

From: Govinden Ruben
Sent: 26 January 2016 15:25
To: [REDACTED]
Cc: Drake Lucy
Subject: RE: Press release for clearance: Children's Traffic Club London

Thanks

From: [REDACTED] [\[REDACTED@london.gov.uk\]](mailto:[REDACTED@london.gov.uk])
Sent: 26 January 2016 15:11
To: Govinden Ruben; [REDACTED]
Cc: Drake Lucy
Subject: RE: Press release for clearance: Children's Traffic Club London

Hi Ruben,

All cleared this end. Couple of minor changes.

Also, we didn't think Isabel needed a quote, so I've merged hers and Leon's together under his name. Hope that's ok. Isabel has cleared.

Thanks,

[REDACTED]

Join Children's Traffic Club London and learn road safety lessons for life

- **Children's Traffic Club London is a free road safety education programme for pre-school children, their parents and carers**

This spring, Transport for London (TfL) is inviting all pre-school children in London to join a special club to teach them road safety lessons that will stay with them, and help them, for life.

TfL's Children's Traffic Club London is a free road safety education programme designed to give pre-school children aged three and four, and their parents and carers, valuable road safety skills. It also promotes sustainable modes of transport such as walking, scooting and cycling.

Every child who joins the Club will receive a welcome pack containing fun characters, stickers, stories and songs. Each pack has a 'Magic Code', which unlocks interactive games, stories and songs on an engaging website where children can track their journey using a fun route map.

The Children's Traffic Club London comes complete with a free app containing fun road safety and transport games to further help young Londoners to stay safe.

Leon Daniels, Managing Director of Surface Transport at TfL, said: "Children's Traffic Club London is a brilliant, fun and engaging way to educate pre-school children about the importance of staying safe on London's roads. That's why we are funding this initiative for all London's pre-school children, as we know how important early intervention is when helping young people to stay safe. It is great to have such strong support from our partners across

the London boroughs and we look forward to continuing to work together to encourage all pre-school children in London to register with the Club.”

TfL is committed to reducing the number of people killed and seriously injured on London’s roads. Twice a year, in line with the dates that children start pre-school, an invitation is sent to all London nurseries to register all three and four year old children into the Club. Members' packs are then sent to the nurseries who distribute them to their children to take home.

Since September 2015, **66,542** children from 33 London boroughs have registered for the Club. TfL aims to increase this number to 100,000 by the end of this school year.

TfL’s most recent research shows that, as a result of registering with the Club, 87 per cent of parents or carers reported that their child is more aware of the importance of road safety.

ENDS

NOTES TO EDITORS

1. The Children’s Traffic Club (CTC) has been running in London since 2003 and, 519,787 pre-school children, their parents and carers have benefited from receiving road safety messages. 2014-15 alone saw over 90,000 children registered with the Club.
2. All London's pre-school children will be able to join CTC London free of charge and since September 2015, 66,542 have already become members
3. The resources for Children’s Traffic Club London have been developed in partnership with key stakeholders in the early years sector, parents/carers forums, boroughs and departments across TfL
4. Parents wishing to find out more can visit www.trafficclub.london

From: Govinden Ruben [<mailto:RubenGovinden@TfL.gov.uk>]

Sent: 25 January 2016 10:43

To: [REDACTED]

Cc: [REDACTED]; Drake Lucy

Subject: Press release for clearance: Children's Traffic Club London

Importance: High

Hello [REDACTED]

Please find attached a press release for clearance promoting TfL’s free road safety education programme, the Children’s Traffic Club London. This is due to be issued later this week.

The release has been seen and cleared by Ben Plowden, Chris Mather, Vernon Everitt, Matt Brown, Victoria Harrison Cook and Kristy Marshall. It is currently with Leon Daniels for a final review.

I look forward to hearing from you later.

Kind regards

Ruben

Ruben Govinden | Senior Press Officer | Campaigns & Digital

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Web: www.tfl.gov.uk

The main press office number is 0845 604 4141

28 January 2016

Join Children's Traffic Club London and learn road safety lessons for life

- Children's Traffic Club London is a free road safety education programme for pre-school children, their parents and carers
- **The programme is part of Transport for London's commitment to reduce road casualties across the Capital by 50 per cent by 2020**

This spring, Transport for London (TfL) is inviting all pre-school children in London to join a special club to teach them road safety lessons that will stay with them, and help them, for life.

TfL's Children's Traffic Club London is a free road safety education programme designed to give pre-school children aged three and four, and their parents and carers, valuable road safety skills. It also promotes sustainable modes of transport such as walking, scooting and cycling.

Every child who joins the Club will receive a welcome pack containing fun characters, stickers, stories and songs. Each pack has a 'Magic Code', which unlocks interactive games, stories and songs on an engaging website where children can track their journey using a fun route map.

The Children's Traffic Club London comes complete with a free app containing fun road safety and transport games to further help young Londoners to stay safe.

Isabel Dedring, Deputy Mayor for Transport, said: “Children’s Traffic Club London is a brilliant, fun and engaging way to educate pre-school children about the importance of staying safe on London’s roads. TfL is funding this initiative for all London’s pre-school children, as we know how important early intervention is when helping young people to stay safe.”

TfL is committed to reducing the number of people killed and seriously injured on London’s roads. Twice a year, in line with the dates that children start pre-school, an invitation is sent to all London nurseries to register all three and four year old children into the Club. Members’ packs are then sent to the nurseries who distribute them to their children to take home.

Since September 2015, **66,542** children from 33 London boroughs have registered for the Club. TfL aims to increase this number to 100,000 by the end of this school year.

TfL’s most recent research shows that, as a result of registering with the Club, 87 per cent of parents or carers reported that their child is more aware of the importance of road safety.

Leon Daniels, Managing Director of Surface Transport at TfL, said: “Any death or serious injury of a child on London’s roads is a tragedy. We’ve made good progress on cutting the numbers of such incidents – by 38 per cent in the past three years – but we must go further.

“That’s why we are funding the Children’s Traffic Club, which enables children to learn potentially life-saving skills at a young age. It is great to have such strong support from our partners across the London boroughs and we look forward to continuing to work together to encourage all pre-school children in London to register with the Club.”

ENDS

NOTES TO EDITORS

1. The Children’s Traffic Club (CTC) has been running in London since 2003 and, **519,787** pre-school children, their parents and carers have benefited from receiving road safety messages. **2014-15 alone saw over 90,000 children registered with the Club.**

2. All London's pre-school children will be able to join CTC London free of charge and since September 2015, 66,542 have already become members
3. The resources for Children's Traffic Club London have been developed in partnership with key stakeholders in the early years sector, parents/carers forums, boroughs and departments across TfL
4. Parents wishing to find out more can visit www.trafficclub.london

From: Drake Lucy
Sent: 11 August 2017 15:10
To: [REDACTED]
Cc: [REDACTED] Brown Matt; Harrison-Cook Victoria; Henshaw Jenna
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Hi [REDACTED]

Thanks for your call, as I mentioned we believe around 100,000 books are in circulation and a further 105,000 have recently been re-printed for the new academic year, starting September, which we're stopping being issued.

Also see attached for a pdf copy of the book.

Let us know how you get on with getting both lines approved when you can.

Best wishes,

Lucy

From: Drake Lucy
Sent: 11 August 2017 14:50
To: [REDACTED]
Cc: [REDACTED] Brown Matt; Harrison-Cook Victoria; Henshaw Jenna
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Hi [REDACTED]

Below is the line and extra information that Vernon has just approved and we're put it in the name of a spokesperson as Leon is away, please let us know what you think as soon as can so we can meet the 6pm deadline.

Best wishes,

Lucy

A TfL spokesperson said: "We are, of course, sorry if the content has offended anyone and we do not plan to use these designs in future. The Children's Traffic Club was developed to help reduce casualties on London's roads by educating pre-school children on basic road safety skills. There was careful testing of the material with Londoners before publication and no complaints have been received since the book was issued in 2015."

Extra information

- The storybook went through extensive focus group testing before it was published
- £2m has been spent on The Children's Traffic Club London since it was developed in 2015
- Zinc Media (formerly Ten Alps Media) were paid £2m for their work on this campaign

From: [REDACTED] [\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)
Sent: 11 August 2017 14:41
To: Drake Lucy
Cc: [REDACTED]; Brown Matt; Harrison-Cook Victoria; Henshaw Jenna
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Hi Lucy,

Just checking on how you're getting on and when you reckon you'll have a statement cleared?

Thanks,

[REDACTED]

From: [REDACTED]
Sent: 11 August 2017 11:59
To: [REDACTED]
Cc: [REDACTED] Matt Brown
<[REDACTED]>
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

That's a handy starter for us. We'll definitely be briefing this was published four years ago. Has it been reprinted recently?

Let us know when you've got a proposed statement ready to go back to him with. I trust he's spoken to your team as he said he had. Will be mainly for you guys to respond on.

From: Drake Lucy [[mailto:\[REDACTED\]](mailto:[REDACTED])]
Sent: 11 August 2017 11:54
To: [REDACTED]
Cc: [REDACTED] Matt Brown
<[REDACTED]>
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Hi [REDACTED]

I've just spoken to the project team and they said they have never received a complaint about this before and the book has been widely praised for its diversity.

The book was first published around four years ago when the Children's Traffic Club was set up and since then it has been distributed to around 100,000 school children.

I've passed on the complaint to the team and they have said that they will take that feedback into consideration for any further updates of the book.

Do you need any more information?

Best wishes,

Lucy

From: Brown Matt
Sent: 11 August 2017 11:47
To: Harrison-Cook Victoria; [REDACTED]; Henshaw Jenna
Cc: [REDACTED]; Drake Lucy
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

[REDACTED]

From: Harrison-Cook Victoria
Sent: 11 August 2017 11:45
To: [REDACTED]; Brown Matt; Henshaw Jenna
Cc: [REDACTED]; Drake Lucy
Subject: RE: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Thanks [REDACTED]. Lucy is picking up this one.

Thanks

Victoria

From: [REDACTED] [\[REDACTED\]@london.gov.uk](mailto:[REDACTED]@london.gov.uk)
Sent: 11 August 2017 11:28
To: Brown Matt; Henshaw Jenna; Harrison-Cook Victoria
Cc: [REDACTED]
Subject: FW: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl
Importance: High

Hi all,

You should have received this from the Times. We need to know urgently when this book was published

Thanks,

[REDACTED]

From: [REDACTED]
Sent: 11 August 2017 11:25
To: [REDACTED]
Subject: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Hi [REDACTED]

The Times is preparing an article about concerns over how a Muslim child is portrayed in the Mayor of London/TfL road safety campaign for nursery school children.

The Storybook produced by The Children's Traffic Club London features a character called Razmi who is a three or four year old girl.

The problem is that the little girl is wearing a headscarf.

Muslim women's rights campaigners have pointed out to us that headscarves and veils are only worn by girls from puberty.

The practice of veiling younger children is associated with extreme, puritanical interpretations of Islam and has been forbidden, for example, in Egypt.

Muslim women have made various criticisms to us of Razmi's veil, saying that the campaign is "sexualising a four year old girl" and sending a message to girls and boys that girls are supposed to cover their hair.

They also criticise the stereotyping of Muslim females by putting them in a veil, when many Muslim women do not cover their hair.

The Storybook is also vulnerable to criticism for its stereotyping of Londoners. The Irish family, including little Oskar, have ginger hair, wear green hats with shamrocks, green scarves and trousers.

Leah's black uncle is apparently unemployed since he often picks her up from school and takes her to the park to play football. He dresses in training clothes.

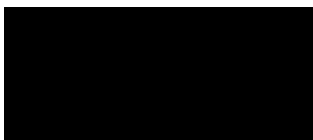
By contrast, white Ethan and his family go to watch the tennis at Wimbledon.

Please could TfL respond to the following:

1. Why does this campaign put a Muslim pre-school girl in a headscarf?
2. Why does the book use stereotypes of Irish and black people?
3. When was this Storybook with Razmi and her headscarf published?
4. How much has been spent on The Children's Traffic Club London?
5. How much is Zinc Media (formerly Ten Alps Media) paid for its work on the campaign?

Our deadline is 6pm today (Friday).

Thank you



From: Drake Lucy
Sent: 11 August 2017 17:31
To: [REDACTED]
Cc: [REDACTED]
Subject: Re: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

Hi [REDACTED]

Apologies in the delay as well and please also see below a statement and some extra information from TfL.

Best wishes,

Lucy

A TfL spokesperson said: “We apologise for any offence caused by this content and we will not use these designs in future. The Children's Traffic Club was developed to help reduce casualties on London's roads by educating pre-school children on basic road safety skills.”

Extra information:

- These books were first published under the previous Mayor in 2015.
- £2m has been spent on The Children's Traffic Club London scheme since it was developed in 2015. This includes registration, management and a whole range of published materials

Sent from my iPhone

On 11 Aug 2017, at 17:07, [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)> wrote:

Hi [REDACTED]

Sorry for the delay on this. Here is our statement. I've also copied in Lucy from TfL who can provide you with more.

A spokesperson for the Mayor of London said: “These books were first published under the previous Mayor in 2015 and have not been approved by the current Mayor.”

Please can you confirm receipt.

Thanks,

[REDACTED]
Mayor's Press Office

From: [REDACTED]
Sent: 11 August 2017 11:25
To: [REDACTED] [@london.gov.uk](mailto:[REDACTED]@london.gov.uk)>

Subject: The Times/Mayor of London road safety campaign accused of sexualising pre-school Muslim girl

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