Transport for London
School and Young Person Delivery Plan: Setting our future direction

January 2013 (draft consultation document)
School and Youth Delivery Plan: Setting our future direction

Foreword

Transport for London (TfL), wants to keep London working, growing and to make life in the Capital better. Young people are significant users of the capital’s transport network; whether it is for their journey to school or college, meeting friends or family or going to work. Therefore TfL recognise using the transport network is incredibly important to young people and to enable them to get the most of London we have an important role to ensure travelling in London is a happy, healthy and safe experience.

Our role does not end there however, this delivery plan also includes projects which:

- Prepares ‘tomorrow’s commuters’ for travel, to ensure they are able to travel safely on the transport network
- Support young people to make informed, positive lifestyle choices about the journeys they take
- Make young people aware of the future career opportunities that are available within the transport industry and its supply chain.
- Connect with young people to actively engage them in decisions being made that affect them

The range of institutions via which TfL reaches this audience is vast: over 3,200 schools in London, including nursery, primary, secondary, Special Educational Needs, Pupil Referral Units, State and Independent schools; over 300 colleges and universities and a large number of voluntary youth organisations.

This plan brings together all of TfL’s future activities with schools and young people into one integrated programme. We want to hear views from outside TfL, from boroughs, schools, parents and indeed young people themselves about the work already happening and where the opportunities are for TfL to improve the future programme to better support young people in London.

Chris Mather, Surface Planning, TfL
Chair of TfL’s Schools and Young People Delivery Group
Transport for London
January 2013
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Executive summary

Young people are an important stakeholder group for Transport for London (TfL). Not only do they make up a significant proportion of the travelling public, but they are the future users of the Capital’s transport system. Young people are classed as those aged 25 and under, living, working, visiting or studying in London.

There are 2.8 million young people living in Greater London, many of whom frequently use the transport network. More than 406m journeys were made by under-18s on buses alone in 2011/12. By 2031, there are likely to be 3.1 million young people under the age of 25 living in the Capital.

The aim of this delivery plan is to outline the wide range of projects that TfL runs with young people which help set future objectives. These projects are channelled through schools and other educational establishments such as colleges and universities. This delivery plan brings together all of TfL’s activities with young people for the first time. This will enable TfL’s stakeholders to identify what is on offer for young people in London.

TfL’s vision is for young people to have access to the right information to enable them to make appropriate choices – for them and for London. TfL promotes active, safer and responsible travel, that will it hopes will remain with young people through their adult life. TfL wants to ensure that young people are aware of the travel options available, are educated and engaged in travel-related issues that matter to them, and are aware of the career opportunities in transport.

The plan falls into 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 the awareness of careers in TfL, its 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, walking and confident use of public transport

5. **Youth involvement** – Connecting with young people and youth stakeholders to involve them in informing, influencing and communicating TfL’s priorities and key messages

Taking each of the strands individually, this delivery plan outlines the objectives and deliverables which contribute to TfL’s vision for young people. It summarises the individual data-led projects which make up each programme strand, highlights a successful case study and lists the key performance indicators by which the programme will be measured.

TfL will consult with a range of stakeholders – schools, other educational institutions, young people and stakeholders working with young people – on the activities included in the delivery plan. TfL welcomes feedback on the breadth of the programme as well as recommendations for the future.

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1 Mid 2011 census data
2 GLA population prediction models
3 TfL 2011/12 Financial year data for under 11, 11-15 and 16+ Zip Oyster Card journeys by bus
Introduction – TfL’s vision for young people

TfL wants to keep London moving, working and growing while improving quality of life. Many young people use the city’s transport network; whether it’s for their journey to school or college, meeting friends or family, or going to work. As using the transport network is incredibly important to young people, TfL wants to ensure that travelling in London is a happy, healthy and safer experience for them, enabling them to get the most out of London.

TfL faces a number of challenges on the transport network as the population of London grows, impacting on existing levels of congestion and air quality. Coupled with this, obesity levels are rising and so TfL has a role to play in encouraging Londoners to be physically active when travelling around the city. TfL’s vision is for young people to have access to the right information to enable them to make appropriate choices – for them and for London. TfL wants to encourage young people to choose active travel modes, such as walking and cycling, and ensure that they can travel in a safe and responsible way – lessons that will remain with them through their adult life. TfL also wants to ensure it supports young people as they develop their careers in the transport industry and contribute to London’s economy.

This will be done by ensuring that:

- Young people, their families and stakeholders working with young people are aware of the travel options and fares concessions available
- Young people are educated and engaged in travel-related issues that matter to them
- Young people are aware of the opportunities to get involved with TfL, and potential career opportunities within the organisation and its suppliers
- Young people are educated on how to use the network and different modes of transport safely and with confidence

Monitoring progress

This draft delivery plan sets out TfL’s commitments to help realise the Mayor’s vision as set out in his transport strategy, his strategy for young people and TfL’s vision for young people as outlined above. While TfL has been organising activities for this age group for many years, this is the first time that all the objectives and deliverables set out in one document. This is important to ensure a clearly communicated and efficient programme. A full, updated delivery plan will be published at appropriate intervals every two years. It will include feedback from stakeholders and other developments in the programme.

The implementation of this delivery plan is dependent on internal partnerships between TfL directorates and a number of external key partners, in particular the Metropolitan Police Service (MPS) and the British Transport Police (BTP), London boroughs, bus operators and London Transport Museum (LTM). The range of institutions through which TfL reaches this audience is vast:

- More than 3,200 schools in the Capital, including nurseries, state-maintained primary and secondary schools, academies, special schools, Pupil Referral Units and independent schools
- More than 300 colleges and universities, and a large number of voluntary youth organisations

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4 The Mayor’s Response to his Education Inquiry Final Report - see: http://www.london.gov.uk/strategy-policy/mayors-education-inquiry
Stakeholders’ views on the plan
This draft delivery plan is open for external consultation and a final plan will be published later in 2013. TfL is keen to gather stakeholders’ views on the activities outlined in the consultation document. Stakeholders are being asked to provide input on specific aspects of the plan and to give TfL their views and suggestions for future delivery. In this way, TfL aims to make a real difference to the lives of young people in London.

A series of questions have been set out on our consultation tool, visit https://consultations.tfl.gov.uk/schools/younglondon. Stakeholders are encouraged to comment on any element of the consultation document. Responses should be returned to consultations@tfl.gov.uk by 27 March 2013.
1 Community and personal safety

Introduction

Children and young people should be able to travel around London without being victims of crime, and without the fear of crime. Crime on and around transport in London has been falling consistently for the past eight years. However, young people, particularly those aged between 10 and 19, are disproportionately affected as victims, when compared to the rest of the adult population who make up a larger proportion of users of the system.

TfL and its policing partners are running a number of youth-related projects to address this and support the Mayor’s three-year strategy to improve transport safety and security, as outlined in The Right Direction (2011)5.

Objectives

1. To reduce the level of victimisation experienced by young people
2. To promote secure and responsible travel among young people
3. To facilitate partnership working between TfL and the MPS, BTP and City of London Police (CoLP) to deliver joint community and personal safety projects targeted at young people

Case study – Community and personal safety

Behaviour concerns on and around buses with pupils at a London secondary school

In 2011, a Safer Transport Team (STT) identified a problem of overcrowding and antisocial behaviour on the bus routes serving a secondary school in a particular borough. In response, the following actions were taken:

- STT worked with the pupils to reinforce the TfL Zip behaviour code, which young people must adhere to gain access concessionary travel. The code is there to ensure young people travel safety and show respect for fellow passengers, staff and property
- STT encouraged young people to register their phones on the National Mobile Phone Register which is a national database of property which police officers can use to return stolen items to owners
- Joint exercises with TfL Revenue Protection and two revenue inspectors to work with the STT
- Safety and Citizenship sessions were held at the school to outline the consequences of their behaviour on themselves and others
- Working with the secondary school and pupils, the STT restored unclaimed bikes from the local police stations and provided these cycles, along with safety training, to 30 students

The outcome was a reduction of 60 per cent in driver incident reports, less overcrowding after school and more people cycling.

The borough STT won the Gold award for this problem-solving initiative at the annual Problem Oriented Partnership Awards 2012.

Key Performance Indicators (KPIs)

- Reduce youth crime/youth victimisation levels through targeted work in priority boroughs
- Improve the behaviour of pupils on targeted bus routes (demonstrated through passenger and driver surveys, and driver incident reports) and reduce levels of fare evasion

Community and personal safety objectives 2012-2013

The table below sets out the projects and programmes TfL is delivering to achieve the community and personal safety objectives.

<table>
<thead>
<tr>
<th>Initiative and owner/s</th>
<th>Description</th>
<th>Audience</th>
<th>Age range (years)</th>
<th>Medium of delivery</th>
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</thead>
<tbody>
<tr>
<td>1.1 Earn Your Travel Back (EYTB) Community Safety Enforcement Policing (CSEP)/GLA</td>
<td>EYTB is the Mayor’s scheme that allows young people who have had their concessionary travel privilege removed by TfL (on buses, trams and the Tube) for breaking its behaviour code – the opportunity to earn it back by volunteering.</td>
<td>London-wide</td>
<td>11-18</td>
<td>One-day experience</td>
</tr>
<tr>
<td>1.2 Transport policing and youth engagement CSEP</td>
<td>All 32 Metropolitan Police STT and BTP Neighbourhood Policing Teams, funded by TfL and consisting of nearly 2,000 police officers across London, regularly engage with young people on a range of local initiatives by understanding the issues affecting the local community and young people. Examples include: problem-solving local issues to make young people feel safer; attendance at school events and youth clubs; and encouraging positive behaviour from this age group.</td>
<td>Young people travelling on the transport network and schools</td>
<td>Up to 19</td>
<td>STTs in schools and BTP officers</td>
</tr>
<tr>
<td>1.3.1 Pre-transition Junior Citizenship schemes Safety and Citizenship</td>
<td>Multi-agency initiative preparing students for the challenges they face as they become young adults through short activities simulating real-life scenarios and preparing them for the transition from primary to secondary school.</td>
<td>All primary schools</td>
<td>10-11</td>
<td>Workshops and role-play</td>
</tr>
<tr>
<td>1.3.2 Pre-transition in-school presentations Safety and Citizenship</td>
<td>Where a borough does not run a Junior Citizenship scheme or a school is unable to attend a scheme the offer of an in school presentation will be made. These aim to teach safer, responsible travel and personal safety to prepare young people for the transition from primary to secondary school.</td>
<td>All primary schools</td>
<td>10-11 years</td>
<td>Interactive presentations and role plays</td>
</tr>
<tr>
<td>1.4 Post-transition youth intervention events and in-school</td>
<td>Community event or in-school presentation aimed at children of secondary school age in ‘hot spot’ areas. These safety awareness talks provide educational messages about the use of Zip cards</td>
<td>Children of secondary school age, residents and</td>
<td>11+</td>
<td>Discussions, media, debates and role-play</td>
</tr>
<tr>
<td>Presentations</td>
<td>and behaviour on and around buses, and different modes of transport.</td>
<td>Commuters in all London boroughs</td>
<td>Bespoke service incorporating mediation, facilitation and discussion-based sessions</td>
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<td><strong>1.5</strong></td>
<td><strong>Restorative justice sessions</strong> Safety and Citizenship</td>
<td>Pan-London youths identified through the criminal justice route</td>
<td>11+ Youth engagement</td>
<td></td>
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<td>A bespoke service where Safety and Citizenship sessions provide a response to serious incidents of antisocial behaviour and/or crime on or around the transport network.</td>
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<tr>
<td><strong>1.6</strong></td>
<td><strong>Youth Transport Ambassador Project (YTA)</strong> Surface Planning</td>
<td>Selected schools</td>
<td>Youth engagement</td>
<td></td>
</tr>
<tr>
<td>Pilot project with 11 secondary schools to train and implement youth travel ambassadors to deliver safer and active travel messages to other pupils in the school.</td>
<td></td>
<td>13-15+</td>
<td></td>
<td></td>
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<td><strong>1.7</strong></td>
<td><strong>Safer Travel at Night</strong> Marketing and Communications</td>
<td>16-34-year-old women</td>
<td>Face-to-face, advertising</td>
<td></td>
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<tr>
<td>To reduce the tendency to use unbooked minicabs and help reduce the number of cab-related sexual offences.</td>
<td></td>
<td>16+</td>
<td></td>
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<td><strong>1.8</strong></td>
<td><strong>Railway Safety Advice</strong> London Overground Rail Operations Ltd (LOROL) and British Transport Police (BTP)</td>
<td>Young people travelling on transport network and schools</td>
<td>Interactive presentations</td>
<td></td>
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<tr>
<td>LOROL has dedicated BTP Neighbourhood Policing Teams who visit local schools to provide railway safety advice – both in terms of planned advice and in response to specific incidents</td>
<td></td>
<td>5+</td>
<td></td>
<td></td>
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<tr>
<td><strong>1.9</strong></td>
<td><strong>Railway Safety Patrol</strong> London Overground Rail Operations Ltd (LOROL) and British Transport Police (BTP)</td>
<td>Young people travelling on transport network</td>
<td>Policing patrols</td>
<td></td>
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<tr>
<td>LOROL and the BTP work together to provide a special train which travels the network looking out for trespassers or stone throwers – a more negative interaction with youth, perhaps, but one which increases confidence about the safety of our network as a whole</td>
<td></td>
<td>5+</td>
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2 Skills and employment

Introduction
The UK currently has a shortage of young people pursuing careers in science, technology, engineering and maths (STEM) subjects. This has led to a skills shortage within key disciplines within the transport sector. TfL is committed to encouraging young people from all backgrounds to pursue STEM subjects by providing opportunities for them to gain experience, supporting the recommendations in the Mayor’s Education Inquiry. It is hoped this will also help reduce the number of children and young people not in education, employment or training (NEET) now and in the future.

In 2009, TfL launched its Skills and Employment Strategy to support the Mayor’s apprenticeship target and to encourage young people to consider a career in STEM subjects. It identified a range of projects to ensure TfL and suppliers have the right people with the right skills in place at the right time, to deliver its long-term transport objectives. TfL published an updated Skills and Employment Strategy in 2011 which celebrates achievements since the launch of the plan in 2009.

TfL achieved success in generating apprenticeship and employment opportunities through its supply chain activity. Innovative procurement requirements, coupled with the support of a GLA-funded Supplier Skills Team, have generated over 2,600 apprenticeship opportunities in TfL’s supply chain since 2009. This approach has secured a number of awards for the programme, including most recently the Race for Opportunity 2012 Award for Youth Partnership.

Crossrail has also launched its own Skills and Employment Strategy, including activity in youth engagement and getting young people to consider a career in STEM subjects to support the delivery of the Crossrail Skills and Employment Strategy 2010.

TfL is committed to ensuring young people can access their place of education or training facility by offering concessionary travel to those in full-time education or training through the Zip concessionary travel and student photo card schemes.

Objectives
1. Develop a supply of competent and capable people to provide a workforce for the future
2. Continue to provide concessionary travel to young people in full-time education and training

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6 The Mayor’s Education Inquiry, October 2012 http://www.london.gov.uk/strategy-policy/mayors-education-inquiry
7 Young Londoners – Successful Futures, 2010 http://www.london.gov.uk/publication/young-londoners-successful-futures
9 Crossrail Skills and Employment Strategy, July 2010 www.crossrail.co.uk/delivering/skills-employment
Case study – Skills and employment  
The TfL STEM and Employability Programme

TfL’s education programmes seek to engage with young people in schools and colleges, those with special educational needs, NEETs, disengaged youth, ex-offenders and those with refugee status to encourage them to consider a career in transport, and acquire a better understanding of the skills required in the world of work.

Two programmes include:

**Engineering Aces (led by LTM in partnership with STEMNET*)**

More than 100 TfL engineers and transport planners have been trained to deliver presentations and lead activities in schools and at careers events as part of the Engineering Aces Programme. They work with young people between the ages of five and 16. This has resulted in more than 400 visits being undertaken by TfL Ambassadors, giving young people the opportunity to meet trained professionals and ask about their experiences and careers.

*STEMNET, a UK-wide organisation that aims to ensure all young people, regardless of background, can understand and enjoy STEM subjects, and recognise the career opportunities they can open up.

**Classroom to Boardroom (in partnership with Entrepreneurs in Action*)**

Business challenges are set for groups of secondary school pupils. They have one week to develop a solution and present it to senior managers in the TfL boardroom. So far there have been four challenges, ranging from planning for the 2012 Games to modernising TfL’s traffic lights. The activities are being extended to provide fair access to work placements for pupils and have included Mayoral Academies.

* Entrepreneurs in Action, an organisation that delivers entrepreneurial and employability programmes for the education and corporate sectors.

**KPIs**

- To increase the number of apprentices employed at TfL and apprentices employed through its supply chain
- To increase the number of young people exposed to career opportunities in STEM subjects
- To increase the number of young people from under-represented groups participating in TfL skills and employment schemes
Skills and employment objectives 2012-2013

The following table sets out the projects and programmes TfL is delivering to achieve the skills and employment objectives.

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<thead>
<tr>
<th>Initiative and owner/s</th>
<th>Description</th>
<th>Audience</th>
<th>Age range (years)</th>
<th>Medium of Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Youth Transport Ambassador Project (YTA)</td>
<td>A pilot peer-to-peer engagement project with 11 secondary schools to identify and train selected pupils as youth travel ambassadors to deliver safer and active travel messages to other pupils in the school, and promote careers in the transport industry.</td>
<td>Selected secondary schools</td>
<td>13-15</td>
<td>Youth engagement/educational resource for pupils</td>
</tr>
<tr>
<td>2.2 Inspire HR/LTM</td>
<td>The programme, co-funded by Luke Rees-Pulley Trust&lt;sup&gt;10&lt;/sup&gt;, is a showcase day for engineering careers at TfL, with interactive activities to encourage young people to take STEM subjects at GCSE.</td>
<td>Secondary school pupils</td>
<td>11-13</td>
<td>STEM - workshop events</td>
</tr>
<tr>
<td>2.3 TFL STEM Ambassador Programme HR/LTM</td>
<td>The programme, co-funded by Luke Rees-Pulley Trust, allows the recruitment, training and coordination of engineering and planning ambassadors. These ambassadors are used to promote STEM take-up in school by delivering presentations and running activities.</td>
<td>Secondary school pupils in London</td>
<td>11-14 (Key Stage 3)</td>
<td>Ambassador Programme</td>
</tr>
<tr>
<td>2.4.1 Work experience/extended work experience and internships HR</td>
<td>One to two-week work experience placements which are part of the national curriculum. Also, paid internships of between one and six months which are sometimes part of a degree course and intended to provide practical experience of industry.</td>
<td>Years 10-11 pupils in London/students and NEETS</td>
<td>Work experience 14-16 (Years 10 and 11) Internships 16+</td>
<td>Placements in a TfL work location</td>
</tr>
<tr>
<td>2.4.2 Steps into Work HR</td>
<td>A one-year development programme for adults with learning difficulties. Students complete three x 9-11 weeks unpaid work experience placements during the year with TfL, while studying for an NVQ Level 1/2 in workability skills.</td>
<td>People with learning difficulties</td>
<td>18+</td>
<td>Placement</td>
</tr>
</tbody>
</table>

<sup>10</sup> The Luke Rees-Pulley Trust is a charity set up in memory of Luke Rees-Pulley a London bus driver to advance the education of the public on the workings and benefits of the public transport in greater London and advance and promote the improvement of safety standards in public transport in Greater London for the benefit of the public and relieve financial hardship for individuals who have been employed as public transport bus drivers in greater London and their dependants.
| 2.4.3 | **Ex-offender programme**  
Commercial Centre of Excellence  
Supplier Skills Team | Work experience placements for ex-offenders, allowing them to develop new skills and build a narrative to use in future interviews. An LU supplier has also offered track maintenance apprenticeships to young ex-offenders. | Ex-offenders | 18+ | Placement and apprenticeships |
| 2.4.4 | **Young Crossrail training**  
Crossrail | A year-round work experience scheme in partnership with schools and colleges. One hundred apprenticeship opportunities for 16 to 24-year-olds. Crossrail placements for TfL and National Rail graduate scheme participants. | Selected schools and successful applications | 14-17- and 16-25-year olds, and graduates | Work experience and training apprenticeships, secondments |
| 2.5.1 | **LTM Skills Centre**  
**Employability Training for marginalised groups**  
LTM | Suite of accredited and non-accredited training for marginalised groups, including young people who are NEET. | | 16+ | Training courses |
| 2.5.2 | **LTM Skills Centre - Routes into Work**  
Commercial Centre of Excellence  
Supplier Skills Team | In partnership with a range of organisations, young people aged between 16 and 24 who are not in employment, education or training take part in a three-day training course supported by suppliers and which links them to employment and apprenticeship opportunities brokered through the TfL Supplier Skills Team. | 16-24 NEETs | 16-18, and 18+ | Training courses |
| 2.6 | **Internships**  
HR | A range of paid internship schemes ranging from three months to one year to provide practical experience of industry, aimed at unemployed graduates. This includes an 18-month paid internship scheme sponsored by Network Rail. | Current degree students, NEETs and post-graduates | 16+ | Three months to one-year placements |
| 2.7.1 | **TfL apprenticeship schemes**  
Commercial Centre of Excellence  
Supplier Skills Team | Entry level programmes attracting 16-year-olds upwards into full-time, work-based learning programmes. The schemes prepare young people for full-time job roles in London Underground (LU) Maintenance, Surface, IM, Traffic Engineering, Quantity Surveying, Project Planners and Surface Traffic Systems. One scheme - LU Operations Apprenticeship Programmes - is specifically aimed at 16 to 18-year-olds. | 16-18-year-olds who wish to continue their education as an apprentice | 16+ | Two to three-year training schemes |
<table>
<thead>
<tr>
<th>2.7.2</th>
<th>TfL supply chain apprenticeship schemes</th>
<th>Entry-level programmes attracting 16 to 18-year-olds into full-time, work-based learning programmes. The schemes prepare young people for full-time job roles in the TfL supply chain.</th>
<th>16+ year-olds who wish to continue their education as an apprentice</th>
<th>16–18+</th>
<th>Two to four-year training schemes</th>
</tr>
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<tr>
<td>2.8</td>
<td>Classroom to Boardroom challenge</td>
<td>Schools are set a transport-related challenge where they research and present their ideas to a panel of TfL managers at LU’s head office.</td>
<td>School pupils in London</td>
<td>13-14 (Key Stage 3) and above</td>
<td>Workshop events</td>
</tr>
<tr>
<td>2.9</td>
<td>Graduate scheme</td>
<td>Entry-level programmes attracting graduates into a full-time two or three-year graduate scheme. Schemes are offered in a variety of disciplines across TfL including IM, Finance, quantity surveying, engineering, transport planning, project management, LU management, traffic control and commercial.</td>
<td>Graduates</td>
<td>21+</td>
<td>Two and three-year schemes of placements subject to scheme</td>
</tr>
<tr>
<td>2.10</td>
<td>Young volunteers and consultants</td>
<td>Volunteering and paid employment opportunities for young people supporting LTM’s delivery of exhibitions, events and museum operation.</td>
<td>16-19-year-olds - largely young people coming through the LTM Skills Centre</td>
<td>11-16</td>
<td>Volunteer and paid job roles</td>
</tr>
<tr>
<td>2.11</td>
<td>Mentoring scheme</td>
<td>Six-month mentoring programme designed to support young people in their search for work.</td>
<td>18-24-year-old unemployed Londoners</td>
<td>18-24</td>
<td>Mentoring, workshops and one-to-one sessions</td>
</tr>
<tr>
<td>2.12</td>
<td>The Royal Greenwich University Technical College (UTC)</td>
<td>Co-sponsor of a new college which gives pupils the opportunity to specialise in construction and engineering. TfL will be offering lecture and support on site (via the STEM TfL Ambassador Programme, see 4.3). The project will contribute to the regeneration of Woolwich and provide opportunities in engineering to young people in south east London.</td>
<td>Pupils attending Greenwich University Technical College</td>
<td>14-19</td>
<td>College and work placements</td>
</tr>
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3 Casualty reduction

Introduction
TfL wants to ensure that young people travel safely on London’s roads, whether they are young drivers, cyclists, motorcyclists or pedestrians. In 2011, 828 young people aged up to 25 were killed or seriously injured (KSI) on London’s road. This is down since 2001 – where 2,130, were killed or seriously injured. However, it’s still too many.

TfL’s Road Safety Plan (2001)11, which is in line with The United Nations Decade of Action for Road Safety (2010)12 and Department for Transport (DfT) Strategic Framework (2011)13, set a London-wide target to reduce the number of children (up to 16 years of age) killed or seriously injured by 60 per cent by the end of 2010 in London, compared with the average between 1994-1998. By the end of 2010, a 73 per cent reduction in the number of child KSIs was achieved against the 1994-1998 baseline.

TfL’s London Road Safety Action Plan: 2020 was open for consultation in autumn 2012 and the final version will be launched in 2013. The plan includes a target to reduce the number of people killed or seriously injured in London by 40 per cent by 2020 from a baseline of the 2005-2009 average. It highlights child casualties as a key area.

TfL also wants to encourage young people to travel safely on and around the public transport network including buses, Tubes, trams, Docklands Light Railway (DLR) and London Overground. Furthermore, TfL wants to ensure young people stay safe near construction sites and around heavy goods vehicles (HGVs).

Objectives

1. Educate young people to stay safe and act responsibly on public transport and on London’s roads
2. Give young people the life-skills to identify potential risks and hazards while travelling
3. Encourage responsible behaviour by helping young people understand the consequences of their actions to themselves and others

Case study – Casualty reduction
Stop. Think. Live
In 2011 there were 1,181 child pedestrian casualties on London’s roads and 22 per cent of all pedestrian casualties were younger than 16. TfL’s road safety advertising, alongside road safety improvements and its Junior Road Safety Officer scheme have played an important role in helping to reduce the number of road casualties in London. The most recent teen road safety campaign, launched in March 2012, warns teenagers of the dangers they face from traffic every day on the Capital’s roads. Three posters, aimed at 11-to-14-year-olds, alert teenagers to the consequences of not paying attention, or being distracted, when near to or using roads.

These Stop. Think. Live posters each feature a young person that has been killed in a road collision after being distracted by a mobile phone or MP3 player. The campaign is supported by some famous faces which you can see on TfL’s YouTube channel.

KPIs

- To reduce the number of children killed or seriously injured on London’s roads by 40 per cent by 2020 from a baseline of the 2005-2009 average (London Road Safety Action Plan: 2020)
- Increase the London coverage of TfL’s pre-school road safety resource ‘The Children’s Traffic Club’
- Increase the reach of the Safety and Citizenship Programme to achieve 95 per cent coverage of London schools at pre-transition level (10-11 years)
- Increase the level of cycling training at schools in each London borough
- To measure the uptake of cycle training at three universities as part of a pilot project
## Casualty reduction objectives 2012-2013

The following table sets out the projects and programmes TfL is delivering to achieve the casualty reduction objectives.

<table>
<thead>
<tr>
<th>Initiative and owner/s</th>
<th>Description</th>
<th>Audience</th>
<th>Age range (years)</th>
<th>Medium of delivery</th>
</tr>
</thead>
</table>
| **3.1.1** | **Road safety educational resources**  
Surface Planning | A range of curriculum resources covering each key stage of learning, including A-Z of Traffic Tales, Just a Journey and Life’s Journey. | Primary and secondary schools | 4-16 | Educational resource for teachers and pupils |
| **3.1.2** | **The Children’s Traffic Club**  
Surface Planning | Pre-school road safety intervention programme aimed at three to four-year-olds and their families. | All London nurseries, infant schools and children’s centres | Three-five | Educational resources for children and their parents |
| **3.1.3** | **Junior Road Safety Officer (JRSO)**  
Surface Planning | A peer-to-peer primary school resource focusing on road safety messages where children are elected at schools and use the resource to deliver travel safety messages and run campaigns for their peers and the wider school community. | All primary schools | 10-11 | Educational resource for pupils |
| **3.2.1** | **Pre-transition Junior Citizenship Schemes**  
Safety and Citizenship and  
London Tramlink and Tram Operations Ltd (TOL) | Multi-agency initiative preparing students for the challenges they face as they become young adults through short activities simulating real-life scenarios and preparing them for the transition from primary to secondary school. TOL attends Junior Citizen events in Boroughs of Merton, Bromley and Croydon | All primary schools | 10-11 | Workshops and role-play |
| **3.2.2** | **Pre-transition in-school presentations**  
Safety and Citizenship | Where a borough does not run a Junior Citizenship scheme or a school is unable to attend a scheme the offer of an in-school presentation will be made. These aim to teach safer, responsible travel and personal safety to prepare young people for the | All primary schools | 10-11 | Interactive presentations and role-play |
| 3.2.3 | **Post-transition youth intervention events and in-school presentations**  
Safety and Citizenship | Community event or in-school presentations aimed at secondary school age pupils in ‘hot spot’ areas. These safety awareness talks provide educational messages about the use of Zip cards and behaviour on and around buses, and on different modes of transport. | Secondary school age pupils, residents and commuters in all London boroughs | 11+ | Discussions, media, debates and role-play |
| 3.4 | **Teen road safety campaign**  
Marketing Operations | Campaign to bring about a behaviour change in this target group and to contribute to an overall reduction in KSIs. | All London boroughs | 11-14 | Posters and digital advertising |
| 32.5 | **Youth Transport Ambassador Project (YTA)**  
Surface Planning | A pilot peer-to-peer engagement project with 11 secondary schools to identify and train selected pupils as youth travel ambassadors to deliver safer and active travel messages to other pupils in the school. | Selected schools | 11-18 | Youth engagement /educational resource for pupils |
| 3.6 | **Universities and colleges cycle safety/training pilot**  
Surface Planning | Pilot project aimed at three London universities (London Metropolitan, University College London, City University) to provide information to encourage students and staff to take up cycle training and delivery of other cycle safety awareness initiatives. | Staff and students at three London universities | 18+ | Online toolkit, Empty Belly poster and web copy/banner advertising |
| 3.7 | **ScooterSafe-London/BikeSafe-London**  
Surface Planning | Rider skills enhancement courses delivered by the MPS’s Motorcycle Tasking team in partnership with TfL. Participants in the programme gain important skills in how to be a safer motorcyclists by attending a one-day course comprised of classroom-based and practical on-the-road sessions. | London-wide | 17+ | Training days |
4 Active and independent travel

Introduction

TfL’s vision for young people is to encourage them to choose active travel modes, such as walking and cycling. Regular journeys such as the school run are key journeys for TfL to influence in terms of reducing congestion and contributing to a reduction in obesity.

TfL in partnership with borough school travel officers’ work with schools to put in place travel plans which include activities to encourage a shift towards walking and cycling. TfL has produced a number of guidance documents to support this and to link initiatives to other programmes running in schools and educational establishments. TfL also runs a number of initiatives for schools to promote active travel as well as providing a range of curriculum materials to use in schools. To encourage schools to deliver the actions within their travel plan and monitor the success, TfL put in place the School Travel Accredited and Recognised (STAR) programme which encourages and rewards schools to adopt safer and active travel behaviour. In 2004 in London, car journeys represented 26 per cent of all journeys to and from school. The work of STAR and the school travel programme has resulted in journeys to school by car falling by six per cent to 20 per cent in 2011.

Objectives

1. To increase the number of young people walking or cycling to schools and other educational establishments, with an emphasis on congestion ‘pinch points’ across London

2. Encourage pupils to make confident independent journeys to educational and training opportunities

Case study – Active and independent travel

School Travel Accredited and Recognised (STAR) Travel Scheme

The School Travel Accreditation Scheme is an integrated programme which guides and motivates schools to deliver school travel activities such as walking incentive schemes, competitions, cycle clubs and cycle training by outlining a set of criteria and rewarding schools which demonstrate their commitment to active and safer travel. This is awarded at three levels; sustainable, higher and outstanding. Schools are now able to record and monitor their travel activity on TfL’s monitoring site STAR-Track. This site enables schools to apply for accreditation status online and provides TfL with relevant data on the programme. As of 2012, there are 1,079 schools which have achieved accredited status representing 35 per cent of London schools. Accredited schools demonstrate a greater shift towards walking and cycling. Since 2004, schools on the first level have seen a nine per cent reduction in the number of car trips made as part of the school journey. The two highest levels of levels of accreditation have seen an 11 per cent reduction in the number of car trips made as part of the school journey.

KPIs

- Increased levels of walking and cycling to school among pre-school and primary school children

14 iTrace – School Travel Plan data, 2011
• Higher levels of independent active travel, specifically cycling, among secondary school pupils

• More university students cycling
### Active and independent travel objectives 2012-2013

The following table sets out the projects and programmes TfL is delivering to achieve the active and independent travel objectives.

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Description</th>
<th>Audience</th>
<th>Age range (years)</th>
<th>Medium of delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 STAR (School Travel Accredited and Recognised)</td>
<td>An accreditation scheme for schools undertaking safe and active travel initiatives designed to motivate, inspire and reward them at one of three levels.</td>
<td>All schools</td>
<td>Five-16</td>
<td>TfL workshops, toolkits and officer support</td>
</tr>
<tr>
<td>Surface Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2.1 Zip card concessionary schemes</td>
<td>A number of concessionary travel schemes under the Zip branding, covering the 5-10, 11-15 and 16+ Zip Oyster photocard schemes. The schemes offer free bus and tram travel, and discounted travel. Applicants can apply online or via paper application form. For the 16+ scheme applicants must be aged 18 or under, live in London and be in full-time education to be eligible for free bus and tram travel. Campaign runs at the beginning of the academic year to remind customers to apply in time for their photocards.</td>
<td>All young Londoners</td>
<td>Five-18</td>
<td>Application forms, posters/letters to schools and Facebook campaign</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2.2 School Party Travel Scheme</td>
<td>A scheme that offers free travel to schools in London visiting educational and cultural venues in London. Schools need to register for the scheme and apply for tickets at least two weeks before the trip is made. Those travelling must be aged between five and 17.</td>
<td>All schools in London</td>
<td>Five-17</td>
<td>Application processing and digital information</td>
</tr>
<tr>
<td>Revenue Policies</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.2.3 18+ Student Oyster photocard campaign</td>
<td>Campaign to encourage students to take advantage of the 30 per cent discount and apply for an 18+ Student Oyster photocard. For multi-year cardholders, the campaign advises students to re-confirm their eligibility.</td>
<td>Students (18+) who are in full-time or part-time education in London</td>
<td></td>
<td>Digital, poster and Facebook advertising</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
<td>Students (18+) who are in full-time or part-time education in London</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.3.1 Cycle grants for Schools</td>
<td>This programme encourages cycling at schools by providing schools with the opportunity to apply for small grants to set up a cycle club or run cycle-related activities.</td>
<td>Targeted schools in Biking Boroughs, with nominated schools in other boroughs</td>
<td>Three-16</td>
<td>Grant funding to deliver the activity</td>
</tr>
<tr>
<td>Surface Planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

23
| 4.3.2 | **Schools cycle training programme**  
*Surface Planning* | Cycle training is a borough-led programme delivered within the proven framework of the nationally accredited ‘Bikeability’ training scheme. There are three levels of Bikeability cycle skills training, ranging from basic off-road training focusing on the manual handling of the bicycle, to advanced on-street training which focuses on safe interactions with other road users and traffic on London’s busy roads. | All schools in the 33 London boroughs | Three-16 | Cycle training |
| 4.3.3 | **Schools cycle parking programme**  
*Surface Planning* | This programme provides cycle parking facilities to schools that meet a set of criteria, including possessing or working towards an accredited school travel programme. Since 2008, more than 12,000 cycle and scooter parking places spaces have been provided in schools across London. | All accredited schools in London | Three-16 | Cycle parking |
| 4.3.4 | **Community Cycling Fund for London (CCFfL)**  
*Surface Planning* | The CCFfL provides grants to a range of organisations and establishments to encourage more cycling within their communities. It also funds a programme of ready-made cycling events aimed at those who are already cyclists or are thinking about cycling regularly. These are targeted at colleges, universities, workplaces, hospitals and schools. | Organisations and schools in London | 3+ | Grants and events programme run by partner organisations |
| 4.3.5 | **Bike It**  
*Surface Planning* | A cycling programme for schools, delivered by Sustrans, where Bike It Officers are funded to work directly with schools and their communities. | Selected schools in specific boroughs | Three-16 | Officer support, educational resources and activities |
| 4.4 | **The Big Walk**  
*Surface Planning* | A Pan-London walking programme under development to encourage regular walking to school. This will be competition based to encourage regular participation (provisional launch date of pilot is May 2013). | All schools in the 33 London boroughs | Three-16 | Website |
<table>
<thead>
<tr>
<th>4.5.1</th>
<th>Educational resources – toolkits</th>
<th>A number of curriculum resources to promote active travel have been produced by TfL for use in schools.</th>
<th>All London boroughs</th>
<th>Five-16</th>
<th>Educational resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5.2</td>
<td>Upgrade/transition project</td>
<td>Pupil, teacher and parent resource purchased by local authorities to help with the transition from primary to secondary school. Programme currently under review.</td>
<td>All London primary schools</td>
<td>10-11</td>
<td>Educational resource for teachers, parents and pupils</td>
</tr>
<tr>
<td>4.6</td>
<td>Pre-transition Junior Citizenship Schemes and in-school presentations</td>
<td>Multi-agency initiative (London boroughs, TfL, London Fire Brigade, MPS) to teach safer, responsible travel and personal safety to prepare young people for the transition from primary to secondary school. This is delivered either at borough Junior Citizenship Schemes or by in-school presentations.</td>
<td>Schools in all London boroughs</td>
<td>10-11</td>
<td>Workshops and role-play</td>
</tr>
<tr>
<td>4.7</td>
<td>Travel mentoring service</td>
<td>A service available to all disabled Londoners with the aim of enabling independent travel. Provided by one-to-one accompanied trips, groups via ‘Bus Days’, classroom sessions, outreach work with local authorities, schools and colleges. Specialist work is also referred by LTM’s Safety and Citizenship team.</td>
<td>All special educational needs schools</td>
<td>11-25</td>
<td>Workshops and one-to-one sessions</td>
</tr>
<tr>
<td>4.8.1</td>
<td>Junior Road Safety Officer (JRSO)</td>
<td>A peer-to-peer primary school resource focusing on road safety messages where pupils are elected at schools and use the resource to deliver travel safety messages and run campaigns for to their peers and the wider school community.</td>
<td>All primary schools</td>
<td>10-11</td>
<td>Educational resource for pupils</td>
</tr>
<tr>
<td>4.8.2</td>
<td>Youth Transport Ambassador Project (YTA)</td>
<td>A pilot peer-to-peer engagement project with 11 secondary schools to identify and train selected pupils as youth travel ambassadors to deliver safer and active travel messages to others in the school.</td>
<td>Selected schools</td>
<td>11-18</td>
<td>Youth engagement /educational resource for pupils</td>
</tr>
<tr>
<td>4.9</td>
<td>Barclays Cycle Hire road show</td>
<td>Roadshow that educates the public about Barclays Cycle Hire (BCH) and encourages them to try it.</td>
<td>Boroughs in the Cycle Hire zone – central and east London Targets students and adults</td>
<td>University students (BCH bikes are only for people aged 14+)</td>
<td>Roadshows</td>
</tr>
</tbody>
</table>
5 Youth Involvement

Introduction
Young people should be given the opportunity to contribute to and influence TfL priorities and projects that affect them, now and in the future. Through the involvement of young people and organisations representing them, TfL works to communicate and develop its programmes that affect them.

TfL regularly involves core pan-London youth stakeholders through communications with their staff, attending meetings with young people, and through the monthly TfL e-newsletter sent to youth sector organisations.

In 2009, the TfL Youth Panel was established to initiate regular dialogue with young Londoners aged 13 to 25. The panel is a group of young people who meet regularly to have a voice within the TfL policy-making process. TfL supports panel members so they can share information about TfL’s campaigns with their peers through presentations, workshops, events and at schools. TfL wants to empower young people to have their say and be heard on decisions about London’s transport network. TfL believes that young people have important contributions to make in its decision-making processes, that they need to be supported to make these contributions and that they need to have their opinions and decisions recognised, valued and acted on.

Objectives
1. Consult with youth stakeholders and the young people they work with to enable them to inform, influence and communicate TfL’s priorities and key messages
2. Manage TfL’s reputation with youth stakeholders and secure advocates for campaigns
3. Support the Youth Panel and facilitate its meetings to enable young people to have a demonstrable impact on TfL’s work

Case study – Youth Involvement

British Youth Council

In July 2012, TfL submitted written evidence to the British Youth Council’s Youth Select Committee. This is a pilot initiative supported by the Department of Education and Parliament Education Service which enables young people to hold enquiries into issues they care about in order to influence policies and legislation. The Committee mirrors the UK Parliament’s Select Committee structure. The Committee ran an inquiry into safe, affordable and accessible public transport for young people. This mandate came from issues prioritised by members of the British Youth Council and the UK Youth Parliament, as well as a national poll of 65,000 young people. Following TfL’s submission of written evidence it was invited to give oral evidence to the Committee of 11 young people and the session was broadcast on BBC Democracy Live. The Committee produced a report making recommendations to the Government in November 2012. This noted that TfL demonstrated significant engagement with young people through its youth panel and recommended that every Passenger Transport Executive should have a youth forum.
KPIs

- Monthly communication with core pan-London youth stakeholder on key TfL work and campaigns
- One hundred young people from across London attend Youth Participation Day in autumn 2013
Youth engagement objectives 2012-2013
The following table sets out the projects and programmes TfL is delivering to achieve the youth engagement objectives

<table>
<thead>
<tr>
<th>Initiative and owner/s</th>
<th>Description</th>
<th>Audience</th>
<th>Age range (years)</th>
<th>Medium of delivery</th>
</tr>
</thead>
</table>
| **5.1** Youth Participation Day  
Public Affairs and Stakeholder Engagement (PASE) | Youth event in October half-term to showcase TfL youth participation work, raise awareness of youth-focused campaigns and communicate key messages of work. | Young people aged 13 to 25, voluntary sector staff and youth workers | 13-25 | Presentation and discussions through workshops |
| **5.2** Youth Panel  
PASE | The TfL Youth Panel meets every two months. Members of the panel are aged between 13 and 25. | Young people aged 13 to 25 | 13-25 | Meetings |
| **5.3** Teen road safety campaign event and school visits  
PASE | Youth event for pupils and teachers in the five boroughs that have the highest numbers of KSIs to raise awareness of road safety and encourage responsible behaviour among teens when on or near roads. This will be accompanied by Youth Panel visits to schools during the year to run interactive presentations on the issue. | Young people aged 11 to 16 and teachers | 11-16 | Presentation and discussions through workshops |
| **5.4** Art on the Underground  
(London Underground) | Development of significant artwork for the London Underground network for 2013 and engagement with schools and young people through curriculum resources and a poster competition | All London schools |  | Educational resource |
Appendices

Appendix A - Young people casualty data
Since 2010 there has been a downward trend in the numbers of child pedestrians aged up to 15 years who were killed or seriously injured.

In 2011 (calendar year), seven children were killed and 223 seriously injured, a further 1,951 were slightly injured. However, there has been a slight increase in the number of young people involved in slight collisions. Young males aged between 12 and 15 and from a Black and Minority Ethnic (BAME) background are most likely to be involved in a road collision.

Table 1: Road casualties in Greater London 2011 (January-December) up to 15 years, by gender

<table>
<thead>
<tr>
<th>Mode</th>
<th>Male</th>
<th>Female</th>
<th>Total for 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Fat</td>
<td>2 Seri</td>
<td>3 Sli</td>
</tr>
<tr>
<td>1 Pedestrian</td>
<td>3</td>
<td>103</td>
<td>585</td>
</tr>
<tr>
<td>2 Bicycle</td>
<td>1</td>
<td>15</td>
<td>161</td>
</tr>
<tr>
<td>3 Powered two-wheeler</td>
<td>0</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>4 Car</td>
<td>1</td>
<td>8</td>
<td>245</td>
</tr>
<tr>
<td>5 Taxi</td>
<td>0</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>6 Bus or coach</td>
<td>0</td>
<td>3</td>
<td>78</td>
</tr>
<tr>
<td>7 Goods vehicle</td>
<td>0</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>8 Other vehicle</td>
<td>0</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>134</td>
<td>1,087</td>
</tr>
</tbody>
</table>

Of young adult casualties (aged 16 to 25 years) in 2011 there has been a slight increase in the number of young people involved in collisions compared with the previous year. Twenty-three individuals were killed and 575 seriously injured. Of all casualties, 44 per cent were car occupants, 17 per cent were pedestrians and 13 per cent pedal cyclists.

Table 2: Road casualties in Greater London 2011 (January-December) aged between 16 to 25, by gender

<table>
<thead>
<tr>
<th>Mode</th>
<th>Male</th>
<th>Female</th>
<th>Total for 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Fatal</td>
<td>Seri</td>
<td>Sli</td>
</tr>
<tr>
<td>1 Pedestrian</td>
<td>4</td>
<td>91</td>
<td>462</td>
</tr>
<tr>
<td>2 Bicycle</td>
<td>2</td>
<td>78</td>
<td>530</td>
</tr>
<tr>
<td>3 Powered two-wheeler</td>
<td>5</td>
<td>157</td>
<td>1,036</td>
</tr>
<tr>
<td>4 Car</td>
<td>8</td>
<td>80</td>
<td>1,381</td>
</tr>
<tr>
<td>5 Taxi</td>
<td>0</td>
<td>1</td>
<td>42</td>
</tr>
<tr>
<td>6 Bus or coach</td>
<td>0</td>
<td>1</td>
<td>28</td>
</tr>
</tbody>
</table>
### Table 3: LU accidental rail injuries aged 24 and under between 2008/09 and 2011/12 (April-March)

On the Tube, the number of children and young people involved in accidental injuries has remained at around the same level for the past four years, with no young people killed.

<table>
<thead>
<tr>
<th>Year</th>
<th>Fatal</th>
<th>Major injury</th>
<th>Minor injury</th>
<th>Total for the year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/09</td>
<td>0</td>
<td>22</td>
<td>369</td>
<td>391</td>
</tr>
<tr>
<td>2009/10</td>
<td>0</td>
<td>18</td>
<td>415</td>
<td>433</td>
</tr>
<tr>
<td>2010/11</td>
<td>0</td>
<td>20</td>
<td>412</td>
<td>432</td>
</tr>
<tr>
<td>2011/12</td>
<td>0</td>
<td>21</td>
<td>419</td>
<td>440</td>
</tr>
</tbody>
</table>

### Appendix B - CSEP youth crime and victim summary

Young people aged between 10 and 19 feature highly as victims, particularly on the bus network where they account for 23 per cent of total victims. This is a reduction from 26 per cent to 23 per cent between 2007/08 to 2008/09. These levels of victimisation are disproportionate in relation to usage figures, where those aged 11 to 19 represent approximately 13 per cent of the total bus passengers (2008)\(^{15}\). This is not the case on the rail network where passenger numbers are lower. Robbery\(^{16}\) is declining across London’s transport network. However, robbery remains the most frequent crime that young people experience while travelling on TfL’s modes. Young people aged 10

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\(^{15}\) Bus User Survey – Analytical Report, December 2008  
\(^{16}\) Young People Analysis: TfL CSEP IAT, 2010
to 19 feature highly as suspects, representing 50 per cent of all suspects on the bus network and 24 per cent on the rail network. The suspects are often associated with robbery, violence, criminal damage, sexual offences, theft and handling, disturbance and forgery.