

Delivery Plan for Schools and Young People

2014/15 update



MAYOR OF LONDON



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

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About Transport for London

We are responsible for London Underground, London Buses, the Docklands Light Railway (DLR), London Overground, London Tramlink, London River Services, London Dial-a-Ride, Victoria Coach Station, the Capital's Cycle Hire scheme and the Emirates Air Line.

We regulate taxis and the private hire trade, run the Congestion Charging scheme, manage the city's 580km red route network of key strategic roads, operate all of the Capital's 6,200 traffic signals and ensure a safe environment for pedestrians and cyclists.

Transport is central to driving economic growth, jobs and housing. In partnership with more than 14,000 organisations, we work to improve life in London.

Introduction

There are 2.8 million people aged 25 or under living in Greater London¹ – a figure that is projected to rise to 3.1 million in the next 15 years². Young people make up a significant proportion of today's travelling public³ and they are our future – it is essential we involve them in all we do.

Young people need access to the right information so they can make the best choices for themselves and for London. We want to encourage them to choose active travel, such as walking and cycling, and use public transport, ensuring they do so in a safe and responsible way. We also want to support them if they decide to develop careers in the transport industry.

In April 2014, we published our first Delivery Plan for Schools and Young People, which set out Transport for London's (TfL's) work in this area. One year on, this update outlines our progress against the following five programme strands:

1. **Community and personal safety** – reducing the disproportionate level of young people as offenders and victims of crime, and promoting secure and responsible travel
2. **Skills and employment** – using transport to access learning and training and raising awareness of careers in TfL, our suppliers and the transport industry
3. **Casualty reduction** – reducing the number of young people killed or injured on and around all modes of transport
4. **Active and independent travel** – promoting active travel choices, such as cycling and walking, and confident use of public transport
5. **Youth involvement** – getting young people and youth stakeholders involved in informing, influencing and communicating our priorities and key messages

The financial year 2014/15 has been a hugely successful year for our young person programme.

Highlights from the year include:

- A continued fall in youth victimisation - young people being victims of crime on the transport network

¹ Mid-2011 Census data

² GLA population prediction models

³ More than 527 million journeys were made by under-18s on buses in 2013/14 (TfL 2013/14 financial year data for under 11, 11-15 and 16+ Zip Oyster card journeys by bus)

- More than 500 apprentices created through our Suppliers Skills programme
- A total of 370 pre-GCSE girls participating in a week of Inspire Engineering workshops
- Ninety-nine per cent of all Year 6 pupils attending a Safety and Citizenship workshop learning how to be safe and responsible on London's transport network
- A total of 15,000 pupils taking part in the Safe Drive Stay Alive young driver programme
- Forty-five per cent of London schools STARS (sustainable travel, active, responsible, safe) accredited – recognised for their achievements in the delivery of safe and active travel for pupils
- A total of 23,500 pupils took part in a Bikeability level 2 course
- The 'Access for All' event took place in October, aimed at encouraging use of the network. It was held in partnership with Royal London Society for Blind People, Whizz Kidz and representatives of our Youth Panel

New projects being launched in 2015/16 include:

- A new School Skills Programme centred on a transport challenge for Year 12 pupils
- 100 Years of Women in Transport school engagement work to include volunteer talks and resources for pupils
- A new resource for Junior Travel Ambassadors for use in primary schools
- A cycle training pilot focused on enhancing Bikeability to encourage families to cycle more safely, more often
- A walking programme to support schools promoting walking to school
- A bespoke pre-school road safety resource for 'Children's Traffic Club - London'
- Workshops to help schools plan their journeys around roadworks in their local area while we deliver our ambitious Road Modernisation Programme

This document also provides updates against our key performance indicators (KPIs) and highlights recent case studies. For more information, or to view the full delivery plan, visit tfl.gov.uk/younglondon





Chapter one

Community and safety

Everyone, especially children and young people, should be able to travel around the Capital without becoming victims of crime or fearing crime. Despite ever-increasing passenger numbers, the risk of being a victim of crime on the transport system is at an all-time low, with fewer than eight crimes for every million passenger journeys made.

Our network has never been safer, with crime on and around transport in London falling 65 per cent in the past eight years. We know, however, that some young people worry about it and, unfortunately, antisocial behaviour and offences against young people are often committed by other young people. Because of this, supporting youth personal safety activities often carries a dual message of crime prevention and deterrence.

We work closely with the Metropolitan Police Service (MPS), British Transport Police and City of London Police and these partnerships have helped us meet our KPI to reduce the disproportionate rates of victimisation against young people.

The creation of the MPS Roads and Traffic Policing Command (RTPC) in 2014 brought together officers and resources previously working in the MPS Traffic Command and Safer Transport Command. The RTPC focuses on both cutting crime on the Surface Transport network and reducing the number of people killed or seriously injured (KSI) on London's roads.

Along with partner organisations, we run several youth-related events, providing information on how to keep safe and encouraging people to report incidents if they occur. We also bring together young people and other passenger groups – including drivers – to promote understanding between different generations. All of this helps to support the Mayor’s three-year strategy to improve transport safety, security and reliability; latest progress was outlined in the document *The Right Direction*⁴, which was published in 2015.

KPI – reduce youth crime/youth victimisation levels through targeted work in priority boroughs

Update – there has been a reduction in the past three years, with young people aged between 10 and 19 no longer suffering from disproportionate victimisation. In 2010, young people aged 10-19 featured highly as victims, particularly on the bus network where they accounted for 22 per cent of total victims. These levels were disproportionate considering they only made up around 19 per cent of total passengers.

Since then, victimisation of young people aged 10-19 has reduced year on year, from 4,808 crimes in 2010 to 2,916 in 2014 (a 39 per cent reduction). Young people now comprise 19 per cent of all victims while making up around 20 per cent of total passengers.

KPI – improve the behaviour of pupils on targeted bus routes – demonstrated through passenger and driver surveys and driver incident reports (DIRs) – and reduce levels of fare evasion

Update – the monthly average number of youth-related DIRs dropped to 310 between April and December 2014, compared with 588 in the same period in 2010. In the latest Attitudes to Safety and Security survey, a quarterly TfL phone survey of 1,000 London residents, the number of people witnessing youths behaving badly had fallen from 60 per cent in 2007 to 48 per cent in 2014.

Fare evasion from all sectors of the public has consistently fallen year on year from three per cent in August 2007 to 1.1 per cent in August 2014. Messages about using Zip Oyster photocard responsibly are delivered as part of the Safety and Citizenship team’s Year 6 and Year 8 training (see page 16).

⁴ *The Right Direction*, 2015, Greater London Authority, www.london.gov.uk

Case study

Harrow Junior Citizenship

Harrow Safer Transport Team successfully ran the Harrow Junior Citizenship event in 2014, which offered around 1,000 school pupils advice on staying safe on our roads and transport network.

These Junior Citizenship Schemes are fast-paced, multi-agency events mostly aimed at Year 6 students. They are run either by London Transport Museum's Safety and Citizenship team or other agencies, including the MPS or local borough councils.

Attended by our School Liaison Officers and Transport Youth Engagement Officers, the

Harrow event featured mock Tube trains and buses and real-life scenarios were staged to see how young people would deal with various situations.

These scenarios were delivered by the MPS, London Fire Brigade and St. John's Ambulance, among others. Topics included travelling by bus and Underground, what to do if there's a fire, stranger danger and crossing the road safely.

A Harrow class teacher said: 'All presenters were brilliant. Keep up the good work, very useful life-saving skills were gained.'







Chapter two

Skills and employment

Our work to develop the skills of young Londoners is helping to tackle youth unemployment, which is still disproportionately high despite the economic recovery. This work is essential to ensure we and our suppliers have the next generation of skilled people to support the future growth and success of the Capital.

We must also ensure young people can get to schools, colleges or training facilities so we offer concessionary travel to those in full-time education or training through the Zip, apprentice and student Oyster photocard schemes.

Last year marked the centenary of the start of the First World War and a significant point in the history of transport, when 100,000 women entered our industry to take on responsibilities previously held by the men who enlisted for military service.

Working in partnership with Network Rail, the Department for Transport (DfT), Crossrail Ltd, the Women's Engineering Society and Women's Transport Seminar, our 100 Years of Women in Transport programme is celebrating the role women have played over the past century. We are also using it to improve gender equality in our industry through a variety of initiatives and activities.

We hope to attract more young women into the field by setting out the range of careers available to them. Our school engagement work is still being developed, but it will include volunteer talks and resources for pupils.

KPI – to increase the number of apprentices employed by us and through our supply chain

Update – in the last year, our Supplier Skills Team has helped create more than 500 apprenticeships in London. Since the programme began in 2009, more than 4,000 have been established.

KPI – to increase the number of young people exposed to career opportunities in STEM (science, technology, engineering and mathematics) subjects

Update – our Inspire Engineering programme, which provides activity days for KS2 and KS3 pupils, continues to see an increasing number of participants. These events increase young people's awareness of careers in engineering and transport planning, through experiments and meeting engineering ambassadors. We have also introduced a new School Skills programme, which involves groups of Year 12 students working together to solve a transport challenge. It is currently open to our seven partner schools; by 2016, it will be available to all schools with Year 12 students nationwide.

KPI – to increase the number of young people from under-represented groups participating in our skills and employment schemes

Update – in 2014, to celebrate the first Women in Engineering day, more than 370 pre-GCSE girls took part in a week of Inspire Engineering workshops.

⁵ A company that provides career opportunities for disabled people

Steps into Work

The Steps into Work programme – jointly run by us, Remploy⁵, and Barnet & Southgate College – combines placements at TfL with classroom-based training. The aim is to help young people with learning disabilities gain valuable work experience.

The programme proved a turning point for one student, Richard Cowdery (below), who used it to start a career at London Underground.

Richard, 25, from Sutton, south London, struggled to find a permanent job after leaving school and felt employers were overlooking him because of his disabilities – Asperger Syndrome and cerebral palsy.

Steps into Work allowed him to complete confidence-building work placements, including one as a Customer Service Assistant at Victoria Tube station.

‘The knowledge I gained and the experience of a placement at such a busy station was

amazing,’ said Richard. ‘It really helped me grow as an individual.’

After completing the year-long programme, Richard gained a full-time post as a Customer Service Assistant at Hammersmith.

He explained: ‘I’ve always had an interest in railways, particularly timetabling, so I consider myself very lucky to have a job that is also my hobby.’

Since it started in 2009, 38 students have completed the programme, 34 per cent of which went on to secure full-time employment of more than 16 hours a week within 12 months.

Minister for Disabled People, Mark Harper, said: ‘Steps into Work is a great example of how employers like Transport for London can help disabled people into work with practical training and support.’







Chapter three

Casualty reduction

Young people – whether they are drivers, passengers, cyclists, motorcyclists or pedestrians – must be able to travel safely. In 2013, there were 638 people killed or seriously injured (KSI) involving people aged 25 or under on the Capital’s roads. Safe Streets for London, our Road Safety Action Plan to 2020⁶, was published in June 2013.

It includes a target to reduce the number of KSIs in the Capital by 40 per cent by 2020, from a baseline of the 2005–2009 average. Priorities include reducing casualties for vulnerable road users; these being pedestrians, cyclists and motorcyclists.

In 2014, we published our first Motorcycle Safety Action Plan⁷ and Pedestrian Safety Action Plan⁸, and updated our Cycle Safety Action Plan⁹ (originally published in 2010). These documents look at who is being injured on London’s roads and why. They also outline the best ways to reduce casualties – information developed following consultation with our stakeholders and partners. All three plans contain actions specifically related to young people.

KPI – to reduce the number of KSIs on London’s roads by 40 per cent by 2020, from a baseline of the 2005–09 average

⁶ Safe Streets for London, June 2013, tfl.gov.uk/roadsafety

⁷ Motorcycle Safety Action Plan, 2014, tfl.gov.uk/roadsafety

⁸ Pedestrian Safety Action Plan, 2014, tfl.gov.uk/roadsafety

⁹ Cycle Safety Action Plan, 2014, tfl.gov.uk/roadsafety

Update – the number of child KSI casualties (under-16s) has been reduced by 36 per cent in 2013, against the 2005-09 baseline¹⁰

KPI – increase the London coverage of ‘The Children’s Traffic Club’, our pre-school road safety resource

Update – in 2014, there were just under 90,000 pre-school children enrolled in the Children’s Traffic Club, with 50 per cent from a black, Asian or minority ethnic (BAME) background or from highly deprived boroughs¹¹. This was a significant increase on the previous year, when 77,000 children enrolled (39,302 from BAME or highly deprived boroughs).

KPI – increase the reach of the Safety and Citizenship programme to achieve 95 per cent coverage of London schools at pre-transition level (10 to 11 years)

Update – in 2014, the Safety and Citizenship team reached 99 per cent of all Year 6 pupils in London, equating to 91,000 children. This is an increase from 96 per cent in the previous year.

KPI – increase the level of cycle training at schools in each London borough

Update – Bikeability cycle training teaches pupils the skills they need to ride more safely. Pupils can work their way through levels one to three as they move from primary to secondary school. There were 47,294 training places filled across Bikeability levels one, two and three. On average, 83 per cent of participants achieved the required results for the Bikeability level they entered.

In 2014, research conducted by TfL looked at the cycle training experience and ways to increase take-up. The findings will be incorporated into future programmes. Quality assurance of cycle training providers was also carried out to monitor delivery standards.

KPI – increase the uptake of our peer-to-peer education schemes; Junior Travel Ambassador and Youth Travel Ambassador

Update – the number of participating schools and pupils has increased for both initiatives. For the Junior Travel Ambassador scheme, it has risen from 500 schools last year to 600 schools this year. The Youth Travel Ambassador scheme has grown from 92 schools last year to 131 schools this year. Pupils from all participating schools deliver road safety education campaigns to their peers.

¹⁰ January–December 2013 is the latest published KSI data available

¹¹ Children from BAME groups or highly deprived backgrounds are at greater risk of injury than other children the same age, according to the Safe Streets for London Road Safety Action Plan, June 2013, tfl.gov.uk/roadsafety

‘Safe Drive, Stay Alive’

This road safety initiative targets young pre-drivers, learners, those who are newly licensed, and their passengers. It is led by borough Road Safety Officers and delivered in partnership with TfL, the London Ambulance Service, London Fire Brigade and the MPS.

‘Safe Drive, Stay Alive’ aims to reduce road casualties by highlighting the five main causes of crashes involving young people.

These are:

- Excessive/inappropriate speed
- Not wearing seatbelts
- Drink/drug driving
- Negative peer pressure
- Distractions, such as mobile phone use

A film – ‘Out of Body’ – is shown to students. It features a group of young people who crash a car with fatal consequences. Representatives from the emergency services, a bereaved parent and

a young adult who has been involved in a collision speak to the audience about their real-life experiences. They urge students to think about their actions and the consequences with the line ‘it’s your future; it’s your choice, safe drive, stay alive.’

This year, the initiative was delivered to more than 15,000 Year 12 and 13 students in Redbridge, Ealing & Hounslow, Enfield, Barnet, Haringey, Havering, Brent and Harrow, Hillingdon, Waltham Forest, Newham and Barking and Dagenham.

Police Community Support Officer Mel Marshall, from Newham’s Safer Transport Team, is part of the project steering group. She said: ‘This is a very worthwhile project and very powerful. It makes the pupils think about the consequences of their actions and others around them, whether they are a driver or a passenger in a car.’





Chapter four

Active and independent travel

We encourage young people to choose active travel, for instance walking and cycling. It is important that we influence regular trips, such as the school run, to help cut congestion and improve physical activity levels.

The school run is a major contributor to traffic congestion, especially in residential and suburban areas¹². The Mayor's Vision for Cycling outlined the importance of cycle training and we support programmes in schools to help increase the number of young people choosing cycling.

In partnership with the boroughs, we work with schools to introduce travel plans that encourage more walking and cycling. We have produced several guidance documents to support this and offer initiatives and curriculum resources that bring active travel to life in the classroom.

To help schools deliver the actions contained in their travel plan, and monitor and reward their success, we launched the Sustainable Travel: Active, Responsible, Safe (STARS) accreditation programme.

Currently, 1,385 schools are part of STARS – more than 45 per cent of all schools in London. They have achieved, on average, an eight per cent reduction in car use as part of the school journey¹³.

For more information, and to apply for accreditation, visit tfl.gov.uk/stars

KPI – increased levels of walking and cycling to school among pre-school and primary children

Update – walking mode share has remained constant at 56 per cent, while cycling mode share increased by one per cent over the past year¹⁴. In addition, 26,000 pupils took part in a level 1 Bikeability course and 23,059 of those went on to take level 2.

KPI – higher levels of independent active travel, specifically cycling, among secondary school pupils

Update – cycling in secondary schools remained at two per cent of total journeys this year, while walking rose by one per cent¹⁵. We are developing new walking and cycling projects to increase these levels for this age group.

¹² Mayor's Vision for Cycling in London, March 2013

¹³ iTrace – School Travel Plan data, 2011

¹⁴ STARS Online system – School Travel Plan data, March 2015

¹⁵ STARS Online system – School Travel Plan data, March 2015

Bike It Plus

On an average day in London, around 4.3 million trips that could be cycled are made by motorised vehicles. To help meet the Mayor's priority of encouraging more people to cycle¹⁶, the Bike It Plus programme, run by our delivery partner Sustrans, was developed to engage teachers, pupils and parents and promote safe cycling to school.

The two-year programme works with one secondary school and five 'feeder' schools, to ensure that increased cycling levels achieved at primary level continue as children get older.

In 2014, Bike It Plus delivered a successful programme in 80 new schools as an addition to the 350 existing schools that are currently part of the scheme and engaged with 57,460 pupils. This included setting up cycle clubs, bike maintenance sessions, cycle training, competitions, parent workshops and teacher training days.

Data shows that:

- Sixteen per cent of children in participating Bike It Plus schools cycle regularly (once or twice a week). The figure was just eight per cent before the initiative began
- Eight per cent of pupils cycle to school every day (up from three per cent)
- A total of 57,460 pupils are engaged in Bike It Plus activities

¹⁶ Mayor's Vision for Cycling in London, March 2013







Chapter five

Youth engagement

Young people can make an important contribution towards shaping our transport projects and priorities. We are working with them and youth organisations to ensure their voices are heard.

In 2009, we established our Youth Panel to initiate regular dialogue with Londoners aged between 13 and 25. Members – themselves young people – meet regularly and play a part in TfL's policy-making process. They share information about campaigns with their peers through presentations, workshops and events at schools.

We also run an annual Youth Participation Day where organisations and young people can inform and influence our programmes and share their views directly with our staff. In addition, we regularly involve our youth stakeholders in meetings and keep them updated through a monthly e-newsletter.

KPI – monthly communication with core pan-London youth stakeholders on our work and campaigns

Update – in the past year, we maintained frequent communication via an e-bulletin that is sent out to the voluntary sector. We also respond to email queries and keep our youth stakeholders updated on our campaigns.

KPI – One hundred young people from across London to attend our annual Youth Participation Day

Update – more than 60 young people attended last year. In addition, around 30 took part in the youth workshop at our successful Access All Areas showcase (see overleaf). During the year, we also went to outreach events with the youth voluntary sector and engaged with more than 100 young people.

Access All Areas

On 2 October 2014, we held our Access All Areas event to help more disabled and older people use our transport network. On the day – with support from members of our Youth Panel, Royal London Society for Blind People Youth Panel and the charity Whizz-Kidz – we held a workshop to encourage participants aged 25 and under to consider:

- Young people’s awareness of accessible transport options
- What accessibility information and facilities they find useful
- How we can increase their knowledge and confidence
- What accessibility issues they experience when travelling

Workshop participants also produced a list of top solutions to problems they might face when traveling in London. In total, 26 tips were produced and we are developing ways to share these more widely. They include:

- Making the most of the apps already available
- Having a plan B when you travel
- Checking Journey Planner before starting your trip









Conclusion

We have a large and comprehensive programme of activities for schools and young people. We have accomplished a great deal since we published our plan in April 2014 and we anticipate even more in the coming year. This would not be possible without our partnerships with the London Transport Museum, MPS, boroughs, plus other organisations and stakeholders.

Continuous communication is critical for ensuring we deliver our plan successfully. Our three main channels are:

- **Newsletters** – sent to schools every term highlighting the campaigns and projects relevant to them
- **Letters** – sent directly to schools to increase awareness of specific campaigns
- **Website** – our young London landing site providing a one-stop shop for all our relevant content

We look forward to continuing our work in this area and will publish another complete plan in 2016.

For more information or for a copy of the full Delivery Plan for Schools and Young People, visit tfl.gov.uk/younglondon. If you have any questions, please contact educationandtraining@tfl.gov.uk

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