

YOUTH TRAVEL AMBASSADORS



About the programme

The Youth Travel Ambassador (YTA) programme provides young people aged 11–19 with the skills and confidence to address transport issues affecting their school community. With support from Transport for Greater Manchester (TfGM) and school staff, YTA teams research and develop behaviour change campaigns, focusing on active travel. They then deliver the campaign to the rest of the school, encouraging them to walk, wheel and cycle more often.

Youth Travel Ambassadors

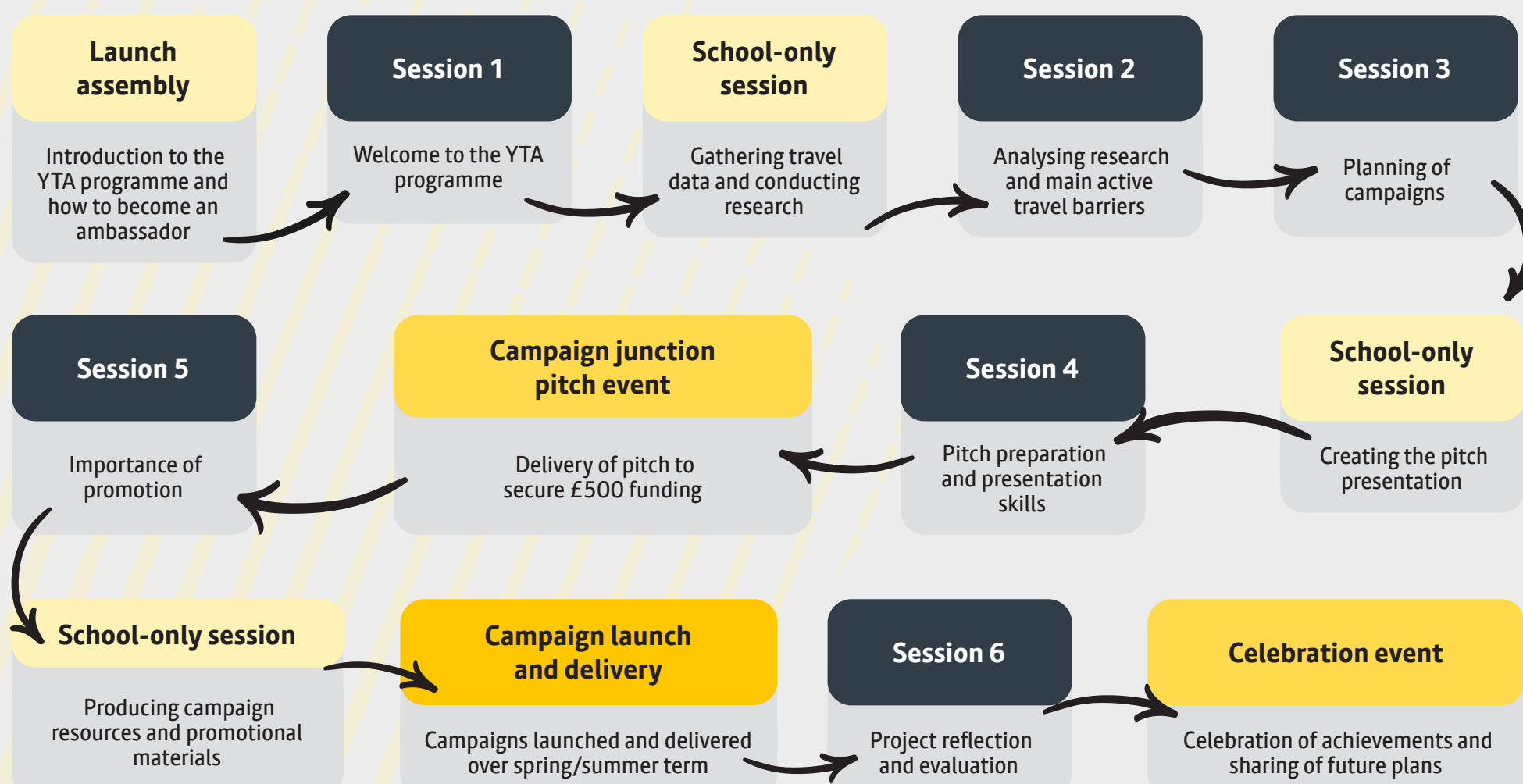
Schools appoint between eight and twelve Youth Travel Ambassadors (YTAs) who develop and deliver campaigns to their peers over the course of a year. With support from a YTA Coordinator across six sessions, students develop skills in a variety of areas, including:

- Presenting and public speaking
- Leadership
- Project management
- Collecting and analysing data
- Marketing and promotion

Campaigns may include themed assemblies, walking and cycling competitions, cycle training and courses, workshops, films, and community events.



The YTA process



YOUTH TRAVEL AMBASSADORS



Appointing a school coordinator

You will need to appoint a school coordinator and their role will be to:

- Liaise with YTA coordinator throughout programme.
- Support ambassadors in gathering their research, preparing for their pitch, and planning and launching their campaign.
- Deliver the three supporting sessions (resources provided for this).
- Appointment of between eight and twelve Youth Travel Ambassadors.
- Allocate time to deliver the programme (one hour during lessons or after school).
- Register on Modeshift STARS and work towards National STARS Accreditation (support with this provided throughout).



Links to subjects

YTA Activity	Subject
Presenting at pitch event/assembly	English
Collecting and analysing survey data	Maths and Science
Creating PowerPoint presentations	IT
Using maps and planning journey routes	Geography
Understanding benefits of active travel	PE
Working to improve school and community	Citizenship



BENEFITS OF TAKING PART

- **£500 funding** to deliver YTA campaign.
- Invitation to two free interschool events.
- Opportunity to build links with transport professionals and organisations across Greater Manchester.
- Access to **Modeshift STARS and nationally recognised accreditation**.
- Students receive a **badge and certificate** in recognition of their work as an Ambassador.