

Travel for Life rebrand launch summary

We're determined to help young Londoners travel more sustainably and make better decisions that impact their lives and the lives of those around them.

This September, we're bringing together each of the programmes formerly known as Road Safety Club, STARS, Safety and Citizenship and TravelSmart, under one exciting new umbrella programme called Travel for Life.

Travel for Life will allow us to engage with even more schools across London, helping to develop children's independence and confidence and create a lasting impact on the way young people travel to and from school in London.

Thank you for your support and hard work on the STARS accreditation programme. As we move into the new Travel for Life brand, the principles of STARS sustainable travel: safely, actively and responsibly will remain our core focus but with a renewed energy towards providing a joined up, consistent and valuable experience from aged 3-17.

Background

Working alongside The London Transport Museum and London boroughs, we provide free guidance and resources, as well as face to face support, to help encourage young people to travel safely and responsibly, to make informed choices about sustainable and active travel and to help improve their school environment and the community around them.

We are proud to be an integral part of learning in London, providing support to young Londoners for the past 16 years. Over 1360 primary schools and 140 secondary schools across London's 32 boroughs are already taking part.

What is Travel for Life?

Travel for Life is an accreditation programme, offering schools and education settings across London a series of free educational programmes from ages 3 to 17.

We award a gold, silver or bronze accreditation based on the number of activities a school or education setting has completed.

The goal is to increase active and sustainable travel options when travelling to and from school, reduce car use and improve safety.

Descriptions of the programmes (see page 3)

- TfL Travel for Life. A free education programme supporting the next generation of Londoners to travel towards a brighter, safer and more sustainable future. Be part of the solution.
- TfL Discoverers. Helping little Londoners be safe around roads
- TfL Explorers. Inspiring primary-aged children to travel actively, responsibly and safely
- TfL Citizens. Preparing year 6 children for safe, considerate and independent travel to secondary school
- TfL Pioneers. Empowering secondary-aged children to be advocates for active, responsible and safe travel
- TfL Navigators. Guiding young people to become risk-aware, safe and considerate drivers






Key statistics

- Over a third of all schools in London are TfL Travel for Life Gold accredited.
- Over half of all primary schools signed up to the TfL Travel for Life accreditation programme. The objective is to reach 1,000 gold schools by 2024. We are currently at 747.
- Total number of activity sheet uploads in 2022/23: 15,663.
- The most popular activities are communicating with parents, walking activities and road safety activities. New activity sheets will be developed for launch such as smoothie bike, car free day, design a street.
- The website has 6,000 visits every month
- TfL Discoverers distributes over 3,800 road safety packs to nurseries in London
- TfL Citizens see over 100,000 or 98% of all 10-11-year-olds in London

Benefits to the programmes

Below there are seven quick reasons to join TfL Travel for Life.

- It is free, easy and there is plenty of content, lesson plans and guides to support you
- Supports the School Travel and Climate Action planning, the OFSTED Enrichment programme and the Curriculum
- There are incentives along the way like competitions and awards
- Promotes peer-led projects and leadership as well as other life skills and employability
- Benefits mental and physical health and wellbeing
- Reduces car congestion around your school and improves road safety and air quality

 <p>TfL DISCOVERERS</p>	<p><i>TfL Discoverers (formerly Road Safety Club) is a resource pack delivered to early year settings (3 to 4-year-olds), introducing them to the first building blocks of road safety. The pack contains activity sheets, stickers and links to online videos and learn-at-home resources.</i></p>
 <p>TfL EXPLORERS</p>	<p>TfL Explorers (formerly STARS Primary) is a year-round programme for primary schools to help them plan and deliver activities that encourage young Londoners to travel safely, sustainably and actively.</p>
 <p>TfL CITIZENS</p>	<p>TfL Citizens (formerly Safety and Citizenship) is a one-off session delivered to 10–11-year-olds to prepare them for independent travel as they embark on secondary school. The session gives students the tools for safe and responsible travel on Public Transport as well as active travel and journey planning tips.</p>
 <p>TfL PIONEERS</p>	<p>TfL Pioneers (formerly STARS Secondary and the Secondary Challenge) is a year-round programme for secondary schools to help them plan and deliver activities to encourage young Londoners to travel safely, sustainably and actively as well as further developing their confidence to travel independently.</p>
 <p>TfL NAVIGATORS</p>	<p>TfL Navigators (formerly Travel Smart) is a digital interactive platform to teach road safety skills to 15–17-year-olds as they gain further independence as young drivers, passengers, moped riders, cyclists and pedestrians.</p>