c2c Unveils New Train to Promote British Transport Police App

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c2c has launched a brand new train wrapped in support of British Transport Police's 'Railway Guardian' app.

The train, which features eye-catching graphics promoting the app – including a QR code to scan to download – is now in passenger service, running along the popular London to Southend-on-Sea route.

The Railway Guardian app, launched summer 2022, is a safety tool that allows passengers to discreetly report crimes and concerns on trains or at stations. The app is a key part of British Transport Police's strategy to keep passengers safe and secure while travelling on the rail network.

Contact handlers review reports in real time and, where necessary, officers are deployed. Officers may meet the train at the next station and speak to station staff to gather intelligence. Where an officer deployment has not occurred, the force may still record intelligence from the report, which is crucial to planning proactive efforts to detect offenders on the railway.

Underpinned by British Transport Police's priority to change the behaviour of offenders and bystanders, the app also sets out examples of unacceptable behaviours and how witnesses can help.

c2c's new train is designed to promote the app and encourage more passengers to download and use it. The train's striking graphics feature the Railway Guardian app logo and a clear call-to-action inviting passengers to download the app and help keep the railway safe.

c2c's Head of Revenue Protection and Security, Iain Palmer said, "The safety and security of our customers is our top priority. By promoting the BTP's Railway Guardian app in such an eye-catching way, we hope to encourage more passengers to play an active role in keeping the railway safe and secure.

"This project also helps to further cement our partnership working with the British Transport Police. Since its launch, we have encouraged more than 500 people to download this at our Safeguarding and Security events. Having the app so visible on a train, I hope we can encourage this number to grow even further. Having used it myself, it's well designed and easy to use, and I would urge everyone to download it," he added.

British Transport Police's Detective Chief Inspector Nia Mellor said, "Whether you see it or experience it, you can report any type of behaviour that makes you feel uncomfortable. Sadly, incidents such as sexual harassment often take place in front of other passengers. If you see this type of behaviour, you can help by reporting it to British Transport Police. Remember that what feels like a small action can make a big difference. Download Railway Guardian and become part of the community keeping the rail network safest for everyone."

Railway Guardian can be downloaded onto any device via the Apple App Store or Android Play Store. Follow the link or scan the QR code attached to download: https://onelink.to/rgc2c

Photo credit: c2c