

# Have a safe



## National Highways Seasonal Campaign

Spring 2026

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.**

Our spring T.R.I.P. campaign aims to reduce the number of breakdowns, keeping the Strategic Road Network moving and saving costs, while making journeys safer for everyone.

Safety 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 roads, our long-term T.R.I.P. campaign encourages drivers to prepare for long or significant journeys.

# Objective and audience

## Objective

The campaign goal is to support a reduction in breakdowns on the strategic road network, motivating drivers to conduct their T.R.I.P. checks, to keep themselves and their passengers safe.

It aims to encourage drivers to plan long journeys in advance, including necessary vehicle checks and factoring in rest stops.

## Audience

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



# Spring campaign focus

**As we move into spring and the days get lighter and brighter, families will be preparing for longer journeys. However, the weather in spring can be unpredictable. Rain, ice and late snow are all possible. This campaign wave will therefore reinforce the importance of proactive journey planning.**

By spotlighting the real-world consequences of not conducting T.R.I.P. checks, activity will highlight the financial, emotional, practical and safety implications of failing to do so.

Ultimately, it encourages drivers to complete their T.R.I.P. checks before setting off on long journeys to help prevent breakdowns, minimise disruption, and support safer journeys for everyone on the road.

The campaign will go live across paid, earned, shared and owned channels on Friday 20th March 2026.

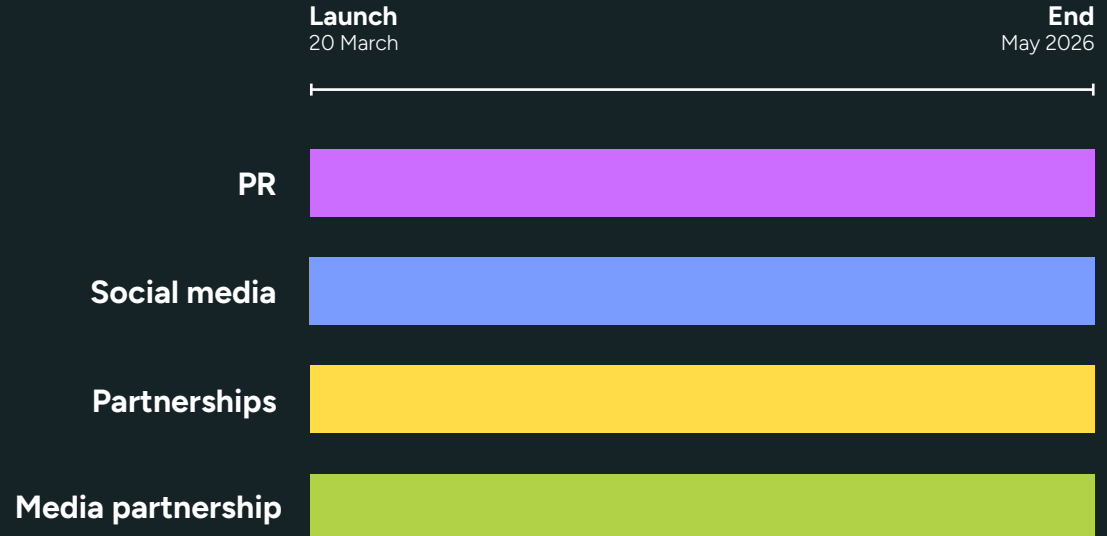
For more information about how to prepare properly, read our guidance [here](#).

# Key insights

- The weather in spring is unpredictable. In 2024, the UK saw one of the wettest on record, with around 32% more rainfall than average across March-May. Whereas in 2025, spring was one of the warmest, sunniest and driest on record
- 53% of UK driving licence holders have broken down on a major road - either while driving or as a passenger. Of those, 29% think it could have been prevented if they had conducted vehicle safety checks before leaving
- There were 303,213 breakdowns recorded on the Strategic Road Network (SRN) in 2025 – up 7% from 2024
- In 2025, there were more than 58,000 tyre related breakdowns. Almost 7,000 were due to vehicles running out of fuel
- 17% of UK driving licence holders say they rarely/ never conduct vehicle safety checks
- On average, the financial consequences of breaking down are as follows:
  - Towing: £257
  - Tyre replacement or repair: £231
  - Onward travel recovery: £346
  - Battery jump start: £294
  - Courtesy car or replacement vehicle: £434
  - Emergency fluid top up: £353
  - EV charging assistance: £434
- Beyond the financial costs, breaking down on a major road left more than one in five (21%) UK driving licence holders feeling vulnerable, 20% panicked and 19% helpless.

# 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 reduce breakdowns and influence safer driving behaviour on our roads this spring 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](mailto: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
- 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](https://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](mailto:marketing@nationalhighways.co.uk)

# Example social posts you can use

## 1.

Breakdowns on the motorway don't just ruin your day - they hit your wallet too. Did you know that in 2025:

- 🔧 1 in 10 drivers needed a courtesy car, costing £434 on average
- 🚚 14% needed onward travel recovery - £346 on average
- 🚛 25% needed towing, costing £257 on average

Before starting your journey, remember to do Safe TRIP Checks for a safer journey. Remember to:

- 🚛 Top-up - Fuel, oil, screen wash and charge your electric vehicle.
- 🚛 Rest - Plan your journey in advance with regular stops to prevent driver fatigue.
- 🚛 Inspect - Check lights and tyre condition, pressure and tread.
- 🚛 Prepare - Have a plan for winter weather conditions. @nationalhighways.

## 2.

☀️🚛 Longer days don't always mean safer journeys.

Spring can still throw surprises your way - heavy rain, flooding, and even late snow or ice can strike without warning.

So before you head out, remember to:

- 🚛 Top-up - Fuel, oil, screen wash and charge your electric vehicle.
- 🚛 Rest - Plan your journey in advance with regular stops to prevent driver fatigue.
- 🚛 Inspect - Check lights and tyre condition, pressure and tread.
- 🚛 Prepare - Have a plan for changeable weather conditions.

A little preparation goes a long way to keeping you safe on the road - whatever the season brings. 🌻🚧 @nationalhighways

# Example social posts you can use *(continued)*

## 3.

⚠️ 🚗 More than half of UK drivers have broken down on a major road.

That's 53% of licence holders who've found themselves stranded on a busy route, either as a driver or a passenger.

Before you set off, take a moment to do your Safe TRIP Checks:

- 🚗 Top-up - Fuel, oil, screen wash and charge your electric vehicle.
- 🚗 Rest - Plan your journey in advance with regular stops to prevent driver fatigue.
- 🚗 Inspect - Check lights and tyre condition, pressure and tread.
- 🚗 Prepare - Have a plan for changeable weather conditions.

A little preparation goes a long way to keeping you safe on the road. @nationalhighways

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

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



# Example social posts you can use *(continued)*

Imagery asset 9x16



Imagery asset 1x1



Imagery asset 16x9



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

# Overarching campaign key messages

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



For more detail about the campaign messaging, please visit our [website](#).

Have a safe



this spring

Thank you for  
your support

For any questions about  
the campaign please email

[marketing@nationalhighways.co.uk](mailto:marketing@nationalhighways.co.uk)

