



**RIDE FOR
FREEDOM**
END MODERN SLAVERY

December 2023

BARKING AND DAGENHAM PILOT SCHOOLS PROGRAMME IMPACT REPORT



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www.rideforfreedom.org

ACKNOWLEDGEMENT

We extend our heartfelt gratitude to Barking and Dagenham Primary Schools' educators for their unwavering commitment and active participation in our Schools Programme. A special thanks to the young minds who enthusiastically embraced the unique approach of learning about modern slavery through the lens of cycling.

We also express our appreciation to the following organisations who supported the delivery of the Schools Programme during 2023:

Be First

Vandome Cycles



"Since we have established a really strong link with Ride For Freedom, we have found that our children have developed their awareness of modern-day slavery. It is a privilege to be part of this mission to combat and end human trafficking. We have been fortunate to receive school visits from Gordon Miller and his team. This has enabled our children to ask specific questions about the Ride For Freedom pledge and on-going fight for justice. We look forward to future ventures with Ride For Freedom."

- Michael Kaitell, Headteacher & Deputy Designated Safeguarding Lead, Hunters Hall Primary School

EXECUTIVE SUMMARY

Few initiatives are more rewarding than those which encapsulate the enthusiasm, wonder and potential of children. The Ride For Freedom Schools Programme, piloted throughout 2023 in Barking and Dagenham, has exceeded my and our team's expectation 10-fold and inspired our commitment to provide pupils with preventative education about modern slavery, through the lens of cycling.

Delivered across 6 primary schools in the East London borough, the second most income deprived in London and home to four wards with neighbourhoods amongst 10 per cent of the most deprived in England, the pilot Schools Programme has educated 3,006 Key Stages 1 and 2 pupils how to spot the signs, protect themselves and cascade their learnings to their peers, families/carers and community.

By setting up static bikes for the pupils to ride, the Schools Programme uniquely harnesses the power and appeal of cycling to give the pupils a sense of the freedom that cycling gives to the service user survivors of modern slavery who attend our remedial Freewheel Programme. Riding the statics has also positively stimulated and promoted physical activity among 1,886 Key Stage 2 children.

Ultimately, this impact report stands as a testament to the collaborative spirit of Barking and Dagenham. We are sincerely grateful for the opportunity to affirmatively impact the lives of the pupils, teachers and the wider community. We look forward to scaling the Schools Programme during 2024 to play our part in the prevention and reduction of modern slavery in the borough.

Gordon Miller,
CEO Ride For Freedom



2023 IMPACT

The pilot programme successfully reached a total of 3,006 primary school pupils across six schools.

On the initial visit to each school, it was established that only **6% of the pupils and 64% of the teachers** had heard about modern slavery.

One of the schools was visited for a second time, and an impressive 46% of pupils demonstrated improved knowledge in identifying warning signs of exploitation and 96% awareness among the teachers.

Enabling Key Stage 2 pupils to ride static bikes generated enthusiastic participation with **1,886 children** taking part.

22% of those who cycled had not previously had any experience of cycling which demonstrates the programme's physical activity and health benefits.



Freedom is:
1 - The power or right to act, speak, or think as one wants.
2 - The state of not being imprisoned or enslaved.



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www.rideforfreedom.org

#ForFreedom #EndModernSlavery #ShowARedCard #Freewheel

WHY MODERN SLAVERY?

Everyone has the right to liberty, freedom from slavery and torture, freedom of opinion and expression, the right to work and education. Yet, there are almost 50 million people globally (source: ILO) held in some form of modern slavery. This includes 27.6 million in forced labour and 22 million in forced marriage.

Forms of modern slavery include human trafficking, forced labour, sexual exploitation, domestic servitude and bonded labour to name several. They are often hidden in plain sight i.e. working, in the U.K. in identified sectors including car washes, nail bars, construction sites, and waste/recycling facilities.

Women and girls are disproportionately affected by forced labour, accounting for 99% of victims in the commercial sex industry, and 58% in other sectors. 1 in 4 victims of modern slavery are children. Young people are disproportionately affected by County Lines, the transportation of illegal drugs, and a form of modern slavery.

WHY BARKING AND DAGENHAM?

Income deprivation in the borough is the second highest in London. Income deprivation amongst children, aged 0 to 15, is the fifth highest score in London and the 32nd highest score in England (based in 317 local authority districts). Gascoigne, Heath, Village and Thames wards all had neighbourhoods amongst the 10% most deprived in the country.

WHY SCHOOLS?

Poverty is one of the primary acknowledged causes of modern slavery. Prevention, based on education and awareness raising, is fundamental to skilling the borough's children with the knowledge to protect themselves from exploitation n.b. County Lines. Education is also fundamental to empower our young adults to spot the signs of modern slavery in their communities.

"The Ride for Freedom Day at our school was a tremendously positive experience. The children learned so much about Modern Slavery and were confident in being able to notice warning signs. The assembly materials provided were informative and helped the children to engage with a difficult topic. Using the bikes was a highlight of the day, the enthusiasm of your staff was so infectious that it was impossible not to join in!! Some of our children had not ridden bikes before and so to see their faces lit up with the excitement of a new experience was a joy. After riding the bikes our pupils were able to speak about that sense of freedom that riding had given them and relate it to everything that they had learned about Modern Day Slavery. I would highly recommend this experience to any school."

- Lara Marsh, Assistant Deputy Headteacher & Curriculum Manager, Rose Lane



RIDE FOR FREEDOM'S APPROACH

By enabling Key Stages 1 and 2 (primary) school children to cycle on static bikes and empowering them through educational assemblies, the Ride For Freedom Schools Programme of Modern Slavery Awareness Days (MSAD) educates our future leaders to understand, recognise, protect themselves and identify others who are both vulnerable to and caught up in modern slavery.

SERVICE USERS - PUPILS

In 2023, the pilot Schools Programme in Barking and Dagenham thrived with six participating schools, including an impactful revisit to one school. The pupils were educated through captivating assemblies employing language tailored to the respective age groups, with age-appropriate content for both **Key Stage 1 (5-7 years old)** and **Key Stage 2 (7-11 years old)**.

"Years 4, 5 and 6 of Manor Longbridge School had the pleasure of spending the day recently with Gordon Miller and his dedicated team. Staff and pupils alike thoroughly enjoyed the experience and learnt a huge amount from Ride for Freedom and their incredibly important messages. We were collectively inspired by Gordon, his physical and entrepreneurial feats as well as the work that the charity has done in a short space of time to raise awareness for the cause of modern slavery and to directly positively impact victims of this atrocity. All of the adults were friendly, helpful, supportive and clearly passionate about the cause. The bikes were practical, great fun to use and expertly accompanied by the bike technicians throughout the experience. I would recommend this experience to any school and personally look forward to working with Gordon and his team in the future. Thank you for all that you do!"

- Nick Miller, former Head of School, Manor Longbridge

THEORY OF CHANGE MODEL

MISSION	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACT
<p>To educate primary school aged children about modern day slavery through the lens of cycling; equip them with knowledge through activations, presentations and the dissemination of educational materials</p>	<ul style="list-style-type: none"> • Modern Slavery Awareness Days: • Assemblies/presentations • Cycling activation • Child Ambassadors' interventions 	<ul style="list-style-type: none"> • Educational materials for the classroom and around the school • Videos of MSADs • Child Ambassadors' communications • Social media and press materials 	<p>We foster self-protection and empathy from pupils towards survivors of modern day slavery by giving them the tangible experience of the sense of freedom and independence that cycling delivers.</p> <p>The messages delivered cascade through the community via pupils to teachers/staff, governors and parents/carers.</p>	<p>The primary school aged children are educated about modern day slavery to:</p> <ul style="list-style-type: none"> Protect themselves; Look out for the signs to avert/end exploitation of others; Convey the issue to their parents/carers, peers and their community Thereby contributing to community efforts to prevent and reduce the overall incidents of MDS in B&D.

PROGRAMME OVERVIEW

The Ride For Freedom Schools Programme has been designed to impart knowledge through an innovative and relatable approach. The key components of the programme include:

ENGAGING ASSEMBLIES:

Dynamic and interactive sessions using age-appropriate language conducted in each of the schools, integrating compelling storytelling, multimedia resources, and discussions on the intricacies of modern slavery. The sessions during 2023 have been delivered in a collaborative and engaging manner by the schools' race and social justice leads and Gordon Miller, Ride For Freedom's team leader.

CYCLING LENS:

The Programme utilises cycling as a metaphor for freedom and empowerment, contrasting it with the oppression faced by victims of modern slavery. The pupils are enabled to ride static bikes throughout the full extent of the Modern Slavery Awareness Day activation, which imparts a feeling of joy and liberation akin to what our Freewheel programme offers survivors of modern slavery.

SPOTTING MODERN SLAVERY SIGNS TOGETHER:

In a thoughtful extension of the programme's impact, cards containing information on how to spot signs of modern slavery are distributed to the children. This strategic 'talking point' initiative seeks to empower not only the children but also their families and extended network with the knowledge to recognise and address the signs of modern slavery.

TAKEAWAYS

The Schools Programme's Impact Report underscores the success of the Yellow Card initiative, featuring Spot the Signs with the SUITS acronym. The Schools Programme showcases sensitivity by extending the initiative to years 3 and 4, demonstrating an age-appropriate approach. The use of tailored activities, such as Dot-To-Dot, Spot the Difference, and comprehension exercises, ensures universal engagement and educational progression across age groups.

The involvement aspect is evident through the provision of PDFs for schools to create awareness walls, extending the programme's impact beyond initial visits. The strategic use of statistics and information during educational visits contributes to a well-rounded awareness to pupils and Teaching staff. The empowerment of older students through comprehension activities positions the programme as not only educational but transformative.

The programme's adaptability, driven by feedback, and its commitment to fostering long-term impact by instilling values of empathy and responsibility make it a commendable initiative.



SURVEY

Overall satisfaction with MSADs: **91%**

100% of respondents had expectations met or exceeded and described the event as well organised.

81% would recommend friends and colleagues to sign up for the Schools Programme at their respective organisations.

Representatives from **4 out of 5** schools "feel that further MSADs would be valuable to our pupils and wider school community"

Detailed satisfaction feedback on aspects of MSAD delivery is overwhelmingly positive.

Very dissatisfied Somewhat dissatisfied Neither satisfied nor dissatisfied Somewhat satisfied Very satisfied

Facilitator/Trainer

Materials provided

Topic relevance

Group activities

Overall content

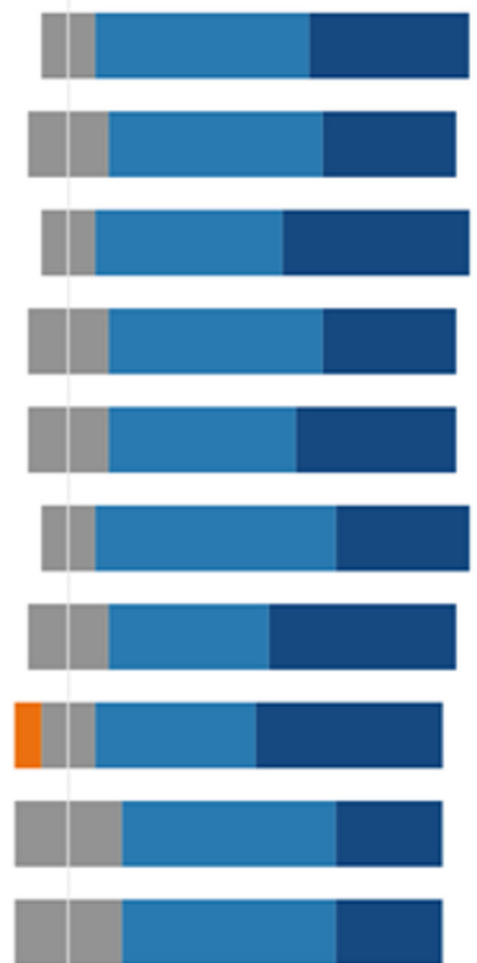
Use of technology (PPT, videos, music)

Time management

Static bike exercise

Group singing & dancing

Group discussions & feedback





MSAD HIGHLIGHTS RECEIVED FROM SCHOOL STAFF:

*"Camaraderie, teamwork, **pupil engagement**, clear message about a serious subject in an accessible way."*

*"Giving the children the **opportunity** to ask questions and deal with misconceptions."*

*"The involvement of the **Race & Social Justice Ambassadors**."*

*"The Ride For Freedom's team's **enthusiasm** and **support**."*

*"The assemblies allowed children to speak **openly and honestly** about their knowledge and **understanding** surrounding the topic. All questions were addressed and all children had the opportunity to ride on a bike (which for some was their first time)."*

LEARNINGS

The tailored approach of focusing primarily on Key Stage 2 (KS2) pupils, with a gradual introduction to Key Stage 1 (KS1), has proven to be an effective strategy. KS1 has not been as impactful as we feel a gentler approach with activities in the classroom may be more beneficial. Our approach ensures age-appropriate education and paves the way for more in-depth learning. The incorporation of cycling as a symbol of freedom has engaged students and encouraged discussions about modern slavery, making the learning process more relatable. Going forward, in to 2024, the interactive assemblies will be primarily delivered to KS2.

Moreover, the role of enthusiastic teachers in the programme's success has been noted. Their commitment to learning about modern slavery and its signs has empowered them to be better educators and role models for their students. Teachers have also successfully integrated the topic into various subjects, creating a holistic understanding of modern slavery and its multifaceted aspects. Consequently, the programme has positively impacted pupils by raising awareness, deepening their understanding of freedom, fairness, and equipping them to spot potential signs of modern slavery.



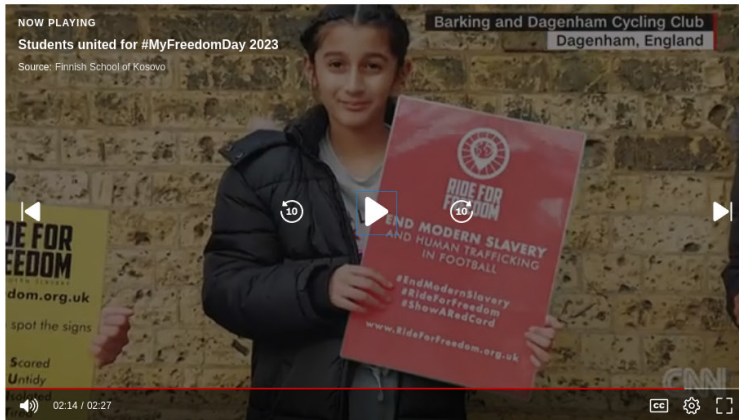
PRESS/RECOGNITION

CNN My Freedom Project **#MyFreedomDay video** – we featured in their highlight of the day

Hunters Hall Primary School video on their YouTube Channel

NorthburyPrimary School video on their website

Several Schools Newsletters



Students united for #MyFreedomDay 2023

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For #MyFreedomDay 2023, students the world over raised awareness of modern-day slavery.

02:27 - Source: [CNN](#)

End Modern Slavery Day

End Modern Slavery Day helped to raise awareness of the importance of Race and Social Justice in our community. For more information, visit the Whole School Events page under Pupil Pages.

Modern Slavery Awareness Day at Northbury Primary School

This video captures the Ride For Freedom Modern Slavery Awareness Day at Northbury Primary School, Barking & Dagenham London. Across three assemblies, reaching approximately 700 pupils, the children learned about freedom, fairness, and exploitation, and how these concepts relate to modern slavery, through the lens of cycling.



CONCLUSIONS

The Ride For Freedom pilot Schools Programme in the London borough of Barking and Dagenham has delivered significant impact against its two declared metrics: *modern slavery understanding; cycling proficiency*.

- **The primary aged children** at the schools now have an understanding of key terms including Freedom, Rights, Passport, Protection, Potential, Illegal, Paid, Fair, Pay, Volunteer, Reward, Completed, Work, Treated, Worth, Value, Equality, Urban, Exploitation, County Lines.
- The pupils have not only become educated about modern slavery but many have also **become human rights advocates to their peers**, parents/carer and wider community. Some 19 children at one school, Hunters Hall have become Modern Slavery Ambassadors, an uplift of >300% since our initial visit to the school, in July 2022, which catalysed the borough-wide pilot programme.
- Highly valuable but unanticipated outcomes include: **1) the education about modern slavery amongst the children's teachers**. On average, 36% across 3 schools were unaware of modern slavery prior to the MSAD being held in their school. **2) the passion and commitment amongst the headteachers** we've collaborated with to embed the MSAD, encourage its dissemination across the borough's schools, and grow its impact into the wider community.
- The evidenced and anecdotal success and impact of the pilot programme (and the desire from several schools we have yet to visit to have us in), has validated Ride For Freedom's belief that the **Schools Programme is worthy of being implemented** across the full extent of the 35 primary schools and 5 junior schools in the London borough of Barking and Dagenham; the 8 secondary schools; other London boroughs and nationwide in due course.
- While we have many learnings that we will incorporate to enhance the programme's ongoing impacts (many of which have been iteratively implemented throughout 2023), funding pending, we nevertheless have a blueprint to scale the programme; we understand the capacity building requirement to expand the programme; **we have identified the budget necessary to roll out the programme** to the initial extent of 7 primary/junior schools per year for 5 years, commencing 2024 through 2028.

GLOSSARY

Human Rights

Human rights are rights inherent to all human beings, regardless of race, sex, nationality, ethnicity, language, religion, or any other status. Human rights include the right to life and liberty, freedom from slavery and torture, freedom of opinion and expression, the right to work and education, and many more. Everyone is entitled to these rights, without discrimination, (including children) Source: UN

Fairness & Equality

Fairness means treating people according to their needs. This does not always mean it will be equal. Equality means treating everyone exactly the same. Understanding fairness and equality goes hand-in-hand with increasing students' tolerance and appreciation for diverse learners. If pupils can distinguish between fair and equal, they're noticing how privilege impacts them and their classmates. Source: EE



County Lines

County Lines is where illegal drugs are transported from one area to another, often across police and local authority boundaries (although not exclusively), usually by children or vulnerable people who are coerced into it by gangs. The 'County Line' is the mobile phone line used to take the orders of drugs. Importing areas (areas where the drugs are taken to) are reporting increased levels of violence and weapons-related crimes as a result of this trend.

A common feature in county lines drug supply is the exploitation of young and vulnerable people. People exploited in this way will quite often be exposed to physical, mental and sexual abuse, and in some instances will be trafficked to areas a long way from home as part of the network's drug dealing business. Children often don't see themselves as victims or realise they have been groomed to get involved in criminality. The fact that they are trafficked makes it an offense under the Modern Slavery Act (MSA 2015). Source: NCA

Child Labour

The term “child labour” is often defined as work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical and mental development. It refers to work that:

- Is mentally, physically, socially or morally dangerous and harmful to children; and/or
- Interferes with their schooling by: depriving them of the opportunity to attend school; obliging them to leave school prematurely; or requiring them to attempt to combine school attendance with excessively long and heavy work.

Whether or not particular forms of “work” can be called “child labour” depends on the child’s age, the type and hours of work performed, the conditions under which it is performed and the objectives pursued by individual countries. The answer varies from country to country, as well as among sectors within countries. Source ILO

History

Modern slavery has historical roots, particularly in the context of the transatlantic slave trade. Discussing the history of slavery, its abolition, and the impact of the slave trade on societies are included in KS1 and 2 history lessons. This provides pupils with a historical perspective on the origins as well as the connection to the context of contemporary, modern slavery.

PSHEE (Personal, Social, Health, and Economic Education)

PSHEE incorporates topics including human rights, social justice, and ethical responsibility. PSHEE provides a platform for discussing the emotional and psychological aspects of slavery, helping pupils develop a well-rounded understanding of the topic; how our future leaders can raise awareness of the issue among peers, family and extended community, and ensure they are not exploited themselves.

British Values

The promotion of British values, which include discussions on human rights and the fight against modern slavery align, emphasise the importance of individual freedom, tolerance, and the rule of law in combating human trafficking and forced labour.

Cycling Proficiency

Cycling proficiency describes the skills and understanding needed to cycle safely and responsibly. The national standard in England, Bikeability, guides children/adults to develop their cycling skills, increase their confidence as cyclists and identify risks they may come across on the roads.