Have a safe

T R I P

National Highways Seasonal Campaign

Winter 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 (SRN) 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.

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

The winter campaign wave aims to demonstrate how National Highways is preparing the SRN for the winter, and encourage drivers to take their own preparations seriously, including checking their tyres.

Audience

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



Winter campaign wave

Over the last four years, the number of winter breakdowns recorded on major A roads and motorways has increased by 26%. Tyre issues are consistently a leading cause, accounting for 19% of breakdowns last winter.

With the Met Office predicting particularly wet and stormy weather this year, drivers need to be vigilant. However, 37% of UK drivers say they would ignore a Met Office weather warning and make their journey on a motorway or A-road regardless. More than half (59%) have driven in winter weather when they felt it was unsafe, and 44% don't carry an emergency winter kit.

Winter puts extra demands on vehicles, particularly tyres, and braking distances are increased by winter weather conditions. As temperatures fall and heavy rain, snow and ice become more common, completing T.R.I.P. checks before setting off can make a big difference.

Our approach

This campaign wave highlights the extensive preparations National Highways and our supply chain are making to keep journeys moving throughout winter.

By showing that we are working around the clock to prepare the network for adverse weather – from gritting roads, to managing snow and ice – we will remind drivers to plan ahead and do what they can to prepare themselves for winter driving.

With a spotlight on the importance of pre-journey tyre checks, we will remind drivers of the importance of checking tyre tread depth, pressure and condition before long winter journeys, particularly in wet conditions.

The campaign launches across paid, earned, shared and owned channels on Monday 9th November.

For more information about preparing for severe weather, read our guidance **here**.

For more information on how to inspect your vehicle, read our guidance **here**.



Key insights

1. **Tyres are consistently the main cause of breakdowns on major roads:**
   - Last winter, tyre issues were the main reason for 19% of breakdowns recorded on the motorways and A-roads

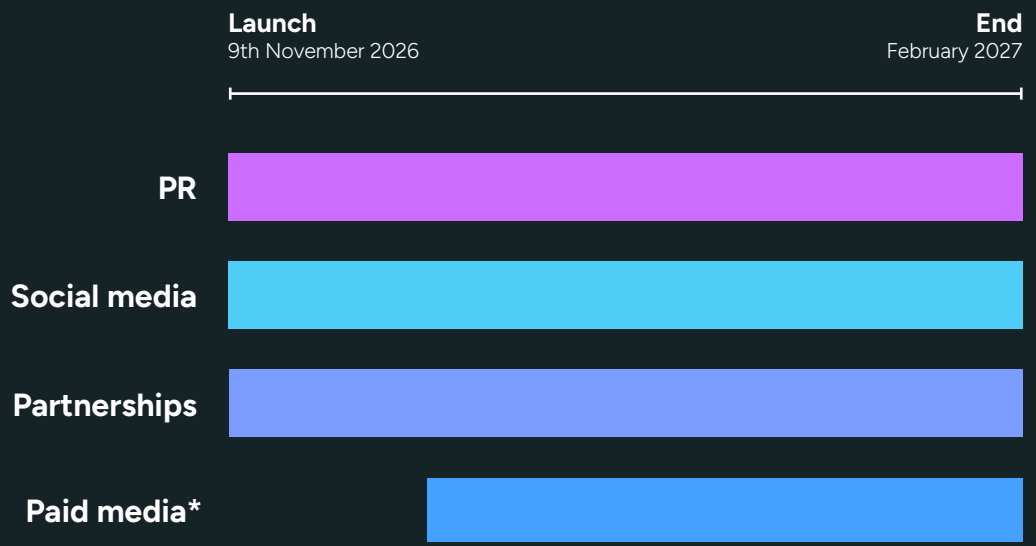
2. **Tyres with low tread depth have longer wet stopping distances**
   - At 70mph, in wet conditions, stopping distances for a car with tyres that have 1.6 mm tread (the legal minimum limit), can be around 27m longer than with tyres in good condition. This is around 6 car lengths.
   - 25% UK driving licence holders underestimate the impact tyre tread can have on wet braking distances

3. **Drivers are still making winter journeys when there are weather warnings in place**
   - 37% would still be likely to make journey on a motorway or A-road when there's a Met Office weather warning in place
   - Of those, 46% underestimated wet braking distances for tyres with 1.6mm
   - 59% have driven in winter weather when they felt it was unsafe to do so

4. **Preparation is key**
   - 44% drivers do not carry an emergency kit in their vehicle during the winter

Campaign media landscape

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



*paid media is subject to change



How you can get involved

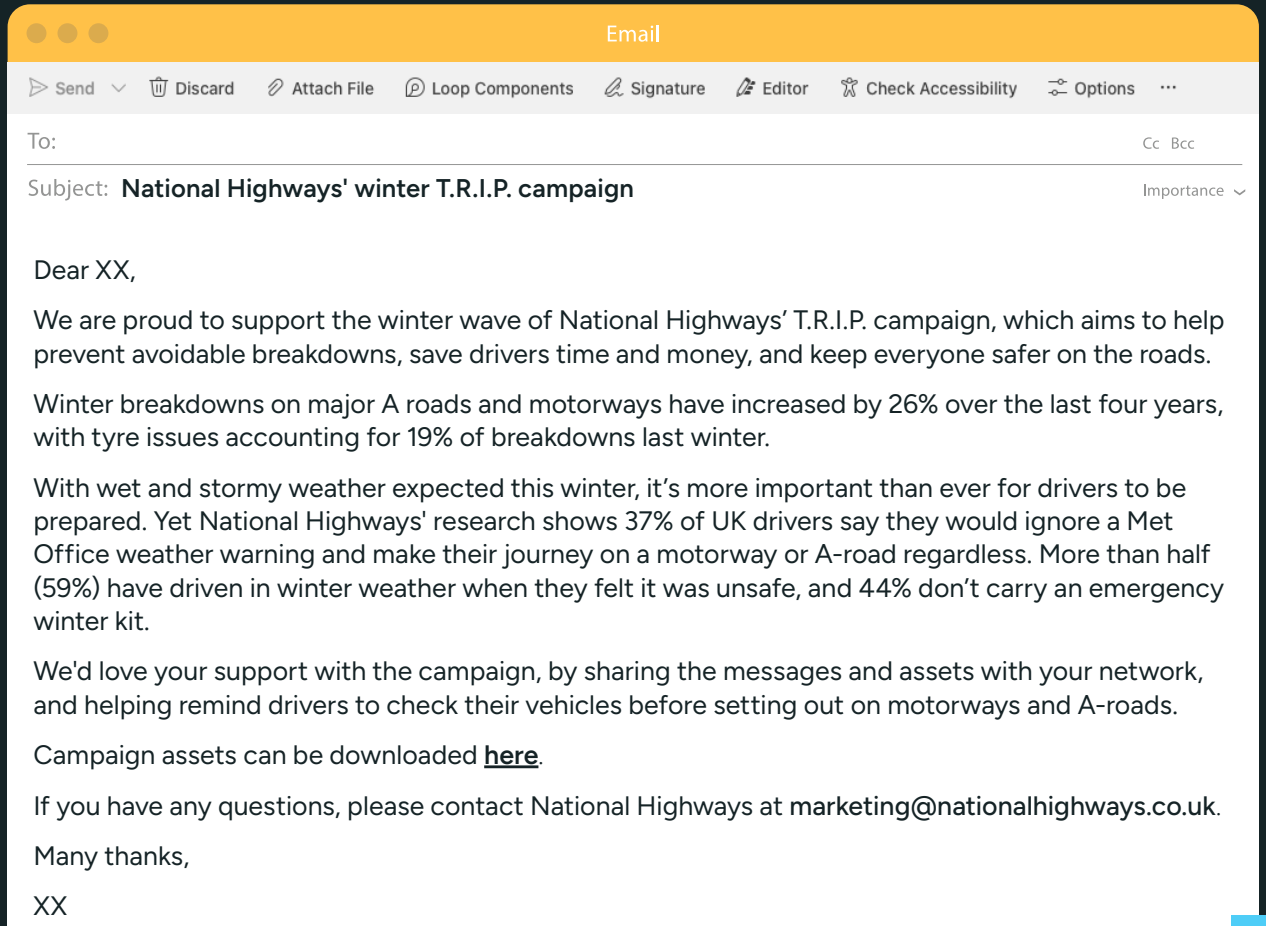
You can help support this campaign wave through your own channels. To do this:

- Use a range of digital and social resources on your social media channels, websites or any other digital channels, e.g. digital screens. Assets are available to download **here**.
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues, customers or members.
- Learn how to perform your own T.R.I.P checks with our 'how to' videos on **YouTube** and share them with your audiences.
- 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**

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

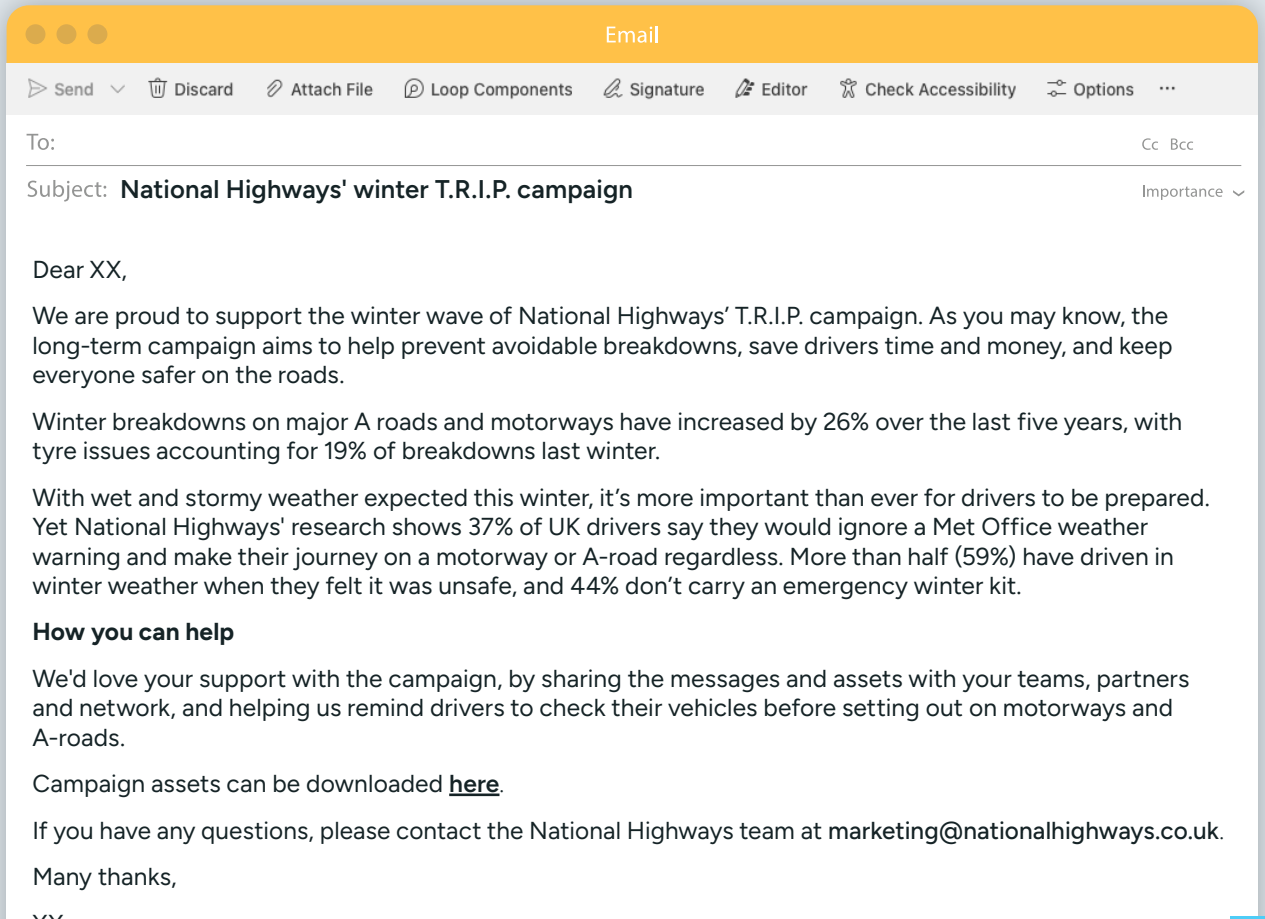
Share the campaign with your external audiences

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

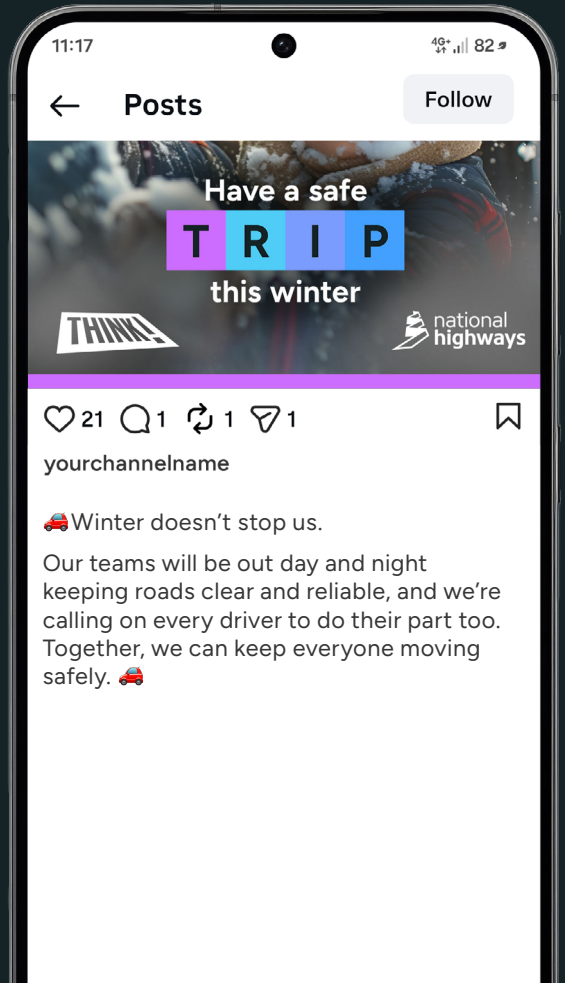


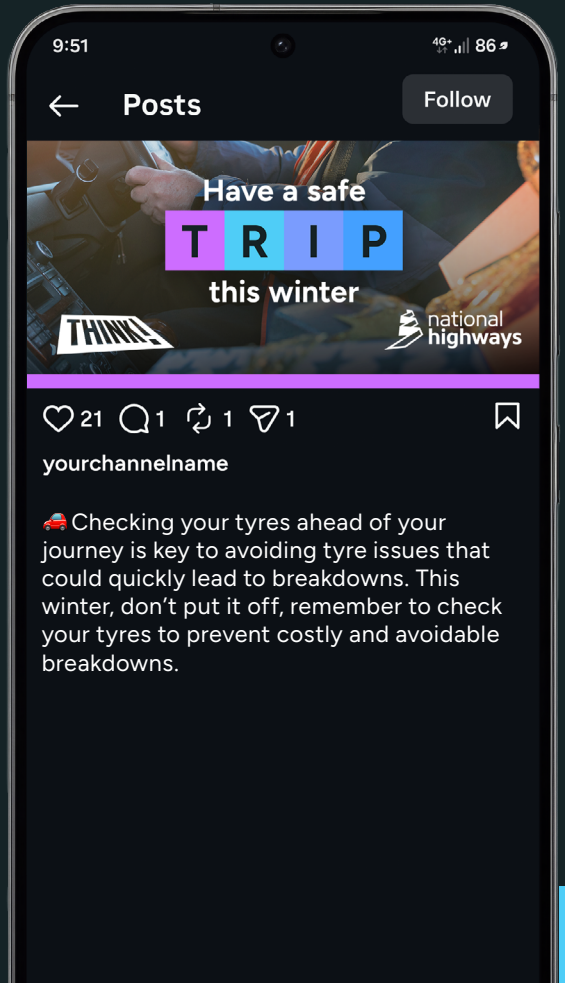
Share the campaign with your colleagues

Use this email template to share winter T.R.I.P. campaign content with colleagues.



Example social posts you can use



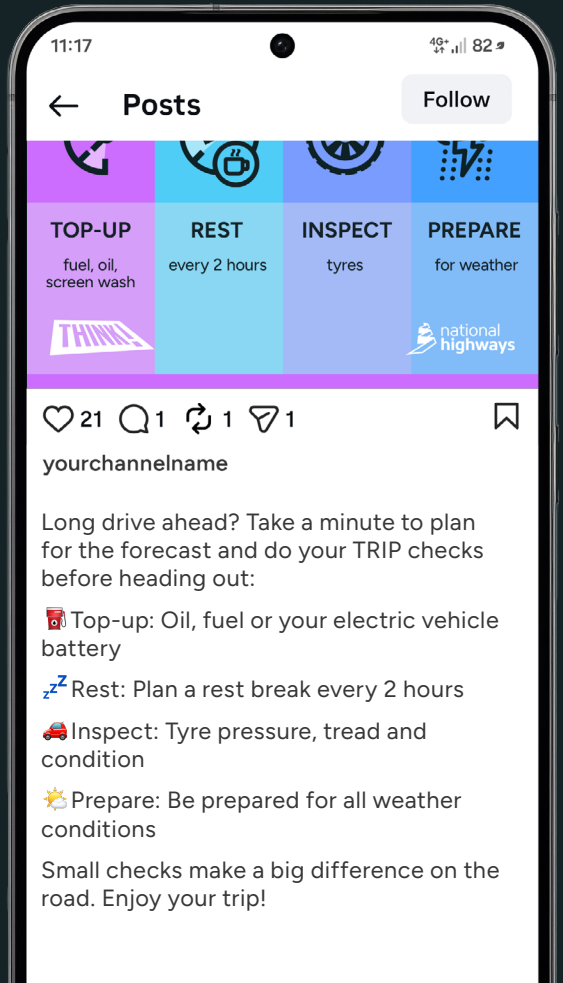


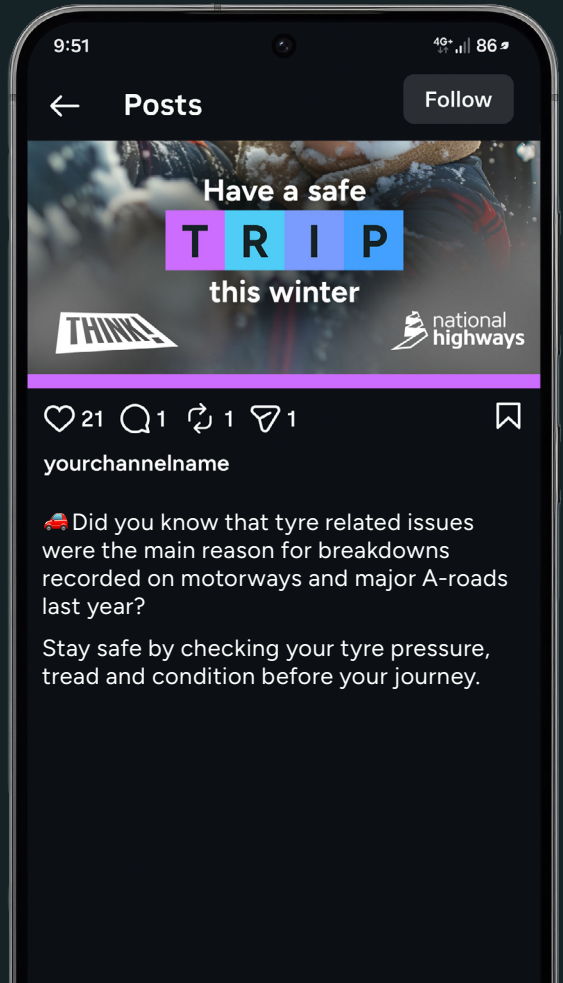
Example social posts you can use

(continued)

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

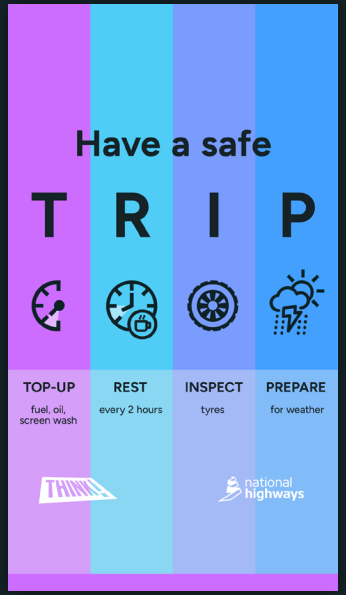
- **Facebook posts**
- **Instagram posts**
- **LinkedIn posts**



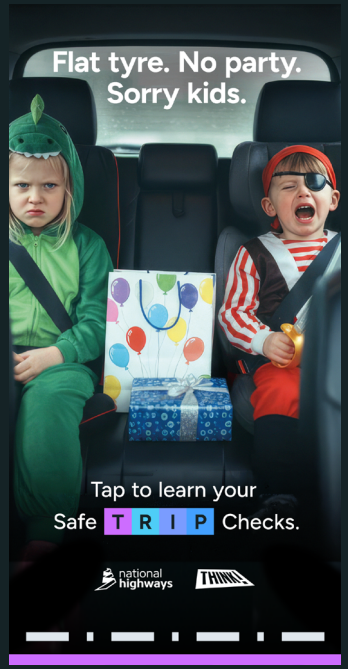


Imagery for social posts

Imagery asset 9x16



Imagery asset 1x2



Imagery asset 1x1



Imagery asset 16x9

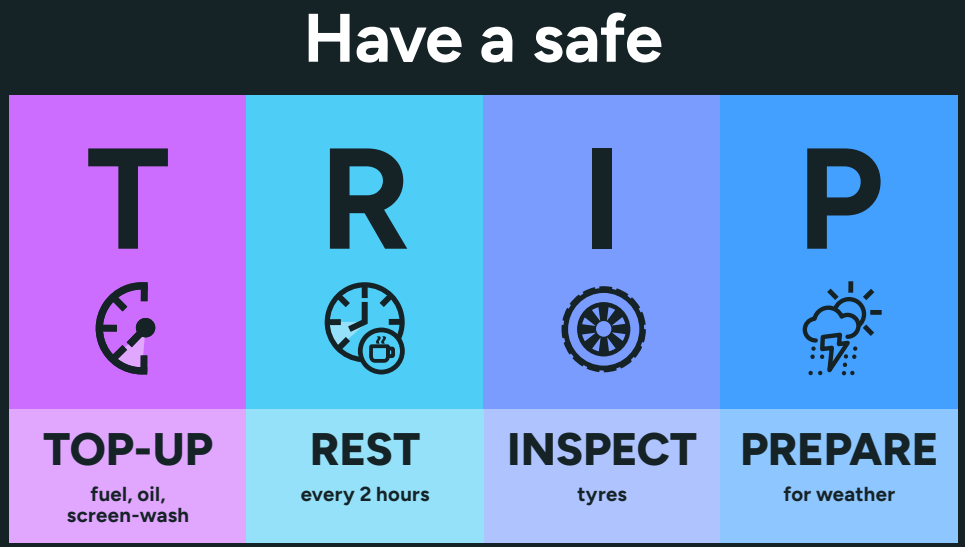


To download these and our other winter assets, click **here**.

Overarching campaign key messages

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

- **T**op-up fuel/battery/charge, oil and screen-wash
- **R**est plan your rest stops every 2 hours
- **I**nspect tyre pressure and tread
- **P**repare for all weather conditions



For more detail about the campaign messaging, please visit our website.

Have a safe

T R I P

this winter

Thank you for your support

For any questions about
the campaign please email
marketing@nationalhighways.co.uk

THINK!

national highways