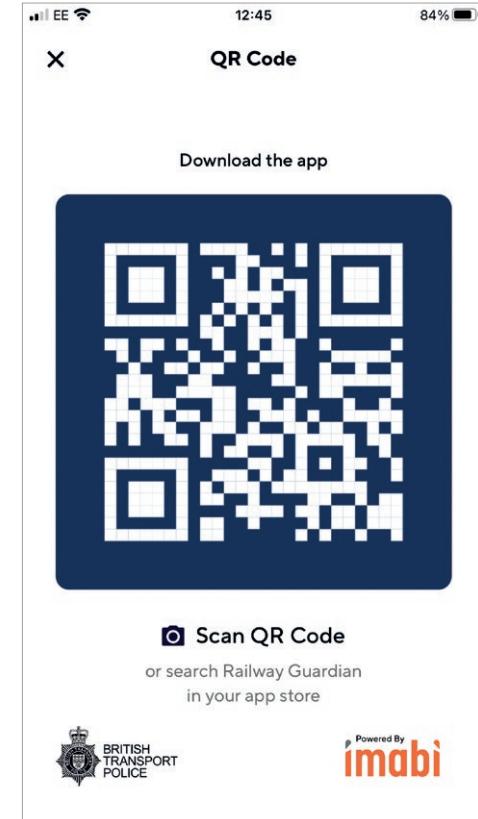
# In app QR code



**1** In the top right-hand corner of the app you **click the settings button.**



**2** At the bottom of the help list is an option to share the app QR code. **Click this to open the code.**



**3** Scan the QR code on the desired device to **download it.**

# Download the QR code

<https://onelink.to/muk9u2>



[DOWNLOAD PNG \(SMALL\) FORMAT](#)

[DOWNLOAD PNG \(LARGE\) FORMAT](#)

[DOWNLOAD SVG FORMAT](#)

# Questions or material requests?

Please contact [campaigns@btp.police.uk](mailto:campaigns@btp.police.uk)



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