
	<p><b>Allan Spence</b></p> <p><b>Head of Corporate Passenger &amp; Public Safety</b></p> <p><b>Network Rail</b>  <a href="mailto:allan.spence@networkrail.co.uk">allan.spence@networkrail.co.uk</a>          @AllanSpenceRail</p> <p> <b>Tel +44 (0)7808 655239</b></p>
<p><b>Biography:</b></p> <p>Allan joined Network Rail in 2012 to create the company strategy for transforming safety and wellbeing. He has been at the heart of the company's shift towards its vision of: <i>Everyone Home Safe Every Day</i>. He is currently leading the company's work in all aspects of passenger and public safety.</p> <p>He is vice chair of the cross-industry System Safety Risk Group and chair of the specialist group covering level crossing safety.</p> <p>His career was originally as a safety regulator with experience in many different industries. In 2000 Allan joined the then HM Railway Inspectorate and moved with the inspectorate to the newly combined safety and economic regulator - the Office of Rail Regulation - becoming HM Deputy Chief Inspector.</p> <p>His rail experience spans all aspects of the British industry including infrastructure management, operators, major projects, light rail and the heritage sector, as well as work with overseas regulators and railway companies. But he also draws on his experience with many other industries, including his roots in agriculture.</p>	
<p><b>Title of presentation:</b> Thinking like the User</p>	



## Summary:

*Network Rail has come a long way in reducing risk in the last 10 years. We have invested around £200m in closures, upgrades, development of technology and user engagement activities. Looking at how to influence user behavior has been a key part of our strategy in that time.*

*Network Rail and RSSB have undertaken research activities which have fed into level crossing safety improvements. From research into the effectiveness of current level crossing signs to the willingness to wait at level crossings. This qualitative research coupled with quantitative data analysis has focused our risk reduction activities.*

*Through the design and installation of new technologies to aid decision making, and use of overt enforcement equipment used in partnership with the British Transport Police we have a number of options available to changing behavior on site.*

*Public safety awareness campaigns provide risk awareness and knowledge to users provides a broad range of activities to change user behavior.*