

# Have a safe

**T R I P**

**National Highways Seasonal Campaign**

Summer 2026  
Partner Toolkit



# Campaign background

**National Highways is responsible for operating, maintaining and improving 4,500 miles of England's motorways and major A-roads. We link towns, cities, ports and airports, and get people where they need to be.**

Our T.R.I.P. campaign aims to reduce the number of breakdowns, saving costs, time, and keeping the Strategic Road Network moving.

It also aims to make journeys safer. While our roads are some of the safest in the world, our ambition remains that no-one should be harmed while travelling or working on our network.

To support this vision our long-term T.R.I.P. campaign encourages drivers to prepare properly for long or significant journeys.

# Objective and audience

## Objective

The overall campaign goal is to motivate drivers to conduct their T.R.I.P. checks before long journeys. It encourages road users to prepare properly, factoring in rest stops and planning for the weather.

By doing this, it aims to help drivers keep themselves and their passengers as safe as possible.

The summer campaign wave intends to increase the number of driver who say they start long journeys feeling well rested.

## Audience

The campaign aims to reach all road users, but with a focus on families and young drivers.



# Summer campaign wave

**During the summer months, thousands of drivers make long journeys outside their usual routine, whether travelling to airports, heading on holiday or setting off on family road trips.**

This increase in seasonal travel aligns with a higher prevalence of fatal and serious injury collisions where driver fatigue was identified as a contributory factor. In 2024, 20% of these fatigue related collisions occurred in July and August, while 41% occurred between May and August. Worryingly, in July and August, 67% happened between 7pm and 7am – the same hours that 60% of drivers who plan to travel outside their normal routine, will be on the roads this summer.

Despite the risks, only 55% of drivers ensure they are well rested before long journeys, and just 42% plan rest stops before leaving.

# Approach for this campaign wave

Our summer T.R.I.P. campaign wave focuses on the importance of being well rested before and during long journeys. As the school holidays begin, we are highlighting less familiar trips, such as overnight airport runs and long drives to holiday destinations, encouraging drivers to prioritise rest before fatigue sets in.

We are also providing guidance for drivers towing caravans, outlining the additional checks required before travel.

**The campaign wave launches across earned, shared and owned channels on 10 July 2026, with paid channels launching mid August (date TBC).**

For more information on how to prepare, read our guidance [here](#).



# Key insights

## 1. There is a higher prevalence of fatal and serious injury collisions where driver fatigue was identified as a contributory factor during the summer:

- In 2024, 20% occurred in July and August, while 41% took place between May and August
- In July and August 2024, two thirds (67%) of these happened between 7pm and 7am

## 2. More than half of UK road users (drivers and passengers) will be making long journeys outside of the normal routine this summer:

- 63% are planning a long journey (2+ hours) this summer which isn't part of their usual routine

## 3. The majority of these individuals will be traveling overnight:

- 60% of those who are taking a long journey outside of their normal routine this summer will be driving at night (7pm-7am)

## 4. Rest is not a priority for all drivers when planning a long journey

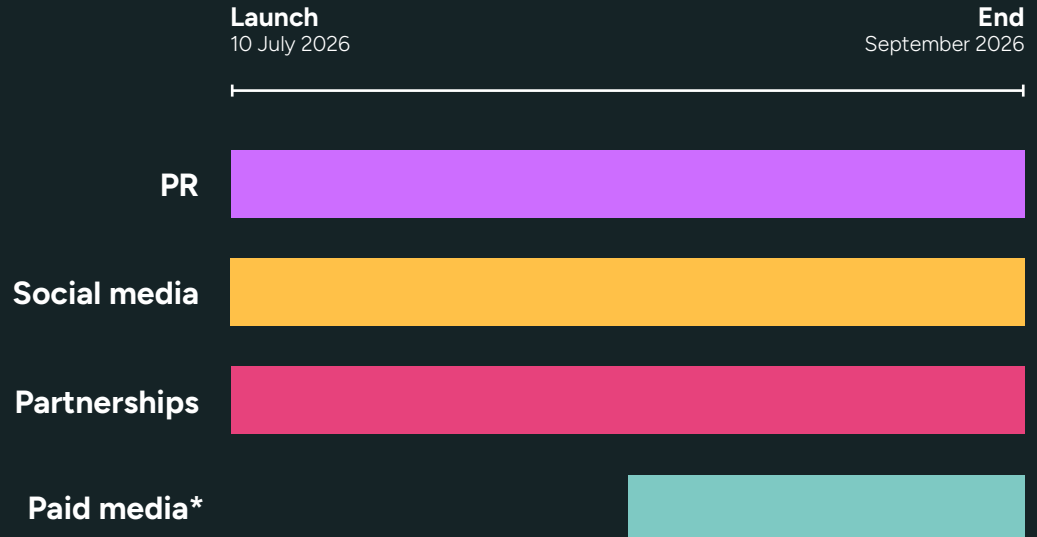
- Only 42% of UK driving licence holders plan rest stops before a long journeys
- 55% ensure they are well rested before long journeys

## 5. Approaches to rest differ when traveling overnight

- When traveling overnight, 11% of road users say they plan to take breaks less frequently
- Some of the reasons why are:
  - Traffic is lighter so they can make better progress (52%)
  - Fewer places being open at night (34%)
  - Wanting to arrive at their destination sooner (27%)
  - Not wanting to wake up passengers (20%) - rising to 28% among parents

# Campaign media landscape

The campaign will be promoted through paid, owned and earned media channels including social media and partnership activity.



\*assets downloadable [here](#) when available

# How you can get involved



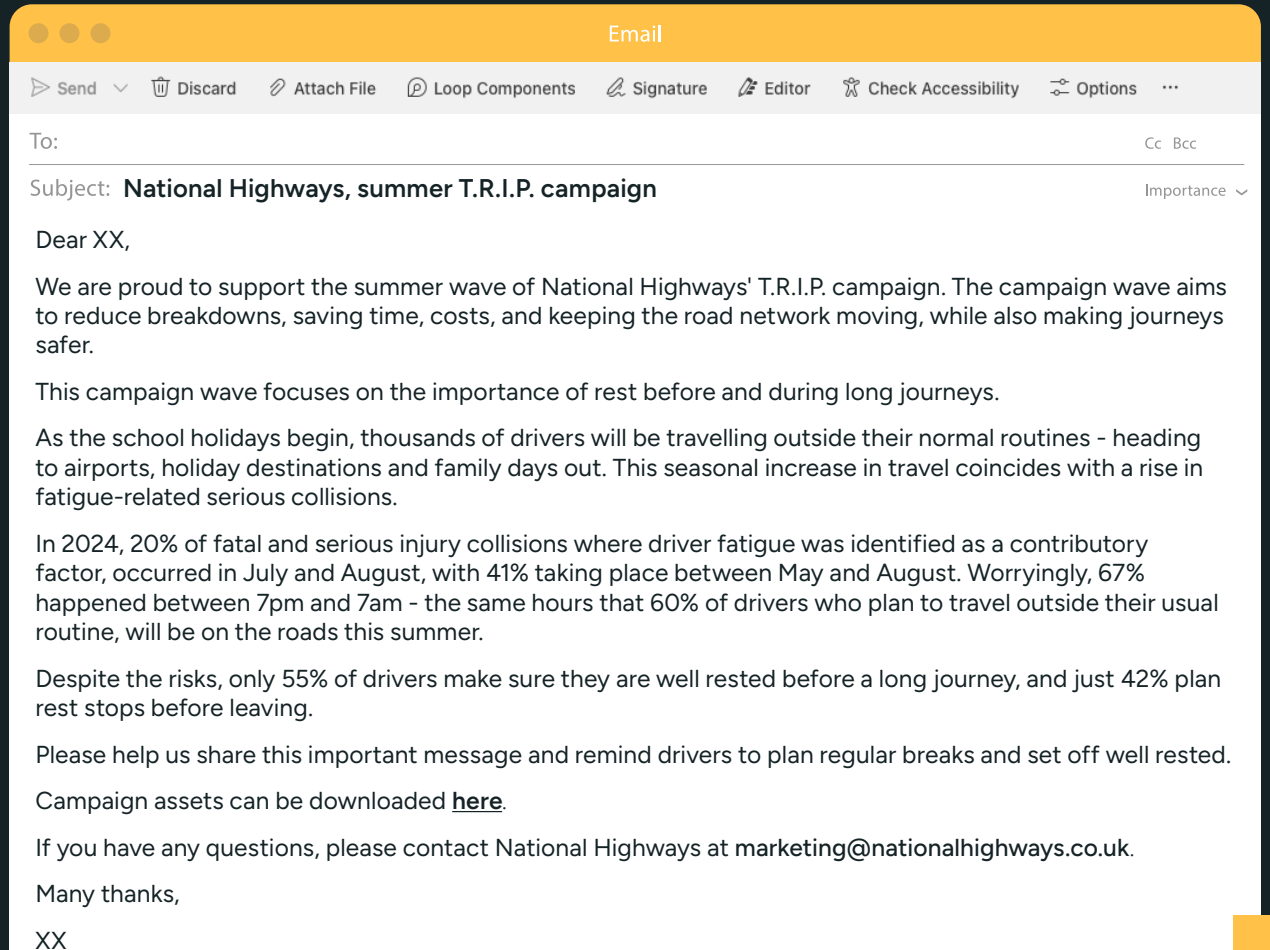
**You can help support this campaign wave through your own channels. To do this:**

- Use a range of digital and social resources on your social media channels, websites or any other digital channels, e.g. digital screens. If you require any bespoke formats that are not included in this toolkit, please request it by emailing [marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk).
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues, customers or members.
- Reshare the campaign's social posts from National Highways' **Facebook**, **Instagram** and **LinkedIn** on your social channels
- Have a conversation with your audience, letting them know about the importance of vehicle checks and journey planning, and direct them to the campaign page for more information [nationalhighways.co.uk/TRIP](https://nationalhighways.co.uk/TRIP)

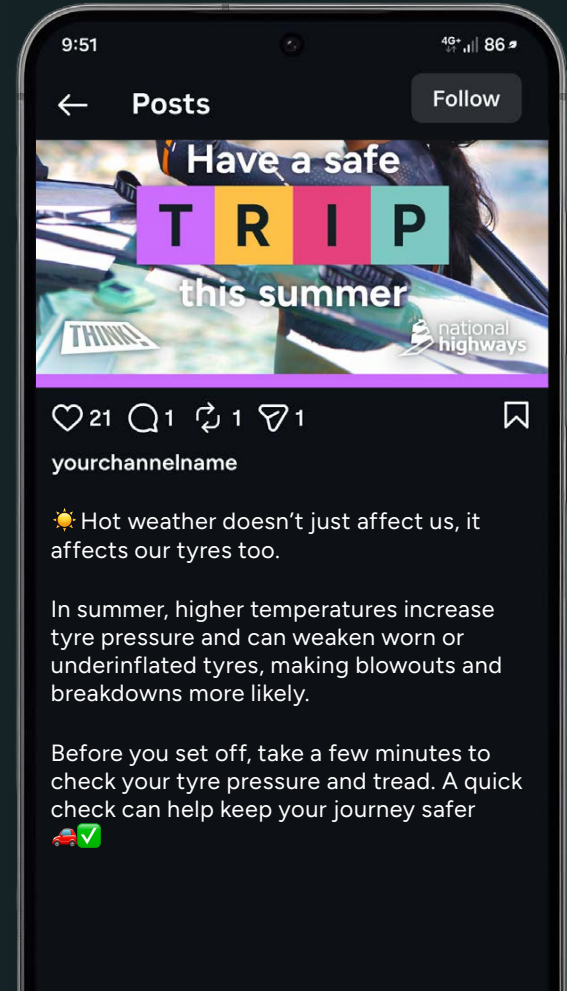
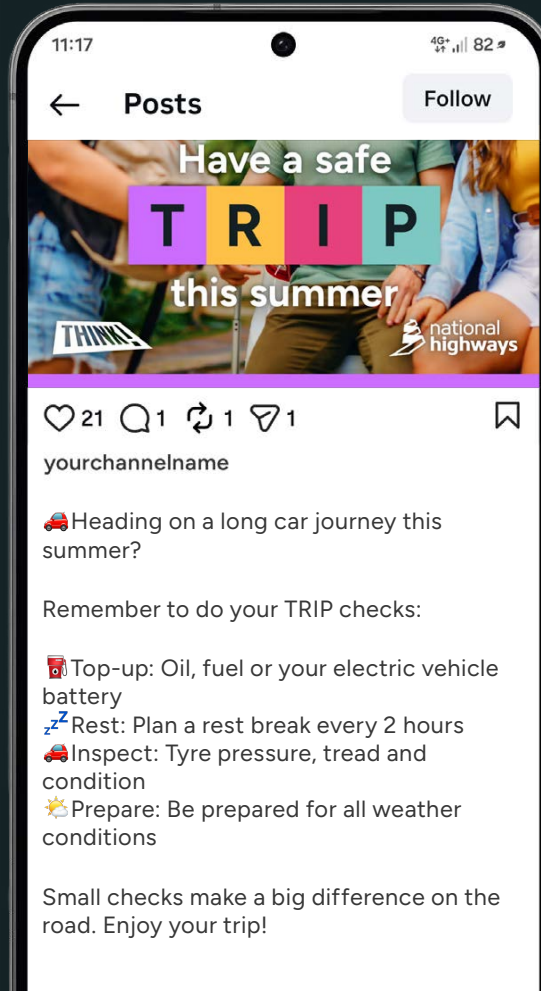
If you do support the campaign, we would love to hear about it for our evaluation – please email us on [marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk)

# Share the campaign with your contacts

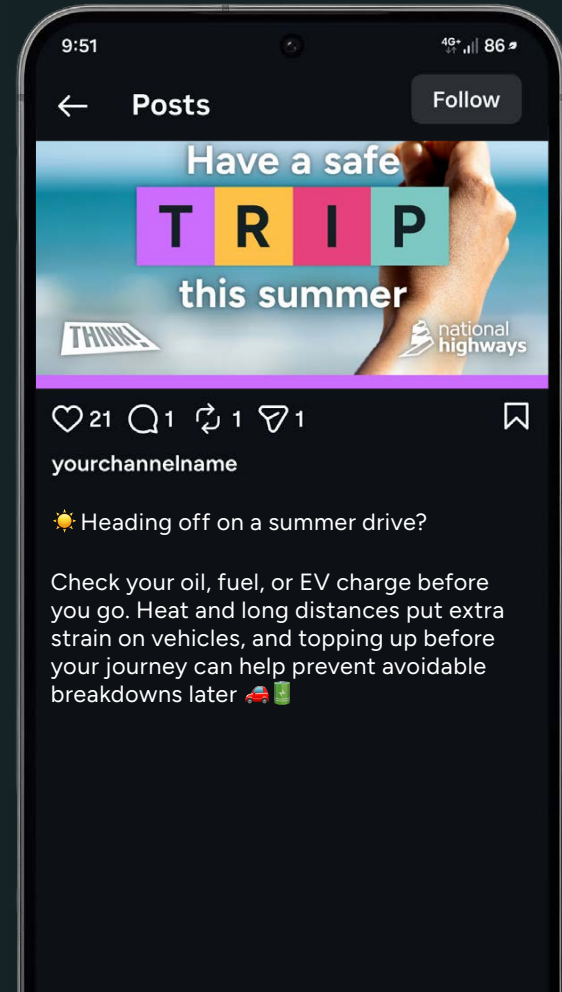
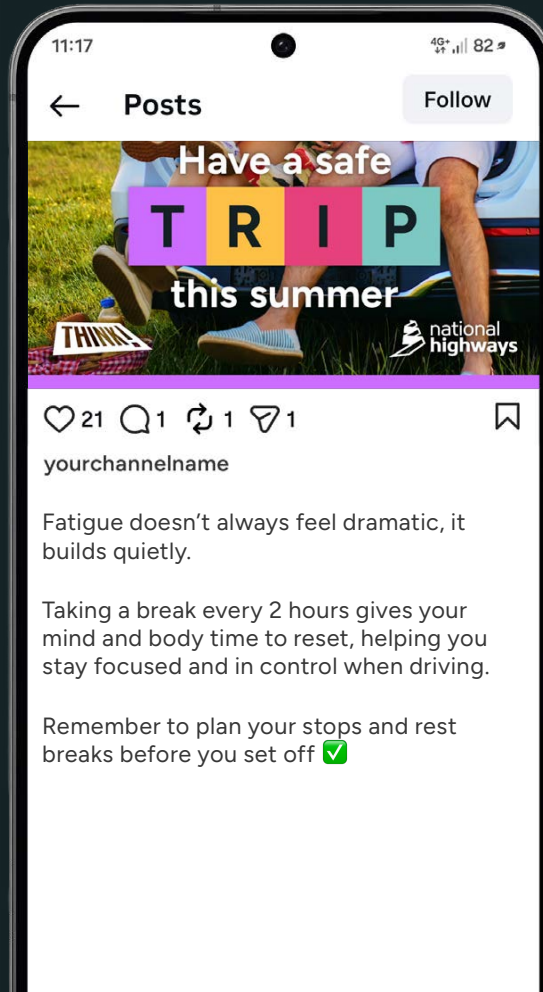
Use this email template to share summer T.R.I.P. campaign content with colleagues and external audiences.



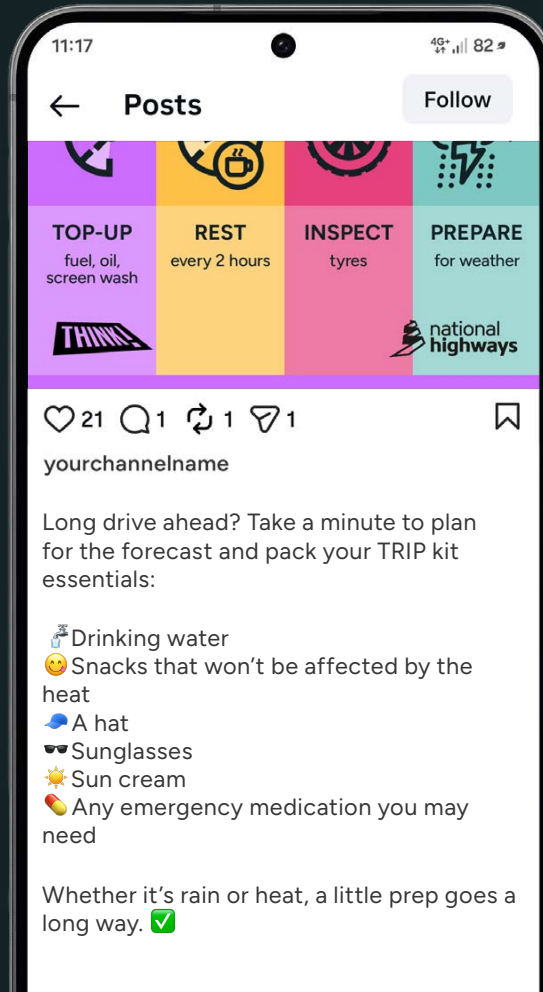
# Example social posts you can use



# Example social posts you can use *(continued)*



# Example social posts you can use *(continued)*



Reshare our posts on your social channels to align with our messaging. Please visit our channels here:

- [Facebook posts](#)
- [Instagram posts](#)
- [LinkedIn posts](#)



# Imagery for social posts

Imagery asset 9x16



Imagery asset 1x1



Imagery asset 16x9



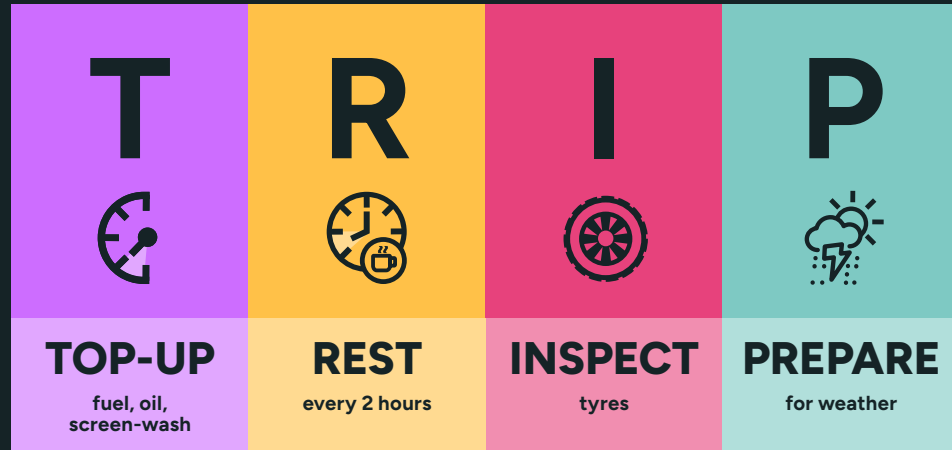
To download our assets, click [here](#).

# Overarching campaign key messages

To have a safe T.R.I.P. follow these steps before you embark on any long journey:

- **Top-up** fuel/battery/charge, oil and screen-wash
- **Rest** plan your rest stops every 2 hours
- **Inspect** tyre pressure and tread
- **Prepare** for all weather conditions

## Have a safe



For more detail about the campaign messaging, please visit our [website](#).

# Campaign calendar

The National Highways safety **campaign timeline** below is draft and subject to change depending on various factors. Channel activations and assets will vary for each campaign.

CAMPAIGN	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR
<b>T.R.I.P</b>		Summer T.R.I.P. - focus on Rest		Autumn T.R.I.P. - focus on Inspect and tyre safety			Winter T.R.I.P. - focus on Prepare - winter weather preparedness			Spring T.R.I.P.
<b>Red X</b>		Campaign launch - TBC								
<b>Close Following</b>			Campaign activity - TBC							
<b>Bikertek</b>	Event attendance									
<b>HGV</b>					Campaign activity					

Have a safe



this summer

Thank you for  
your support

For any questions about  
the campaign please email

[marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk)

