

Modeshift Active Travel Ambassador (ATA) Scheme



MODESHIFT
ATA
Active Travel Ambassadors

The logo graphic features a stylized star with a silhouette of a person on a bicycle and a person walking, with the text "ATA" and "Active Travel Ambassadors" below it.



Active Travel Ambassadors

The Active Travel Ambassador (ATA) programme provides young people aged 11 upwards with the confidence and skills to address transport issues affecting their school community. With support from an ATA Coordinator and school staff, ATA teams research and develop behaviour change campaigns, focusing on active travel and road safety. Students will develop skills in a variety of areas:



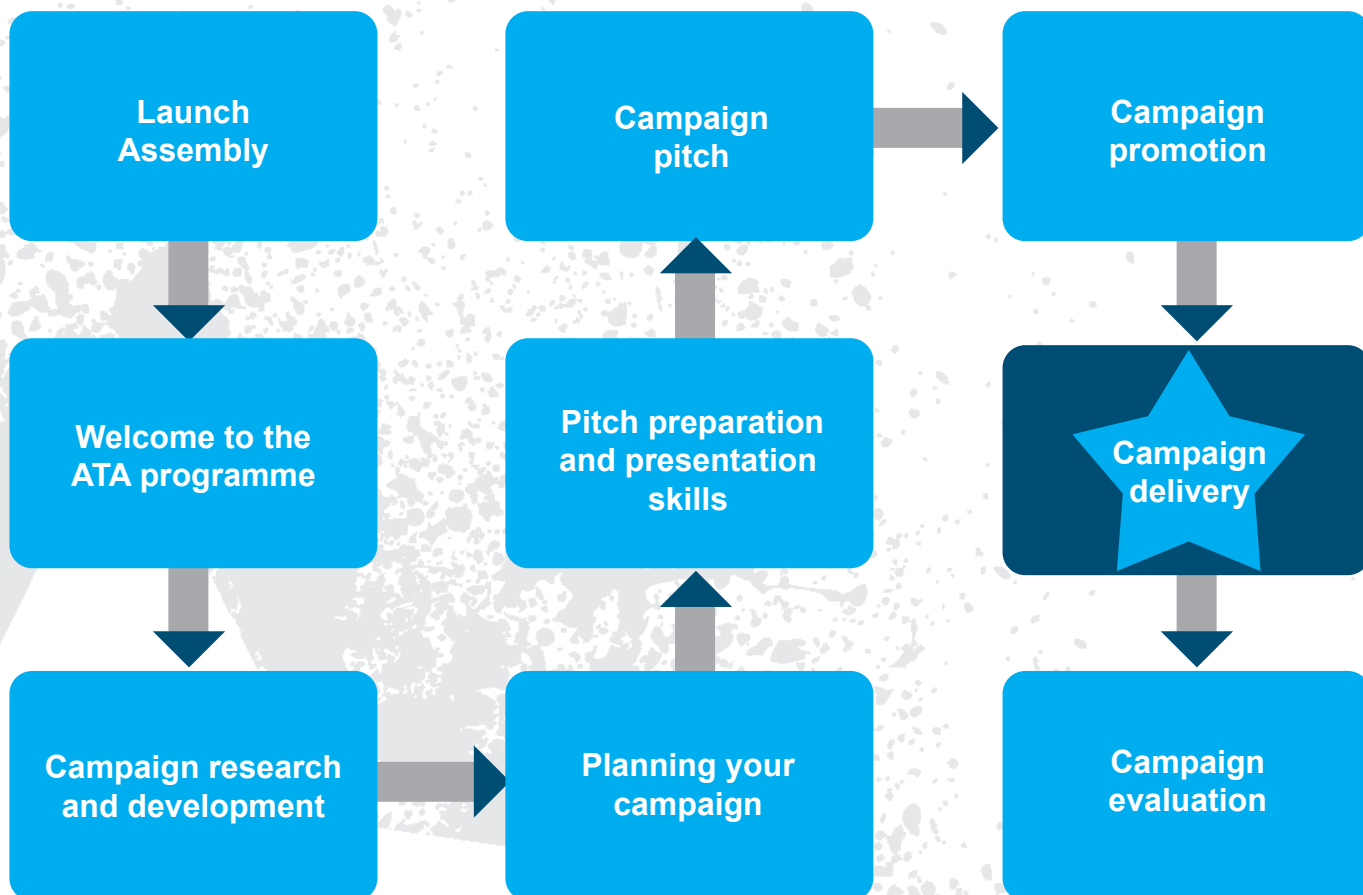
Schools usually recruit between 6 and 12 ATA students who can deliver campaigns to their peers over the course of the academic year. Campaign initiatives can include themed assemblies, walking and cycling competitions, and community events.

Events

In order to give ATA students the opportunity to meet each other, share ideas and receive professional feedback, ATAs will be invited to deliver a Campaign Pitch event during the academic year. Students will have the opportunity to pitch for funding to support their campaign ideas and will also receive professional feedback from an expert panel.

Programme Structure

The ATA programme consists of a number of sessions led by the ATA Coordinator at a time that suits your school. There are a number of additional 'self-led' sessions that need to be completed by the ATAs as 'homework' as well as the delivery of the final campaign. The table below sets out an example ATA programme, for which all supporting materials are supplied:



Benefits

- The travel and transport issues that are experienced outside of your school will be tackled.
- ATA students will learn new skills to pass on to their peers and leave a legacy in their school community.
- The ATA programme counts towards Modeshift STARS Accreditation.
- Students and staff will have the opportunity to build links with transport professionals and organisations.



Curriculum Links

The ATA programme links to curriculum subjects in a variety of ways:

ATA Activity	Subject
Working together to improve the school community	Citizenship
Collecting, analysing and presenting school travel survey data *Air quality data collection and analysis	Maths and Science
Using technology to create campaign materials such as PowerPoints and posters	Computer Science and IT
Using maps to interpret current and desired travel behaviours of the school community	Geography
Creating and presenting a persuasive Dragons Den style pitch Presenting an Assembly	English
Creating persuasive and promotional materials to promote the campaign *Writing, directing and editing campaign films	Media Studies and English

**depending on campaign focus*

