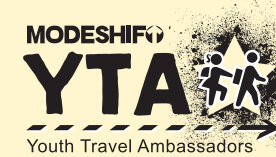


YOUTH TRAVEL AMBASSADORS



Empowering school students and their communities

Many schools across Greater Manchester have been part of the Youth Travel Ambassadors (YTA) programme since it started in 2022.

The benefits of participating are far-reaching, with students experiencing improvements to health and wellbeing, and developing communication, research, presentation, and collaboration skills. School communities benefit too – with a reduction in car use contributing to safer roads and improved air quality.

28

schools have been involved in YTA since 2022 (16% of Greater Manchester secondary schools)

542

students have been Youth Travel Ambassadors

32k

students have participated in active travel campaigns



£18.5k

awarded to schools to implement behaviour change campaigns

SHEVINGTON HIGH SCHOOL



What ambassadors did:

To stop people parking on yellow zig-zag lines outside our school and reduce congestion, we devised a 'Park and Stride' scheme so school drop off and pick ups could happen away from the school gates at a local car park. We worked with the local community to implement the scheme and designed maps to share with families. We remind people to do the right thing by 'ticketing' anyone who tries to drop off or pick up outside the school gates.



What was achieved:

4.7% ↑

increase in 'Park & Stride'
use from 2023/24 to
2024/25 academic year

2.5% ↓

decrease in case use
from 2023/24 to
2024/25 academic year

Reduced
congestion
on roads
outside
the school



What ambassadors think:

"Getting involved with the YTA is the perfect opportunity to try and help to improve your local community by solving their issues that they have with active travel."

"I have gained better communication skills... by listening to other ideas and getting my ideas across by communicating well with the other YTA staff and students."

ALTRINCHAM GRAMMAR SCHOOL FOR GIRLS

MODESHIFT
YTA
Youth Travel Ambassadors



What ambassadors did:

We've delivered a range of active travel initiatives to get more of our peers walking, wheeling and cycling. Some of these have included cycle training courses, puncture repair workshops, competitions like 'Active Travel Bingo' and '12k Steps of Xmas', and 'Walk Like A Bee Day' to celebrate the Bee Network in our local area. We also introduced a 'Park and Stride' scheme.



What was achieved:

6.5% ↓

decrease in car use
over three years since
participating in YTA

13%

of students use
the 'Park and
Stride' scheme

Car use accounts
for just 12% of
journeys to school
(compared to 25%
across Greater
Manchester)



What ambassadors think:

"Being a YTA Deputy has taught me how powerful student led change can be. It's improved my leadership skills and my confidence in my own voice."

"I believe that being a part of the Youth Travel Ambassador scheme is a fulfilling way to contribute towards your school community."

SADDLEWORTH SCHOOL



What ambassadors did:

Congestion and the distance to school are barriers to students using active travel to get to and from school. We implemented a 'Park and Stride' scheme to reduce congestion and ran a competition to encourage students to walk or ride from further distances and get active.



What was achieved:

11% ↑

increase in use of 'Park and Stride' from 2023/24 to 2024/25 academic year

Reduction in unauthorised vehicles in area during drop off /pick up



WRIGHT ROBINSON COLLEGE

What ambassadors did:

Our school is located near the Fallowfield Loop cycle path so there's a great opportunity to get more students cycling to and from school. We run a 'Cycle to School Reward Scheme' and have held a 'bikers' breakfast' as part of this. We also organise Bikeability cycle training at school.

What was achieved:

1% ↑

increase in students cycling to school from 2023/24 to 2024/25 academic year

2% ↓

decrease in car use from 2023/24 to 2024/25 academic year

