

Have a safe

T

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National Highways Seasonal Campaign

Winter 2025

Road Safety 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 – safely and reliably.

Safety is our number one priority; it underpins everything we do. We are committed to reducing the number of people killed or seriously injured on our roads.

To support this vision and help road users to stay – and feel – safer on our road network, National Highways has developed a long-term road safety campaign that demonstrates to drivers how to prepare for long or significant journeys.

The campaign also has an important economic benefit, helping to cut the delays and closures that cost the Strategic Road Network around £6 billion every year.

Objective and audience

Objective

The campaign goal is to encourage drivers to plan their journey in advance, including all necessary vehicle checks as well as factoring in rest stops before they set off on any long or significant journey.

It also aims to support a reduction in breakdowns on the strategic road network.

Audience

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

Key messaging

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





Winter campaign focus

As the colder weather sets in, the risk of heavy rain, snow and ice increases. This winter, our T.R.I.P. campaign spotlights the importance of 'prepare', encouraging drivers to take simple, proactive steps before setting off.

This campaign wave highlights how National Highways and our supply chain work around the clock to prepare the network for adverse weather – from gritting roads, to managing snow and ice – while reminding drivers to plan ahead and do what they can to prepare themselves for winter driving.

These measures include checking the weather before you travel, keeping essential supplies in your vehicle, and making sure you know how to operate your vehicle headlights and fog lights correctly.



Winter campaign focus

(continued)

Why it matters:

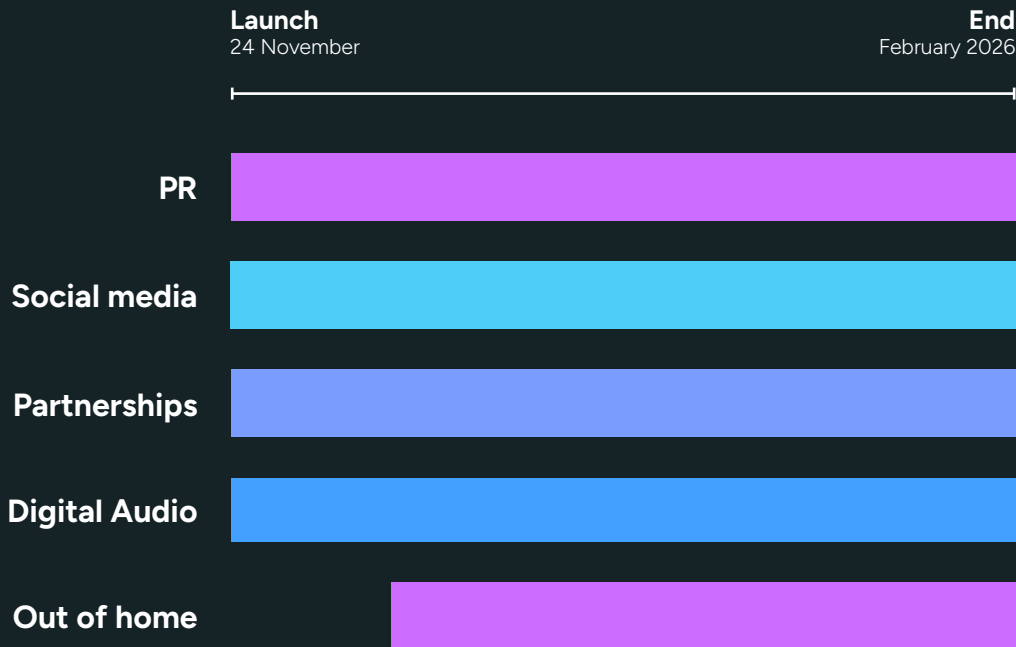
- Recorded breakdowns on major A roads and motorways between December and February have increased by 21% over the last five years
- 30% of UK driving licence holders have experienced a collision (23%) or near miss (38%) on a motorway or major A road, and of those, 34% believe weather conditions were a contributing factor
- Slippery roads (due to weather) were a factor accounting for 7% of all KSI incidents on the strategic road network in 2023.

At a time when winter conditions can change rapidly, National Highways is urging drivers to prepare properly. For more information about how to do this, read our guidance [here](#).



Campaign media landscape

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



How you can get involved



You can help to influence safer driving behaviour on our roads this winter by supporting this campaign 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.
- Reshare the campaign's social posts from National Highways' **Facebook**, **Instagram** and **LinkedIn** on your social channels using #TRIP
- 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
- Use your internal communication channels such as email, intranet and newsletters to communicate campaign messages to your colleagues, customers or members.

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

Example social posts you can use

1.

Heading out in the cold weather? Make sure you're ready for the road.

Snow, ice and heavy rain can make driving tricky, but a few minutes of preparation can make all the difference.

Remember to do your TRIP checks before setting off:

- *Top-up your fuel or electric vehicle battery*
- *Rest every 2 hours*
- *Inspect your tyre tread and pressure*
- *Prepare for the weather and journey ahead*

@NationalHways

2.

Planning a long journey this winter? Don't let snow or ice catch you out.

Inspect your tyres, lights and wipers before you go, and stay prepared by keeping warm clothes, snacks and a phone charger in your car.

@NationalHways

3.

Freezing temperatures and icy roads make winter driving challenging.

Before setting off, inspect your lights and tyres, and pack essentials like water, de-icer and a blanket to keep you warm.

A few simple checks can keep you and your family safe on the road.

@NationalHways

4.

A safe winter journey starts before you leave home.

TRIP checks can help you prepare for whatever the weather brings:

- *Top up your fuel and screen wash*
- *Rest every 2 hours*
- *Inspect your tyres*
- *Prepare for the cold and wet weather*

@NationalHways

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

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

Example social posts you can use *(continued)*

Imagery asset 9x16



Imagery asset 1x1



Imagery asset 16x9



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

Campaign messaging detail



T



TOP-UP

fuel, oil, screen-wash

Behaviours messaging

TOP-UP

Fuel/Battery – Before setting out on a long journey, check your fuel or battery levels.

- For petrol or diesel vehicles – make sure you fill up your tank and always keep it at least one quarter full to avoid running out of fuel.
- For electric vehicles – in cold temperatures, more energy is used for heating and comfort, which can slightly reduce driving range. Before you set off, make sure your battery is sufficiently charged and plan your journey to include stops where you can charge your vehicle.

Oil – Use your dipstick, or electronic oil monitoring system, to check oil regularly and before any long journey. Top up when needed.

Screen-wash – To ensure you have good visibility, always keep your screen-wash topped up so you can clear any debris or dirt off your windscreen.

This will help you avoid breaking down on a busy road or motorway, and potentially putting yourself and others at risk.

R



REST
every 2 hours

Behaviours messaging REST

Taking a rest while driving is not only important for your safety but also contributes to a more enjoyable and stress-free travel experience.

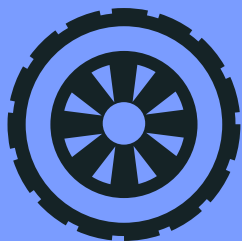
As the festive period approaches with all of its social and family plans, it's more important than ever that drivers plan in rest stops of at least 15 minutes every two hours.

What are the risks of not taking regular breaks?

- Falling asleep at the wheel
- Ability to detect threats decreases
- Reaction times increase
- Negative effects on your mood and behaviour behind the wheel

Get a good night's sleep the night before your journey and try to plan rest stops in advance so you know when you are going to stop.

I



INSPECT
tyres

Behaviours messaging

INSPECT

One in five motorway breakdowns are caused by tyre problems. You're also more likely to be involved in a breakdown if your tyres are in poor condition, have low tread depth or are incorrectly inflated.

Make sure you check your tyre pressure and tyre tread before you go on a day trip or holiday this season.

Driving with incorrectly inflated tyres – even as little as 10% below or above – makes your braking distance longer, your vehicle harder to steer and shortens the lifespan of your tyres.

Driving with low-tread tyres is illegal, and reduces the control you have over your vehicle, making your braking distance longer, especially in wet conditions.

P



PREPARE

for weather

Behaviours messaging PREPARE

- Check the weather forecast for your route and destination and ensure you are prepared for severe weather.
- You should always carry essential winter supplies such as an ice scraper, torch with spare batteries, warm clothes, blankets, water, a fully charged mobile phone and jump leads, in case you break down, especially if there's a forecast for severe weather.
- If heavy downpours, strong winds, snow or ice are expected, consider delaying your journey until it clears.
- Use your visor in low sun and always keep a pair of sunglasses in the car to help with glare from low winter sun.
- Check your route in advance of setting out to see if there are any incidents or roadworks that you should be aware of.
- Make sure you know how to operate your headlights and fog lights correctly.

Have a safe



this Winter

**Thank you for
your support**

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

