

TfL helps volunteers collect money for Royal British Legion

November 10, 2021



TfL has partnered with the Royal British Legion (RBL) to support fundraising at 50 stations in London.

Members of the Armed Forces from the British Army, Royal Navy and Royal Air Force were among the 3,000 volunteers and fundraisers collecting donations on the TfL Rail and Underground network.

Donations, which can now be made via contactless, help the RBL provide critical support to members and veterans of the armed services, as well as their families and dependents. Some of TfL's staff are veterans themselves whose time in service provided them with critical skills for the jobs they do now.

The collections this year are more important than ever – fundraising was significantly reduced last year due to restrictions placed during the pandemic.

The effort has seen something of a visual makeover on the network. Station roundels have been replaced with the iconic poppy symbol at 10 Underground stations and 14 Overground stations, and giant poppies are visible on six specially wrapped London buses. Poppy vinyls are also decorating DLR and TfL rail services, a number of trains and a limited number of Santander Cycles. TfL-owned piers will also be

proudly flying poppy flags.

Fundraising started on London Poppy Day last week (4 November) at Liverpool Street station with guest appearances from Armed Forces ambassador and actor turned investigative journalist, Ross Kemp; and serving officer, Corporal of Horse, Richard Jones, who won Britain's Got Talent in 2016 after impressing the nation with his magic skills. Ross Kemp also pre-recorded a special announcement that was heard across many Underground and Rail services on the day encouraging people to give generously.

Richard and several members of the Armed Forces then did a special collection on the Circle Line to help encourage customers to donate money.

Managing director for London Underground at Transport for London, Andy Lord, said: "TfL has a longstanding relationship with the Royal British Legion, and we are extremely proud to support their fundraising for veterans, serving personnel and their families. We had to reduce charity collections in our stations last year due to lockdown restrictions, so we're happy to welcome back RBL volunteers into our stations for the Poppy Appeal and help raise money for this incredible charity."

Director of marketing, fundraising and Remembrance at the RBL, Gary Ryan, said: "This year, as we mark the RBL's centenary, we are very grateful to once again have the unwavering support of Transport for London for our annual Poppy Appeal.

"It is great to see the range of activity from poppy roundels at stations to the hundreds of Armed Forces collectors who returned to stations across the network for this year's London Poppy Day, we are proud to partner with TfL because they support us to ensure every poppy counts.

"In our 100th year, we are very thankful to our network of volunteers, members, fundraisers and partner organisations, like TfL, who share our passion for bringing people together to support, commemorate and celebrate our Armed Forces community."

As always, all London stations will fall silent at the stroke of 11am Thursday 11 November to remember those who bravely fought for their country.

On Remembrance Sunday (14 November), members of the London Transport Old Comrades Association will participate in the Remembrance Day Parade to the Cenotaph.