

Rail logistics provider DB Cargo UK launches new safety campaign

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DB Cargo UK has started a new safety campaign.

'Together. We're Safer. Together. We're DB', is designed to empower the company's 2,200 staff to intervene and stop any activity that they see, or even just feel, may be unsafe.

Developed in conjunction with the Lancashire-based design agency Studio Up North (SUN), it has been launched following a series of in-depth, internal focus groups held last year – the biggest and most in-depth piece of safety-related research undertaken by the company.

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- **DB Cargo UK successfully trials a 'combi-consists' method for customers**
- **DB Cargo UK and Groupe CAT launch new international services for Toyota**

Every colleague has been issued with a safety intervention card which gives them the authority, backed by the UK Management Board, to step in and challenge any activity or instruction they believe is unsafe – whether that activity is being undertaken by a colleague, a customer, or contractor.

Colleagues are then encouraged to follow a simple, non-bureaucratic process known as 'STOP. DISCUSS. RESOLVE. REVIEW.' which has been used effectively in many other industries to improve companies' overall safety performance.

The campaign will be supported by a programme of behavioural safety training to be rolled out to all groundstaff, engineers, drivers and asset owners in the coming weeks.

DB Cargo UK's Head of Safety Marc Binney said: "If we are to succeed in sustaining a positive and healthy safety culture where colleagues are comfortable to challenge unsafe acts and be open to challenge themselves, then we must work together and look out for each other.

"Empowering colleagues to intervene when things don't look safe – even if their concerns ultimately prove to be unfounded – shows they care and they will not be criticised for doing so. We want colleagues to intervene with the reassurance and confidence that they have the company's full support in doing so," he added.

DB Cargo UK's Head of Communications Richard Sears said: "We are delighted with the new campaign which has already received a very positive response from colleagues working in all areas of the business.

"Studio Up North took the findings from last year's research, visited DB's sites and spoke at length with our colleagues to come up with a campaign that really gets to the heart of what we're trying to achieve, he added.

"And by making our colleagues effectively the poster boys and girls of the campaign, they have really brought it to life in an engaging way and guaranteed ownership across our operations from the very beginning."

"It's our real colleagues, in recognisable locations, giving relevant advice that will really make a difference."

Find out more here.