

# Being a Good Neighbour

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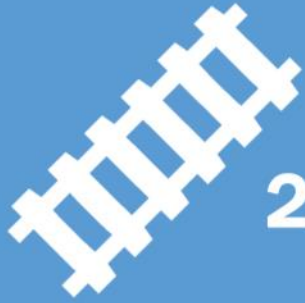








# Network Rail Runs

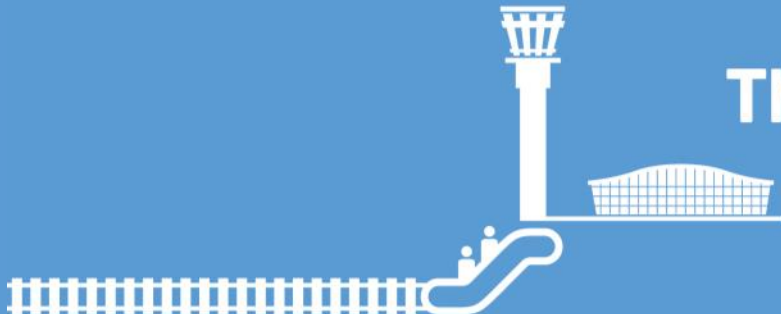


**20,000 miles of track**

**1000s of signals,  
level crossings and stations**



**40,000 bridges,  
tunnels and viaducts**



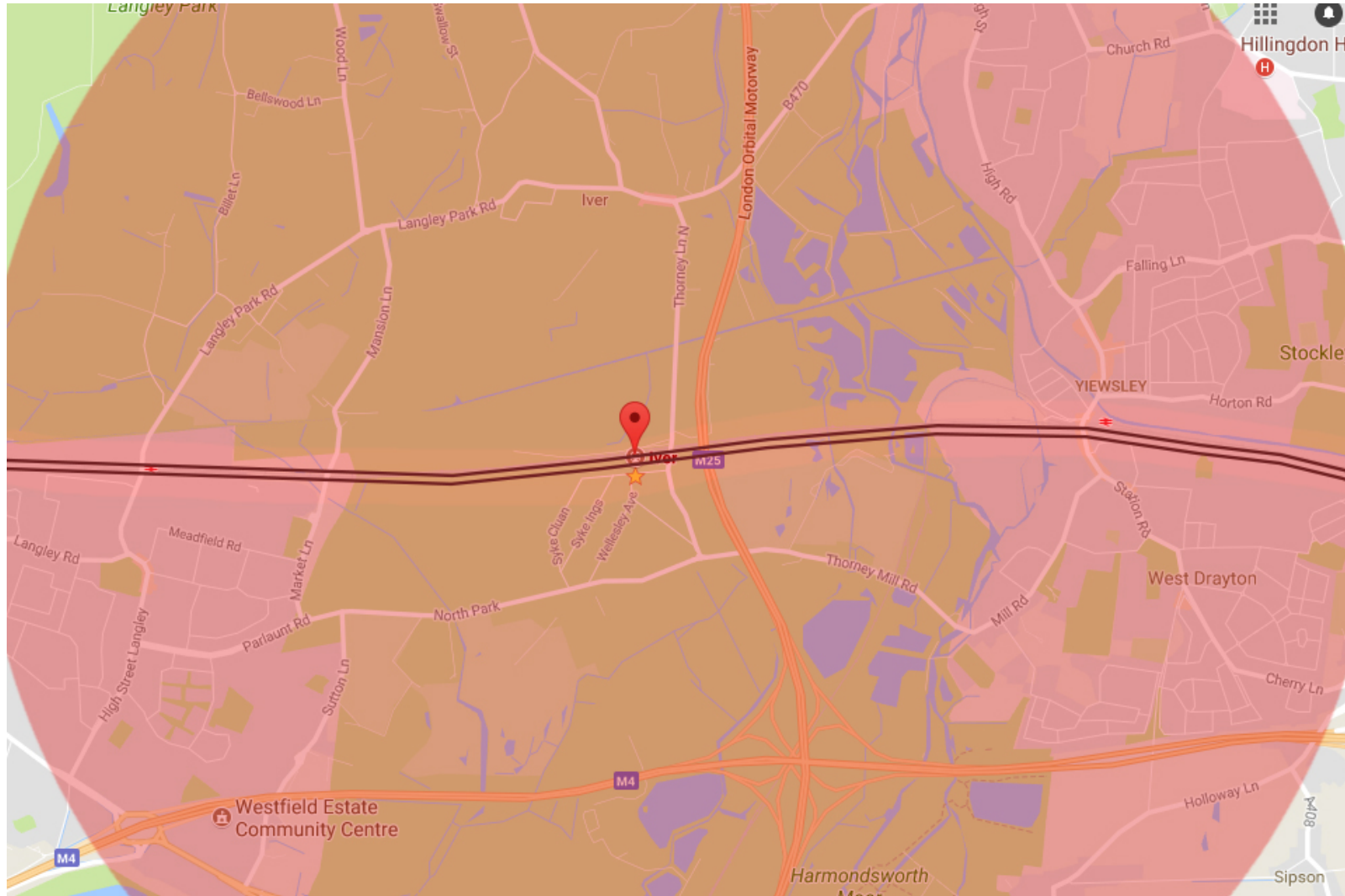
**The 18 largest stations**

**Over 15,000,000 communications to the  
general public a year**

**330,000 contact to call centre**

**45,000 active cases**

**2000 individual correspondence to CEO**





# What we used to do



Broadcasting information  
Outdated  
Un-neighbourly

# As a party guest we would be..

# &



- Uninvited
- Boorish
- Loud
- Unknown
- Not from the area
- Abrasive

## What we need to do



Engage  
Modern  
Neighbourly

=



*Working for you*



# Our Challenge

Build Trust

Say things the right way

Say the right things

Be better neighbours

Show we care

Be human

**Change Perceptions**



Focus on the **human** aspect of life by the railway. Highlighting the depth of the **relationship** we're building with local communities, how important they are to us and celebrating **life** next to the railway.



Hero Everyday life



Humanise workers  
(Worker Training)



Place NR within their daily lives



Night work



Celebrate connections  
(Worker Training)



Commitment  
(Internal Volunteering)



Working in community  
(Pre-Notification)



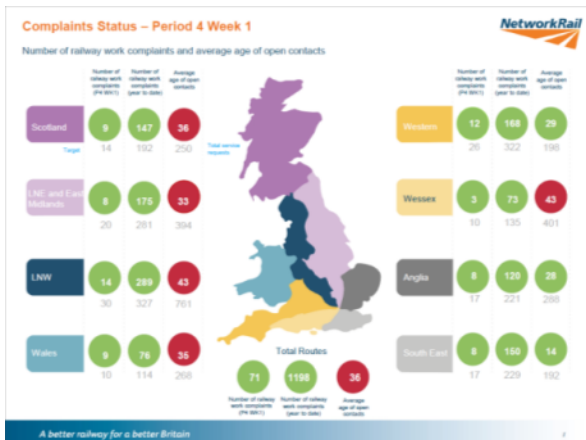
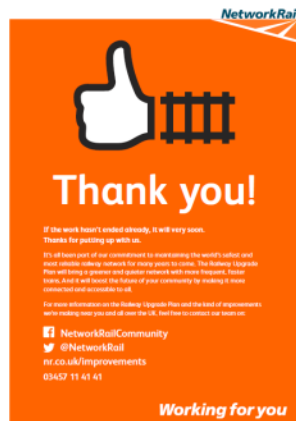
Show communication  
(Community Webpage)



Proving investment

*Working for you*







*Working for you*