

Tackling Myths and Misconceptions on the Railway – A Film for Schools and Young People

Project delivered by:



Platform

Grant awarded: £8,900

General Overview of the Project

This project came about as a result of the experiences of the education officers for Platform and Southeast CRP: a recurring theme during workshop delivery of the dangerous myths and misconceptions young people have about the railway, which range from inaccurate and unhelpful to incredibly dangerous and potentially life-threatening. One common example being the many children who ask us about the 'safe place' under the platform where they can hide.

The plan for the project was for the Platform team and Southeast CRP education officers to work together to produce an engaging, innovative and informative film that would highlight the key myths and misconceptions, and explain why they are wrong, with the hope of showing this to a wider audience than just the schools being visited by the two teams. By knowing the truth and information behind these misconceptions, we hope to educate a wide audience and help them dispel these for future safety.

Project Delivery

The education officers from both Platform and Southeast CRP collaborated on pulling together all the key myths to bust in the film. Woven Films agreed to do the filming and produced a script. Between them they managed the casting, permissions for the filming locations, script editing and liaison with the filmmakers. The filming took place over two days in October and the filmmakers then shared drafts in December and January. Consultation took place with the GWR Branding and Safety teams to ensure that the film aligned with their requirements. The final signed off films were completed at the start of February and were launched online during the first week of March. A small social media campaign was also launched to promote the film. The official launch event to showcase the films was held at St Paul's Catholic Primary School in Yate on Monday 4th March. We showed the film to all the students from Year 3-Year 6 as part of a Platform pre-travel rail safety workshop. Since March, the series of short films have been incorporated into our standard rail safety workshop.

Project Impact

This project has met its aim of producing an engaging, innovative and informative film that highlights the key myths and misconceptions, and explains why they are wrong. Both Platform and Southeast CRP education officers are making use of the film to support with promoting key rail safety messages. Platform has embedded the film in their regular rail safety workshops for Key Stage 2 and above (ages 7+). It has also been shared widely online to increase the audience and we know that many of our wider colleagues in community rail are using it too. The film, in its full and short versions, has been viewed more than 2,400 times online, across YouTube, TikTok and Facebook.

