

Have a safe

T

R

I

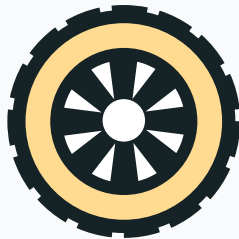
P

National Highways Seasonal Campaign

Autumn 2025

Road Safety Partner Toolkit

Contents



Campaign overview 3

Campaign background 4

Objective and audience 4

Seasonal spotlight: tyre safety 5

Campaign media landscape 7

Campaign messaging 8

Key messaging 9

Behaviours messaging 10

Campaign creative 14

Creative assets 15

Social media support 16

Campaign partner support 18

How you can get involved 19

Campaign overview



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.

Audience

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

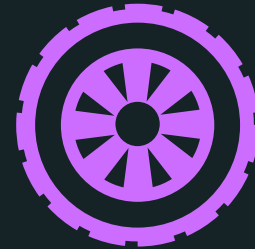


Autumn campaign focus

As the autumn weather sets in, tyre safety becomes increasingly critical. Worn, underinflated or damaged tyres are far more likely to lead to collisions or breakdowns. In fact, tyre issues are the leading cause of breakdowns on major A roads and motorways, accounting for more than 53,000 in 2024, almost a fifth (19%) of all recorded incidents.

Yet many drivers remain unaware of the risks. More than half (55%) admit they don't check tread depth before a long journey, often blaming forgetfulness, and 48% don't always check their tyre pressure.

The reality is stark. According to TyreSafe, there are thought to be 6 million illegal tyres on Britain's roads today. It also has an impact on fuel economy, wasting up to £1 billion a year from underinflation. But the biggest cost is measured in lives. In 2023, more than 190 people were killed or seriously injured in collisions where tyre condition was a contributory factor.





Autumn campaign focus *(continued)*

Our autumn campaign, launched in line with TyreSafe's Tyre Safety Month, encourages drivers to make simple pre-journey **Safe T.R.I.P. Checks** including tyre tread, pressure and condition.

To bring this to life, we're exposing the scale of the issue and showing how checks help to prevent breakdowns, collisions and avoidable costs.

We're also highlighting the ways drivers can check tyre ratings when buying replacements. Through guidance on tyre labelling, we want to help consumers understand and choose safe, reliable tyres.

Finally, we're supporting disabled drivers, who often face barriers to these checks, as part of our wider commitment to improving journeys for all. We're working with partners to make essential vehicle checks easier and more accessible, creating new video resources to signpost to.

To find out more about tyre checks, click [here](#).

Campaign media landscape

Launch

29 September 2025

End

14 November 2025*

**subject to change*

This will be an integrated campaign activated across these channels.

Events



Social media



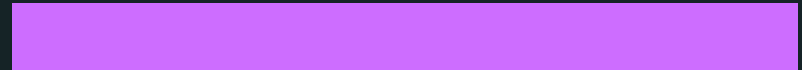
Partnerships



Audio



Media



Campaign messaging

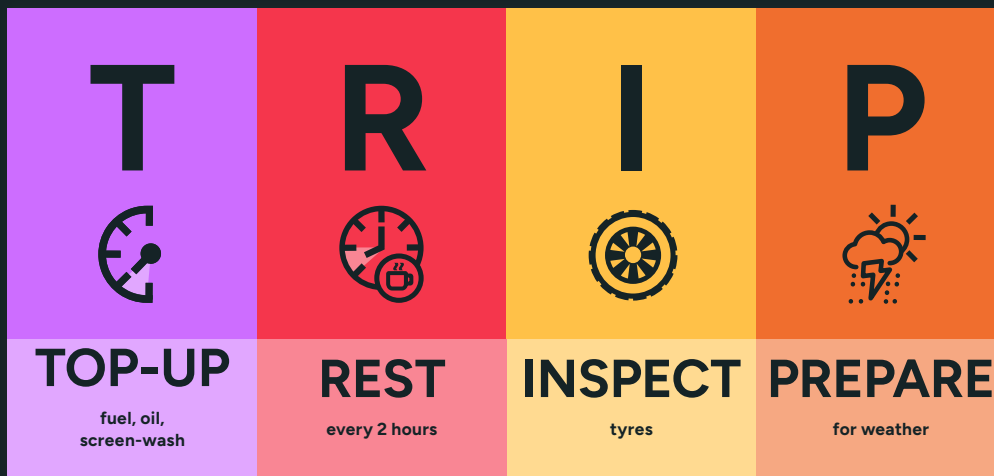


Key messaging

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

- **Top-up** fuel/battery, 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



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 – make sure your battery is fully charged and plan your journey to include stops with en-route chargers. Try to keep your battery level above 20% at all times.

Oil – Use your dipstick to check your 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.

These checks 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

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

You should plan your journey and factor in rest stops with a minimum break of at least 15 minutes every two hours to help you stay alert

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



INSPECT
tyres

Behaviours messaging

INSPECT

One in five breakdowns on major roads in England are caused by tyre related issues, and you are more likely to be involved in a collision if your tyres are in poor condition, have low tread depth or are not inflated correctly.

Make sure you check your tyres before going on long journeys this autumn.

- 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

- Correctly inflated tyres also wear more slowly, improving fuel efficiency and saving you money. They also reduce microplastic pollution, helping to protect water quality and the wider environment
- Check the rating of tyres when you buy them to understand how they perform against fuel efficiency, wet grip and exterior noise

Tyres checks are non-negotiable, they aren't something you can "just do later". Safe tyres mean safer trips for you and your family.

P



PREPARE

for weather

Behaviours messaging PREPARE

Check the weather forecast for your route and destination and ensure you are prepared for severe weather.

- Use your visor in low sun and always keep a pair of sunglasses in the car to help with glare.
- If heavy downpours, strong winds or fog are expected, consider delaying your journey until it clears.

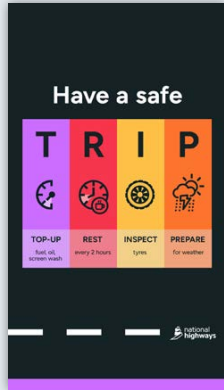
Check your route in advance of setting out to see if there are any incidents or roadworks that you should be aware of.

Foggy mornings and low-level sunlight at dawn and dusk can make driving challenging. Plan for early sunsets and adjust to the reduced daylight.

Campaign creative



Acronym asset 9x16



Acronym asset 1x1



Acronym asset 16x9



Imagery asset 9x16



Imagery asset 1x1



Imagery asset 16x9



Social media – static assets

We have a range of assets available that can be used on social media channels, websites, blogs or newsletters.

They include:

- TRIP acronym assets in three formats: 1x1, 9x16, 16x9
- Imagery assets in three formats: 1x1, 9x16, 16x9

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

Social media support

Please help encourage safer driving and help to reduce collisions and breakdowns by sharing this campaign on your social feeds. Use the following captions, or take messaging from this toolkit to direct your audience to nationalhighways.co.uk/trip for more information.

1.

Heading out on a long car journey this autumn?

Remember to do your TRIP checks:

- Top up fuel
- Rest regularly
- Inspect your tyres
- Prepare for the weather

Small checks make big differences on the road.

@NationalHways

2.

Don't let dark evenings catch you out.

A quick tyre and lights check before you set off could prevent a long night waiting for help.

@NationalHways

3.

Autumn brings wet leaves, heavy rain, and shorter days.

Stay safe by planning your journey and doing your TRIP checks including checking your tyres and lights before every journey.

@NationalHways

4.

A safe journey starts before you leave.

Remember to do your TRIP checks:

- Top up
- Rest
- Inspect
- Prepare

TRIP is the easiest way to remember road safety this autumn.

@NationalHways

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

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



Tyre pressure | [download here](#)



Tyre tread | [download here](#)



Oil | [download here](#)



Screen-wash | [download here](#)



Lights | [download here](#)

Vehicle checks videos

We also have 1-minute video assets that show how to conduct essential vehicle checks including:

- Tyre pressure
- Tyre tread
- Oil
- Screen-wash
- Lights

Share them on your social media channels throughout the campaign and beyond.

To download them, click the respective links underneath the images and go to the three dots at the bottom right corner of the video.

The videos are also available on [YouTube](#)

**Campaign
partner
support**



How you can get involved

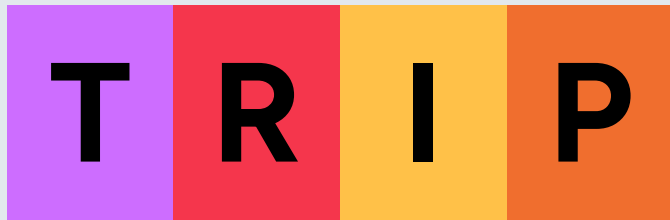
You can help to influence safer driving behaviour on our roads by supporting this campaign through your own channels. To promote the campaign:

- 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 through 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 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**

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



Have a safe



this autumn

**Thank you for
your support**

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