

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.

33

schools have taken part since 2022 (19% of Greater Manchester secondary schools)

939

students have been Youth Travel Ambassadors

63k

students have participated in active travel campaigns

£25.5k

awarded to schools to implement behaviour change campaigns



SHEVINGTON HIGH SCHOOL



What ambassadors did:

Building on the success of our Park & Stride scheme, we took our campaign to the next level. Determined campaigning to the local council led to us securing a new pedestrian crossing outside the school, creating a safer environment around the gates. We launched a new school bike library for students and staff and organised more bike maintenance courses to build confidence and skills. One of us even set up an in-school bike maintenance hub, providing lunchtime servicing and repairs for students' bikes!

What was achieved:

5%

decrease
in car use
since 2023



Park & Stride
use remains
above the
2023 baseline

7

more students
now regularly
cycle to school
– a 1% increase
this year



What ambassadors think:

“The pitch event was great as it helped us improve our campaign ideas.”

“Being a travel ambassador, I learned a lot of things such as how to communicate and share ideas with my peers, and it has taught me good leadership skills.”

SALE GRAMMAR SCHOOL



What ambassadors did:

Our focus has been on safety and reducing congestion near the school gates. Our Park & Stride scheme has seen a noticeable reduction in vehicles idling outside school and we've offered bike servicing and police advice on preventing bike theft. We secured a change to the school uniform policy, allowing students to cycle into school in their PE kit, which has encouraged more girls to try cycling to school. We are now campaigning for a safer crossing!



What was achieved:

4

more students now regularly cycle to school – a 1% increase this year

3%

increase in park & stride

3%

decrease in car use

What ambassadors think:

“The best part of being an ambassador was handing out the ‘parking tickets’ and influencing positive change in school. It was good to see our hard work turn into action.”

“I think the campaign week helped me develop, because I had to use my social skills. We put a lot of hard work into our campaign and the difference we have made to cycling in our school is really good. The campaign is having great impact.”

WRIGHT ROBINSON COLLEGE



What ambassadors did:

This year we focused on developing students' cycling skills and confidence, organising bike maintenance training for students, giving them the knowledge and skills to service and maintain their own bikes. We also secured grant funding to install more cycle parking, helping to support a growing cycling culture. More than 150 students now cycle to school each day, with plenty of secure parking spaces available for them to use.



What was achieved:

Cycling rates have grown year on year – 12% now cycle to school



20%

of students state cycling would be their preferred mode of transport to school – even more potential for change!

1%

decrease in car use

What ambassadors think:

“I have loved my time campaigning as part of YTA. Here's to many more campaigns!”

“The part which helped me the most was when we were delivering our campaign pitch. Listening to other schools allowed me to gain ideas and it improved my confidence to speak publicly.”

WILLIAM HULME'S GRAMMAR SCHOOL



What ambassadors did:

We went big for our first campaign launch, organising a road closure event, preventing vehicle access outside the school between 8am and 9am. Students, staff, parents and local residents all welcomed the calmer, safer result and there are now calls for a permanent School Street scheme! We have also secured grant funding to install more secure cycle parking.



What ambassadors think:

"The best part was working the with YTA Coordinator from TfGM, our School Coordinator and new people to create a creative campaign, to lead positive change, and influence decision makers around school travel"

"I've learned how important it is to promote and encourage people to travel sustainably and how important it is that we care about the planet."