

# YOUTH TRAVEL AMBASSADORS



## About the programme

The Youth Travel Ambassador (YTA) programme helps schools create a team of student ambassadors, who work together to make getting to school safer and easier for everyone. The aim is to help more people walk, wheel, or cycle to school – supporting better health, reducing traffic and improving air quality.

With support from a Transport for Greater Manchester (TfGM) YTA Coordinator and a school staff lead, around eight to twelve students take part in sessions to find out what makes travelling to school difficult and then come up with ideas to create a travel campaign.

After pitching plans at an event attended by YTA schools across Greater Manchester, students will receive funding and get the opportunity to launch an active travel campaign.



TfGM helps schools get their YTA programme off the ground in year one. As the programme develops, schools gradually take the lead (with TfGM's support) building on ideas each year to help more students travel actively. Need guidance? **Ask your YTA Coordinator for a copy of TfGM's YTA Handbook.**

## How does it work?

Sessions are flexible and can be delivered in a way that works best for each school – whether that is spread across the year or all in one day. However the sessions are delivered, YTA teams will follow these five key steps:

1

**Research travel issues and barriers within their school community.**

2

**Develop solutions and an active travel campaign plan.**

3

**Pitch for funding at an inter-school event.**

4

**Launch and deliver their campaign in school.**

5

**Monitor and evaluate impact.**



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## How to set up a YTA team:

1. Appoint a staff member to liaise with the YTA Coordinator.
2. Establish a team of around ten student ambassadors.
3. Set aside time for sessions (6 x 1-hour sessions throughout the year, all within one day, or a format which suits your school).
4. Register on Modeshift STARS and work towards National STARS accreditation (support provided).

## Here are some activity ideas!

Campaign activities could include cycle training, park and stride, maps for walking or cycling, assemblies, no car days or road closures, lobbying for safer streets, plus fun activities like competitions, challenges, and rewards.

## What TfGM offers:

- £600 to run your YTA campaign, with chances to secure more funding in future years.
- Ongoing support from TfGM and the YTA Coordinator, not just for one year.
- An invite to two free school events, including a fun Dragons' Den-style pitch event and an end of year celebration with other YTA schools.
- Build links with transport experts from across Greater Manchester and hear about new funding opportunities.
- Free access to Modeshift STARS, with support to gain a nationally recognised accreditation.
- An ambassador badge and yearly certificate.

## Benefits of taking part

The YTA programme helps build a wide range of skills, including:

- Confidence in presenting and public speaking (English)
- Leadership and teamwork skills, including planning projects
- Collecting and using data to support ideas (Maths)
- Creating presentations using PowerPoint (IT)
- Using maps and planning journeys (Geography)
- Learning why walking, wheeling and cycling are good for you (PE)
- Promoting ideas and campaigns through marketing
- Making a positive difference in their school community (Citizenship)

