

John Biggs AM, Chairman of the Budget and Performance Committee

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Youth expenditure

The Budget and Performance Committee is preparing to examine expenditure on young people across the GLA group. I would be grateful if you could supply details of initiatives and programmes targeted at young people undertaken or funded by TfL in 2007/08 and 2008/09 or planned for future years. In each case, please detail the expenditure made, forecast, budgeted or planned each year, the source(s) of the funding, and (briefly) the nature of the work or initiative supported. Also, as far as possible, please provide details of what outcome is to be achieved by the funding allocated, how it is to be measured and, where known, the current performance, target performance and any relevant benchmarks on the outcome indicators.

I would be grateful if you could provide this information by Monday 6 April, and send a copy to John Barry in the committee services team.

John Biggs AM
Chairman of the Budget and Performance Committee

cc Beth Sergeant, Jamie Peters

Transport for London

Education and Youth Engagement Activities Overview 2009

Transport for London

TfL has a wide variety of activities aimed at understanding, engaging and educating young people.

1.0 SURFACE TRANSPORT

1.1 Common Purpose Event

A one day event, in partnership with Common Purpose, has been planned for 30 young people between the ages of 13-15 from Lambeth, Lewisham and Southwark, who have been identified as potential future leaders. The event will examine how decisions are made and consider how young people can make change happen. The topic for debate will be “*restricting the use of ZiP card free travel to certain times of day in order to reduce ASB and Crime*”.

1.2 London Road Safety Unit

The London Road Safety Unit was established in 2001 and deals with Road Safety Publicity Campaigns and Education programmes. It delivers these through the most appropriate channel including media, Road Safety Officers (RSO) and schools. All schemes are targeted to raise awareness, knowledge and lead to casualty reductions in line with the Road Safety Plan. All major campaigns are data led.

A number of programmes and campaigns have won professional awards for excellence including, The Prince Michael Road Safety Award and the International Visual Community Award.

1.2.1 Children's Traffic Club

Aimed at 3-5 year olds. Children's Traffic Club (CTC) is offered free to all London based children within this target age range. In addition to at home materials, nursery and play group packs, Sure Start material, Health Visitor packs and Theatre in Education are all available to support this initiative. To date more than 150,000 children have either been or are current members of the Children's Traffic Club.

1.2.2 A-Z Traffic Tales

Aimed at 5-7 year olds. A-Z Traffic Tales is an Infant programme building on the pre-school CTC initiative designed to link in with National Curriculum Library hour. Stories cover all letters of the alphabet and link to road safety. In response to teacher requests, little reader books have been developed to support the big book format in an interactive element. Clear teacher's notes support this initiative.

1.2.3 The Junior Road Safety Officer Scheme (JRSO)

This is a peer education initiative. The aim is to have two JRSO's per scheme and one JRSO guide for teaching staff to promote responsible behaviour to peer groups, through talks, quizzes, posters etc. It encourages working with Borough Road Safety Officer's (RSOs) and others to develop initiatives that are appropriate. In the last calendar year 964 JRSO packs have been requested by Borough RSOs.

1.2.4 Just A Journey education pack

This links into the National Curriculum including English, Science, ICT, Geography, Maths, Citizenship, History and Art. Worksheets for each aspect and interactive elements for children to work through are available and can be used as a whole class, route based or as individual learning. Clear teacher notes accompany this.

1.2.5 Theatre in education Yr 6 'Now you see me'

Theatre in education is aimed at year 6 to prepare them for the transition to secondary school. Topics covered are being seen and being responsible on the road.

1.2.6 Theatre in Education Yr 7, 'The Price'

Theatre and education supports students who have made the transition to secondary school. Covering independent travel, peer group pressure, bullying and placing responsibility for your actions on the road.

1.2.7 Theatre in Education Yr 9 'Wasted'

Targeting Year 9, 13-14 year olds looking at drink and drugs and the effect they have on vehicle control. It empowers young people to say no to a lift from a driver who is under the influence of either drink or drugs, creating awareness.

1.2.8 Campaigns: Teen Road Safety 'Don't Die before you've lived'

This is aimed at the 13 – 18 age group focusing on their dreams, aspirations and how they could be lost due to carelessness on the road. Their dreams can be shattered in an instant. The most recent advert focuses on the dream of a young athlete for 2012. The campaign is currently being refreshed for 2009/10 and, as a result of market research carried out, will centre around friendship.

1.2.9 Debutants

Building on 'Don't die before you've lived', looks at young people and what they can achieve and how easily it can all be lost by being involved in a crash. Links back to shattered dreams.

1.2.10 Transit

The Transit scheme is aimed at young people who are at the risk of offending or have committed minor offences. Individuals are encouraged to look at Road Safety from their own perspective and work to produce materials for their peers. The unit is currently working towards an Ambassador scheme to empower individuals to spread the Road Safety message to other young people.

Transit has two specific components:

1. Motor Offenders Project (MOP): is provided in conjunction with a local Youth Offending Team and is aimed at the serious motor offender. Involvement may be through a Supervision Order with specified activities, a Referral Order, or for offenders out on license as part of a Detention and Training Order issued by the court.
2. Voluntary Attendees Project (VAP): this is open to all young people who may be involved in motor related offending or other risk taking activities. It is also a prerequisite of involvement that they have an interest in motor vehicles, riding/driving and/or seek to undertake training or employment within the automotive industry.

1.2.11 Injury Inequality Reduction Scheme

This scheme is in its second year and aims to address the issue of disproportionate casualties amongst black communities and communities living in areas of high deprivation. Local community projects are developed in partnership with local road safety units. Many of these projects are aimed at children.

Roadwise Rangers (Hammersmith & Fulham) – The aim of this project is to improve road safety by engaging young people through sport where they learn skills that are applicable to sports and being safe on the roads. This project is run in conjunction with Queens Park Rangers football club.

Child Injury Inequality Project (Camden) – In the first year of the project young people devised a questionnaire and interviewed their peers and family members about their behaviour on the roads and their perception of why certain communities are more at risk than others. Following on from this piece of work the aim this year is to devise interactions e.g. commission a Theatre-in-Education piece to explore some of the issues and solutions that were identified in the report.

Raising Road Safety Awareness in Ethnic Communities (Haringey) – This project is based within a mosque and involves a range of activities which has included art competitions for the young people to design leaflets and a calendar which would be appropriate for the wider Muslim community and which address specific issues within that community e.g. overcrowding in cars.

Injury Inequality DVD (Southwark) – in conjunction with a media partner a twelve week training programme was devised for black youth to identify specific road safety issues and translate them into an animated DVD which could be shown in schools. The response to the DVD has been very good.

TW4 project (Hounslow) – this project is based within an area with a high Somali community. A range of activities were devised to engage this hard-to-reach community which included a pottery workshop for primary school children as a basis for exploring road safety issues.

1.2.12 Young People's Research Project

Based on the questionnaire devised by Camden, the GLA's Peer Outreach Team is investigating injury inequalities by interviewing young people on the street in boroughs ranked across the Index of Multiple Deprivation scale. This is to discover if responses are different between boroughs or between the diverse ethnicities or deprivation levels of young people.

The results of this research will be compiled and presented at the opening of the Injury Inequality Exhibition at City Hall in March.

1.2.13 Young Drivers

"Kid Again"- Young drivers advertisement launched in cinemas in March 2008. Aimed at young drivers who speed, take drugs and drive without licences or insurance and looks at the consequences of them losing their licence. To back up the cinema ads we are also running radio ads and digital media ads. The campaign is being jointly run by London Safety Camera Partnership.

1.3 **London Safety Camera Partnership (LSCP)**

The Partnership consists of the following organisations: Transport for London, Metropolitan Police Service, City of London Police, Her Majesty's Courts Service and London Councils and aims to reduce the number of people killed or seriously injured through speed or red light violations on London's roads.

1.3.1 Teaching Support Material

LSCP has a number of educational resources linked into the national curriculum including an e-learning zone on their website which includes teacher support materials. www.lscp.org.uk

1.3.2 Community Events

LSCP take part in a wide variety of London wide and borough events and scenarios, examples include: The LSCP's road safety week activities at Pimlico Academy, Uxbridge College and Chingford Foundation School.

1.3.3 Mock Coroners Court Inquest Workshop

A number of mock coroners' court inquests workshops have been run for young people aged 15 - 18 years, in conjunction with various borough road safety units. The mock inquest is run by a West London Coroner. The workshops provide a valuable tool to teach young people the immediate risks associated with driving too fast, and highlight the long term impact the death of another can have on family and friends.

1.3.4 Prison Me No Way!

LSCP has designed a speed and red-light related road safety workshop as part of the innovative and award-winning Prison Me No Way! initiative.

1.3.5 Parent Pacts

The 'Parent Pact' aims to help parents of new and learner drivers in passing on the skill of safer driving to their children. Parent Pact is designed to show the challenges facing young drivers, giving tips to parents that go beyond simply helping their children pass the driving test. It also includes information which will be useful for the young drivers themselves.

1.3.6 a²om e-learning

LSCP will be running a pilot project of the a²om interactive e-learning modules at Bromley College with students 17 – 19 years, in conjunction with Bromley Road Safety Unit. The e-learning modules deals with the goals for driver education including Driving Skills & Risk, Attitudes & Behaviours and Safe Interaction with Other Road Users. If successful, LSCP plans to role the project out pan-London.

2.0 London Transport Museum

The London Transport Museum runs a series of projects and programmes which engage with young Londoners both within the Museum's two sites (Covent Garden and Acton) and through outreach activities. Many of these projects offer substantial qualitative value and work with young people who do not normally engage with Museums.

2.1 Project Brunel

Educational programmes delivered to schools pupils between the ages of 12-15 years to encourage engineering as a career. Project Brunel was established following a concern of potential shortages of engineering, technical and planning capability in the transport sector due to growing demand.

2.2 TfL Ambassadorship Programme

70 TfL engineers/ planners ambassadors deliver in school presentations to promote the engineering industry and professions in schools. Ambassadors are trained and supported by LEP (London Engineering Partnership). This is run in partnership between the Royal Academy of Engineering (RAEng), London Engineering Project (LEP), STEMNET (Science, Technology, Engineering and Mathematics Network) and the London Transport Museum (LTM) and TFL.

The aim of the programme is to enable positive role models to participate in schools and events to present information, activities and links to programme events that will create interest, motivation and enthusiasm from students towards engineering, transport planning and technical career opportunities within TfL, its suppliers and the transport industry as a whole. It also forms part of the broader TfL Skills Strategy and designed to link with current and future schemes and TfL suppliers. This includes supporting education packs which cover 4 broad themes; bridge building, planning, saving energy and signals (provided by USBCard and TfL extranet).

In 2009 it is proposed that 100 visits and 50 schools/ 1500 pupils be covered in 1 year.

2.3 TfL 500

The initiative is run in partnership with the London Engineering Project (LEP). This series of activities for Key Stage 3 school students uses practicing engineers as role models.

- 507 students reached
- Age range 12 - 15 (Key Stages 3 – 4)
- 22 schools reached London wide
- Boroughs reached: Lewisham, Merton, Croydon, Redbridge, Hillingdon, Ealing, Lambeth, Bromley, Sutton, Westminster, Newham, Tower Hamlets, Bexley.
- Teaches practical skills/ Problem solving

Off the back of this scheme the Museum has developed high-quality interactive workshop resources that can be booked by external parties to engage young people in engineering and other transport-related skills.

The Museum is also the delivery partner for work in Lambeth and Newham to support the 14-19 Diploma in Engineering.

2.4 TfL Safety and Citizenship scheme

TfL Safety and Citizenship was established in 2005 building on the work of two previous programmes; Underground School Liaison and Buswise. It brings together a number of areas across TfL including London Underground, Transport Policing and Surface Transport. The programme aims to prepare all children who are about to begin travelling independently with the knowledge, skills and attitude to travel with respect, responsibility and awareness. This means working with virtually all 10/11 year old (Year 6) children. Last year the team worked directly with over 95% of Year 6 children in London (c90,000) through Citizenship Schemes and In School Presentations.

2.5 Restorative Work

The Safety and Citizenship 11 – 15 Schools Engagement Team also targets restorative work onto schools where children are experiencing difficulties or causing problems whilst making their journeys. Restorative work is targeted by request from our stakeholder clients and is usually drawn from police intelligence, customer service reports, and operational staff reports.

2.6 Junior Citizenship Programme

The 11 – 15 Schools Engagement Team offers free school presentations about safe and responsible travel using London's transport network for years 7, 8, 9 and 10 and where appropriate smaller presentations to classes as identified by the school. The presentations also reinforce changes to regulations regarding Zip Oyster card travel for children aged 11 – 15 years of age and address young people's safety and behaviour while using public transport. The team also seeks to offer assistance to schools and local authorities in meeting their duty under Section 89(5) of the 2006 Education and Inspections Act. This Section gives head teachers a specific statutory power to regulate pupils' behaviour at times when they are not on the premises of the school, most notably when travelling to and from school.

The presentations also address aspects of the Key Stage 3 Citizenship curriculum, (particularly Knowledge, Skills and Understanding outcomes 1a, 2a, 2b, 2c, 3a and 3b) as well as Social/Emotional Aspects of Learning such as self-awareness, managing feelings, motivation, empathy and social skills.

Overall, during the academic year 2007/08 the team worked directly with 138,000 children and young people in greater London.

The Safety and Citizenship team also develop and maintain resources to support this work with children: including

- Substantial media resources to assist with interpretation

- Website containing teacher curriculum resources and interactives:
<http://www.tfl.gov.uk/tfl/corporate/projectsandschemes/communityandeducation/safetyandcitizenship>
- Activity packs for children to reinforce sessions
- Display boards suitable for supporting role-play based scenarios
- Display vehicles for Citizenship Schemes and community work

2.7 Cultural Engagement Outreach activities

The Museum's Audience Development Officers undertake a number of outreach activities with youth groups, such as digital storymaking, which engage them in creative projects. These projects connect young people with culture and our collections, and also build both soft (confidence, presentation etc) and hard (IT, museum related) skills. The Museum is undertaking a photography project with young people in one community centre: 1KX (Camden) with Photoworks (artists in Westminster). This involves photographing the participants' local environment and our collections. The resulting photographs will be displayed in an exhibition at the Museum, giving huge value to the efforts of these young people.

2.8 Secondary schools/college sessions

The Museum delivers sessions to a range of secondary schools and colleges across London at Covent Garden, covering travel and tourism, history, art and other subjects.

- 3500 students engaged in Education Officer led sessions per year on average between the ages of 11-18
- The Museum had almost 30,000 education visits through 2008
 - Key Stage 2: over 13,000
 - Key Stage 3-5: over 4,000

The Museum has developed a good relationship with Acton High School, and has undertaken a number of projects ranging from: audio guides projects which are researched and developed by the students, tours of the Museum for students, parents and their families, and visits by the local councillors. Young people have learnt a variety of skills including how to curate exhibition cases.

2.9 Youth Forum

The Museum runs a monthly Youth Forum to consult with young people, and help it to better understand what they want out of their Museum experience. This consultation then feeds into the way we shape our services. Our goal is to encourage non-Museum visiting young people to become regular visitors of the Museum and to encourage some to volunteer or work at the Museum.

- Working with partner community centres in Camden (1A Children's Centre & 1KX)
- Membership varies between 10 and 20
- The Forum helps to shape our ongoing engagement activities and mainstream exhibition programmes

2.10 London 2012

London Transport Museum is one of four museums in the London Museums Hub, and acts as a key player in London culture. A major aspect of its ongoing work leading to London 2012 is working to empower young people to reinterpret objects from their point of view, which will feed into major exhibitions around London. The ongoing project from 2009 – 2012 will build a number of new relationships and work on upskilling young people, including formal accreditation and careers training. This will also help the Museum to build a new and vibrant audience.

3.0 GROUP PUBLIC AFFAIRS

3.1 Considerate Travel Campaign

The considerate travel campaign was launched 1st February 2008 to encourage considerate behaviour between passengers on public transport. In November 2008 the campaign won the "Best Consumer Campaign" award in the in-house team category at Public Relations Consultants Association awards. Phase 2 saw the launch of a social networking site called TogetherforLondon.com and the distribution of postcards.

3.2 The IM Youth Advisory Forum

The IM Youth Advisory Forum aims to capture innovative ideas from London's young people to help TfL and IM improve their services to young people. It includes involvement from a number of youth stakeholders including YMCA, Prince's Trust, UK Youth Parliament, London Youth Forum, British Youth Council, TMDS BoyztoMEN, Hillingdon Emerging Leaders Programme, and Westminster Volunteer Centre.

4.0 SMARTER TRAVEL UNIT

Transport for London's (TfL) Smarter Travel Unit promotes sustainable travel options for Londoners, through the provision of travel planning support to work places, schools and individuals, as well as to projects specific to local areas in Greater London.

4.1 School Travel Planning

This is a joint DCSF funded initiative delivered through School travel plan development and targeted to encourage sustainable transport use.

4.2 School Travel Plans

There is a target for all schools to have a travel plan in place by 2009. Over 70% of schools in Greater London now have travel plans. Four staff at TfL work in conjunction with 55 School Travel Advisors in the London Boroughs and schools to put these plans in place. A number of curriculum resources have been produced to encourage schools to include sustainable travel within their plans and the curriculum. These include KS2 Walking Zones Pack (with Living Streets), Every Journey Matters, Focus on Cycling. For KS3 Journey Times media resources and cycling resource linked to eight curriculum areas.

4.3 Upgrade 7

This is a transitional resource which is currently running in 14 London boroughs aimed at Year 6 children. It comprises of three localised resources for parents, pupils and staff and provides information to plan for the journey to the new school.

The Schools Team also run the School Travel Accreditation Scheme to reward schools for school travel plan development, activities and monitoring.

4.4 School Travel Advisors

Advising on the school run and other travel related issues. All boroughs offer WOW (walk once a week) to their primary schools.

5.0 TRANSPORT POLICING

TfL funds the MPS Transport Operational Command Unit (TOCU) and Safer Transport Teams to police London's transport network. They play a key role in reducing ASB and crime through high visibility and engagement with children and young people to make their journeys safer.

TfL and the police have adopted a comprehensive problem-solving approach to deal with identified problems of youth crime (offending and victimisation) and anti-social behaviour on the network particularly the bus network. In addition to being a vital part of the Safety and Citizenship scheme a continually evolving programme of integrated activities has been developed in response to feedback and evaluation:

5.1 Safer Transport Teams, Hub Teams and Transport Operational Command Unit (TOCU)

MPS Safer Transport Teams (STTs), involving 440 uniformed officers, were introduced in 21 outer London Boroughs. The teams were introduced to provide a dedicated problem-solving resource that was capable of addressing local crime and disorder priorities and perception issues on the transport system. These teams in conjunction with the local community identify local crime and disorder priorities within a pan-London strategic and analytical framework provided by TfL.

STTs used, and continue to use, innovative approaches to both identify and respond to local youth-related crime (offending and victimisation) and ASB issues in partnership with local communities, transport operators and other key stakeholders.

The Mayor, through TfL, has committed to enhancing local Safer Transport Teams (STTs) and local TOCU reassurance teams by providing increased visible presence at identified transport hubs and an increase in the size of all 21 STTs. All 32 Hub Teams will be operational by the end of June 2009.

Three Hub Teams are already operating in Croydon (West Croydon), Haringey (Canning Town) and Newham (Canning Town). The following Hub Teams have recently been rolled out Woolwich Arsenal, Ilford BR station, Romford Town Centre, Barking Station, Walthamstow Central, Hayes Town and Lewisham. These teams will have a key role in dealing with youth-related issues on the bus network and at interchanges.

The TOCU continues to undertake regular high visibility patrols and targeted operations in hotspot locations with increased focus on youth crime issues and criminal damage.

5.2 BusTag – contact: Sgt Dale Moore

Criminal investigation programme targeted to reduce criminal damage, and anti-social behaviour on the bus network through CCTV analysis. Also aims to eradicate fear of crime for all members of the public.

Operation BusTag has tripled the arrest rate for offences such as graffiti, window etching, seat and window damage and arson, and now has a conviction rate of more than 90%. 3000 arrests since November 2004, primarily of 13 – 18 year olds. It has received awards for Safer London Problem Solving Awards winner 2007 and Crimestoppers utilisation award 2007.

BusTag's schools visit strategy targets secondary schools aged 11 – 16, but can be modified to suit other age groups depending on the area need.

5.3 11-15 Zip scheme

The ZIP scheme has been introduced for young people taking up free travel. Young people are required to hold and validate their ZIP Oyster photocard when travelling for free on buses and trams. The scheme requires young people to sign up to the TfL Behaviour Code which has a structured set of sanctions including permanent withdrawal of the free travel concession depending on the level of misbehaviour.

The introduction of the ZIP Oyster photocard scheme for all 11-15s also aims to avoid disputes with bus drivers over a young person's age and requirement for oyster photocard. The new scheme is much simpler for drivers and Revenue Protection Inspectors to enforce.

5.4 Payback London

The Payback London scheme is currently being developed by the Mayor and TfL. It will provide young people who have had their Zip photocards removed for breach of TfL's Behaviour Code with an opportunity to earn their card back early through participation in voluntary activity that will be of benefit to the community. The scheme is expected to be launched in the autumn.

6.0 **DOCKLANDS LIGHT RAILWAY (DLR) – Susan Tuffin**

6.1 Primary School Safety Talks

Offered to local schools in the DLR operational area within boroughs of Greenwich, Lewisham, Tower Hamlets and Newham. Targeted at 5-11 year olds the talk focuses on using the railway safely, how to ask for help and the dangers of going near the tracks. Supported by a colourful leaflet Stay Safe Not Sorry .

6.2 Teacher's Resource Pack

An education teacher's resource pack aimed at key stage 2, 3, or 4. The resources suggest ways in which schools can use a journey on the DLR to support National Curriculum and GCSE requirements in Geography, particularly with respect to the settlement and urban regeneration themes.

The resources give background information to plan and prepare for a field trip to the UK's largest urban renewal site: London's Docklands and Canary Wharf. There are suggestions for activities to complete before, during and after their trip plus practical information and tips with a selection of worksheets.

6.3 TeachingZone.org

Involved with Teaching Zone which enables the sharing of resource material with teachers including safety posters, leaflets, DLR factsheets and photos.

6.4 Scout Personal Safety Badge

Support Serco with the rollout of their Scout Personal Safety Badge.

7.0 LONDON UNDERGROUND

As well as taking part in the Safety and Citizenship scheme LU run an apprenticeship scheme

7.1 LU Apprenticeship scheme –

The Apprenticeship scheme is a two year programme designed as an entry level position within London Underground for 16 – 18 year olds. Over the two years the apprentices' career will take shape developing strengths and exploring the potential within a variety of career paths, including Customer Services, Train Operation and Service Control. Information on this year's scheme is available on the apprenticeship website.

<http://www.tfl.gov.uk/tfl/corporate/jobs/currentcampaigns/apprentices/pages/facts.asp>

8.0 CROSSRAIL

8.1 Junior CrossRail

Web based Teaching Zone sharing resource material with teachers including safety posters, leaflets, crossrail factsheets, and design projects, photos etc.

9.0 TfL WIDE

9.1 The School Party Travel Scheme

The TfL school party travel scheme is open to all schools located within the Greater London area. It offers free travel on the Tube, DLR, buses, trams and National Rail to venues of educational and cultural interest that enhance, support and supplement teaching as part of the National Curriculum (within Greater London only – except Amersham to Moor Park). School Party Travel tickets are not valid on London River Services.

9.2 Undergraduate placements and Graduate schemes

TfL takes on over 100 graduates annually. It offers a wide variety of disciplines and experiences across the organisation including Civil, Mechanical and Electrical Engineering, Transport Planning, Project Management etc. It also offers summer internships and Year in Industry placements. All details are available on a dedicated website.

10.0 GROUP EQUALITY AND INCLUSION

10.1 Introduction to careers in TfL

In November 2008 TfL organised the second open day for young people (16-17). Approximately 50 young people attended. They were able to gain an understanding of the career opportunities available in TfL – this was done in partnership with Careers Academy. This is likely to remain an annual occurrence.

11.0 CUSTOMER RESEARCH

The Customer TfL Research is responsible for all major research work in the organisation. Some current research activities relating to young people include:

- ticketing changes for young people
- road safety messages
- encouraging teens to continue cycling (rather than switch to driving)
- ASB/appropriate behaviour