

# REIMAGINE Car Free Day 2020 Stakeholder Toolkit



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## REIMAGINE: Car Free Day 2020

- As part of the Mayor's commitment to a safe and sustainable recovery supported by active travel, TfL and the GLA will mark World Car Free Day (22 September 2020) with a two-week virtual campaign to celebrate London as a walkable and cycleable city, in line with other progressive cities that are working to make a green recovery from COVID-19.
- Spearheaded by a competition to incentivise participation, the campaign will kick off on 4 September and encourage people to pledge to go car free, using the hashtag #MyCarFreeTrip.
- We know that many of you, your members and residents are planning to mark Car Free Day, and we want to hear what you are doing. Please email [reimagine@tfl.gov.uk](mailto:reimagine@tfl.gov.uk) to tell us your plans. We will share as many of these as possible on the Made by TfL blog.
- Please help spread the word through your networks and channels and encourage them to take part in this campaign. This pack contains all the key information and assets you will need.
- Share your car free trips using the campaign hashtags #MyCarFreeTrip and #LondonIsOpen



## 4 Background

- Last year saw London's biggest ever Car Free Day celebrations take place, with the capital's first Reimagine event giving thousands of Londoners and visitors the opportunity to 'reclaim' their streets and reimagine their city car-free.
- Sixty-five per cent of Londoners surveyed after last year's Car Free Day say the events inspired them to use the car less – helping encourage the change in behaviour needed to meet the Mayor's ambitious target of 80 per cent of all journeys to be taken by sustainable modes of transport by 2041, compared to 63 per cent today.
- This year we have adapted celebrations for Car Free Day in response to COVID-19, celebrating the many benefits of reduced traffic through a campaign to reinforce the positive changes that many Londoners have already made and encourage more people to walk and cycle.
- Led by an exciting series of exclusive competitions, we want to see the very best of how Londoners are celebrating their streets. Specially created Reimagine animations, pictures and videos will help inspire and encourage creativity across the city.



# Objectives

- **Celebrate** walking and cycling as more people return to work and school
- **Raise awareness** of walking and cycling infrastructure across London, including new and innovative Streetspace improvements
- **Encourage** people to use their cars less and highlight the ease of travelling without one, featuring a diverse representation of people from across London
- **Showcase** the benefits to air quality, high streets, and the health and wellbeing of Londoners
- **Support London's economic recovery** by exploring and supporting local businesses in your area



## 6 Key messages

- Car Free Day is on Tuesday 22 September. We're working with the Mayor to encourage Londoners to walk or cycle their trips this September.
- This year we're encouraging you to reimagine your trips car-free. However you do it, share your journeys with us using #MyCarFreeTrip for a chance to win.
- Pledge to go car-free by walking or cycling this September. Show your support by using our frame on your profile picture and share with your friends to do the same
- With many of us returning to work and school, now is the perfect time to reimagine your trips – have you thought about walking or cycling all or part of your journey?
- London is Open for business. It's time to show some love for the incredible places that make up your neighbourhood – explore our city by foot or cycle.



## 7 Supporting messages – Active Travel

- Now's the time to travel a different way. Bike it. Walk it. Let's make sure every journey matters.
- Walking and cycling are healthy and sustainable ways to travel. Research shows that leaving the car at home and walking briskly or cycling for a total of just 20 minutes a day has a positive impact on your health. It improves your mental wellbeing and reduces your risk of chronic illnesses.
- Whether you're new to cycling or just want to brush up on your skills, TfL can provide easy to follow tips and advice to get you going. The online course offers four short modules, and when you've completed them, you will be rewarded with a 24-hour access code for Santander Cycles, with all 30-minute journeys included. There's never been a better time to cycle. Check it out here: <https://cycle-skillsonline.tfl.gov.uk/>
- Santander Cycles will be offering free hires across London on Car Free Day (22 September) to encourage people to swap a car journey for a bike ride. You can download the free Santander Cycles app and use the code supplied. Customers can also get 25% off a Santander Cycles annual membership if they sign up on Car Free Day. (Note: redemption codes will follow via email closer to the time).



# Supporting messages – Streetspace for London

- Many Londoners discovered new ways to get around their city during lockdown – by walking and cycling more.
- The Mayor’s Streetspace programme will help people keep these good habits going by changing London’s roads so they work better for everyone. That means allocating more space for pedestrians and cyclists to move about safely, including wider pavements and new cycle lanes.
- Our work with London's local authorities on Streetspace for London will:
  - Make it easier and safer for people to keep up social distancing
  - Help people [walk](#) and [cycle](#) more often
  - Avoid a sharp increase in car use. If people switch even a fraction of their previous journeys to cars, essential deliveries and emergency services will be gridlocked
  - Keep London's air as clean as possible to protect everyone's health and to reduce carbon emissions





## Supporting messages – Air Quality

- There is a global climate emergency and air pollution remains a huge problem in London and in cities around the world. It's clear that London's road to recovery from the pandemic cannot be clogged with cars.
- Air pollution is the biggest environmental risk to health. Poor air quality stunts the growth of children's lungs and worsens chronic illness such as asthma, lung and heart disease. There is also emerging evidence linking air pollution with an increased vulnerability to COVID-19.
- We have seen improvements in air quality during the coronavirus lockdown as traffic fell to around half pre-lockdown levels. As we start the recovery, our challenge will be to eradicate air pollution permanently.
- The Mayor wants to encourage Londoners to walk, cycle, use public transport and opt for low emission vehicles to help reduce harmful emissions from older petrol and diesel vehicles.





## 11 Competition and hashtags

- The campaign will be spearheaded by a series of competitions that we're running on Instagram from 4 September until Car Free Day on 22 September, kicking off with a GoPro takeover of TfL's Instagram channel.
- We've joined up with some exciting partners to give away some great prizes to people going car free this September, including:
  - GoPro camera bundles
  - Electric Brompton Bicycle
  - Santander Cycle membership for a whole year
  - London Underground socks
  - TfL card games from Gibson Games
  - Tote bags from To Home from London
- To be in for a chance of winning, entrants must share their content and tag, comment, and hashtag **#MyCarFreeTrip** on Instagram, or email their entry to **Reimagine@tfl.gov.uk**. We'll be choosing our favourites throughout the campaign.
- See the [MadebyTfL blog](#) for more details, including full terms and conditions.



## 12 Competition mechanics

### Gold -

Share a photo or video of who or where you would visit on your first car free trip

Use #MyCarFreeTrip and tag @transportforlondon

Or email your entry to [Reimagine@tfl.gov.uk](mailto:Reimagine@tfl.gov.uk)

### Silver (Go Pro) -

Share a photo or video of yourself taking a car free trip

Use #MyCarFreeTrip and tag @transportforlondon and @gopro

Or email your entry to [Reimagine@tfl.gov.uk](mailto:Reimagine@tfl.gov.uk)

### Bronze -

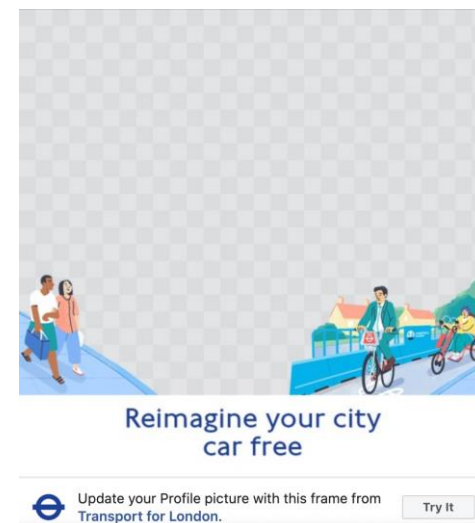
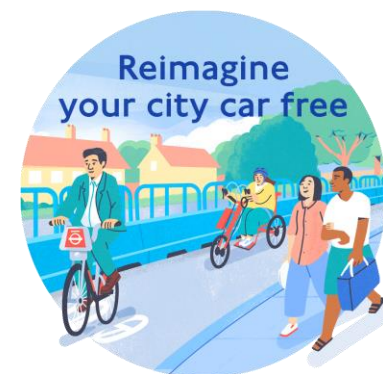
Tell us in the comments how you plan to go car free this year and share this post to your story

Or email your entry to [Reimagine@tfl.gov..uk](mailto:Reimagine@tfl.gov..uk)



## 13 Social media assets and calendar

- We have developed a series of Reimagine themed social media filters and badges which are available on our SharePoint site, including:
  - Themed Facebook profile picture
  - Instagram and Facebook filters
  - GIF badges for overlay onto Instagram and Facebook stories
- We will share a guide on how to find and use the filters on our SharePoint site shortly
- Our social media calendar is available on our SharePoint site, detailing all the content we will be sharing for the duration of the campaign. Please feel free share this content across your own channels. The calendar will be updated weekly.



## 14 Sample posts


#CarFreeDay is back on 22 September!  

Join us and pledge to go car-free by walking or cycling this September.

Share your #MyCarFreeTrip to win prizes. Details 

<https://madeby.tfl.gov.uk/reimagine-car-free-day>

- ✓ Cycle the school run
- ✓ Walk part of your commute
- ✓ Get more active

Reimagine your city car-free and share your #MyCarFreeTrip. You could win prizes 

<https://madeby.tfl.gov.uk/reimagine-car-free-day>

Have you heard about #CarFreeDay? Go car-free and walk or cycle in the city this September   

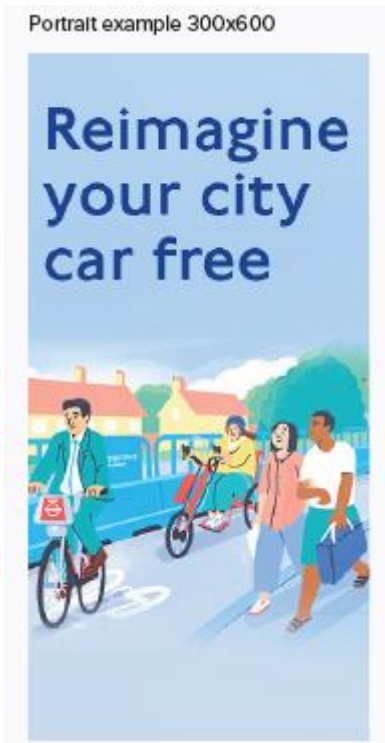
#LondonTogether #LondonIsOpen





## 16 Digital banners

You may use the following scalable banners for any of your own publicity, available at our SharePoint site as Photoshop files:



Please resize according to your site specifications and send your images to [reimagine@tfl.gov.uk](mailto:reimagine@tfl.gov.uk) for approval before publishing.





# 17 Copy for newsletters

- World Car Free Day is celebrated in cities across the globe on Tuesday 22 September. The Mayor and Transport for London are marking the day as part of their bold plans to tackle London's toxic air crisis. This year's campaign will be focused online as part of TfL's response to the coronavirus pandemic, celebrating Londoners' stories of walking and cycling
- Whether you are scooting to school, cycling to work or walking to the shops, share your journeys with TfL for a chance to win some great prizes, including:
  - GoPro camera bundle
  - Electric Brompton Bicycle
  - Santander Cycle membership for a whole year
  - London Underground socks
  - TfL card games from Gibson Games
  - Tote bags from To Home from London
- To enter, share your content and tag, comment, and hashtag **#MyCarFreeTrip** on Instagram, or email your entry to **Reimagine@tfl.gov.uk**. The team at TfL will be choosing their favourites throughout the campaign. See the [MadebyTfL blog](#) for more details, including full terms and conditions.
- Santander Cycles will also be offering free hires across London on Car Free Day (22 September) to encourage people to swap a car journey for a bike ride. You can download the free Santander Cycles app and use the code supplied. Customers can also get 25% off a Santander Cycles annual membership if they sign up on Car Free Day. Keep an eye on TfL's page for the codes!
- Through the Mayor's Streetspace programme, TfL and London's boroughs are making it safer, easier, and more convenient for people to walk and cycle by changing London's roads so they work better for everyone.
- Walking and cycling are healthy and sustainable ways to travel. By walking and cycling more of their trips, Londoners can help reduce harmful emissions from polluting vehicles and support London's green recovery from the pandemic.
- London is Open for business. It's time to show some love for the incredible places that make up your neighbourhood – explore our city by foot or cycle.

