



# **Modeshift's Active Travel Ambassadors (ATA) Programme**

All Party Parliamentary Group for Cycling & Walking  
29 April 2024

Emily Sykes – Active Travel Ambassador Programme Manager  
Nick Butler – Modeshift Business Director

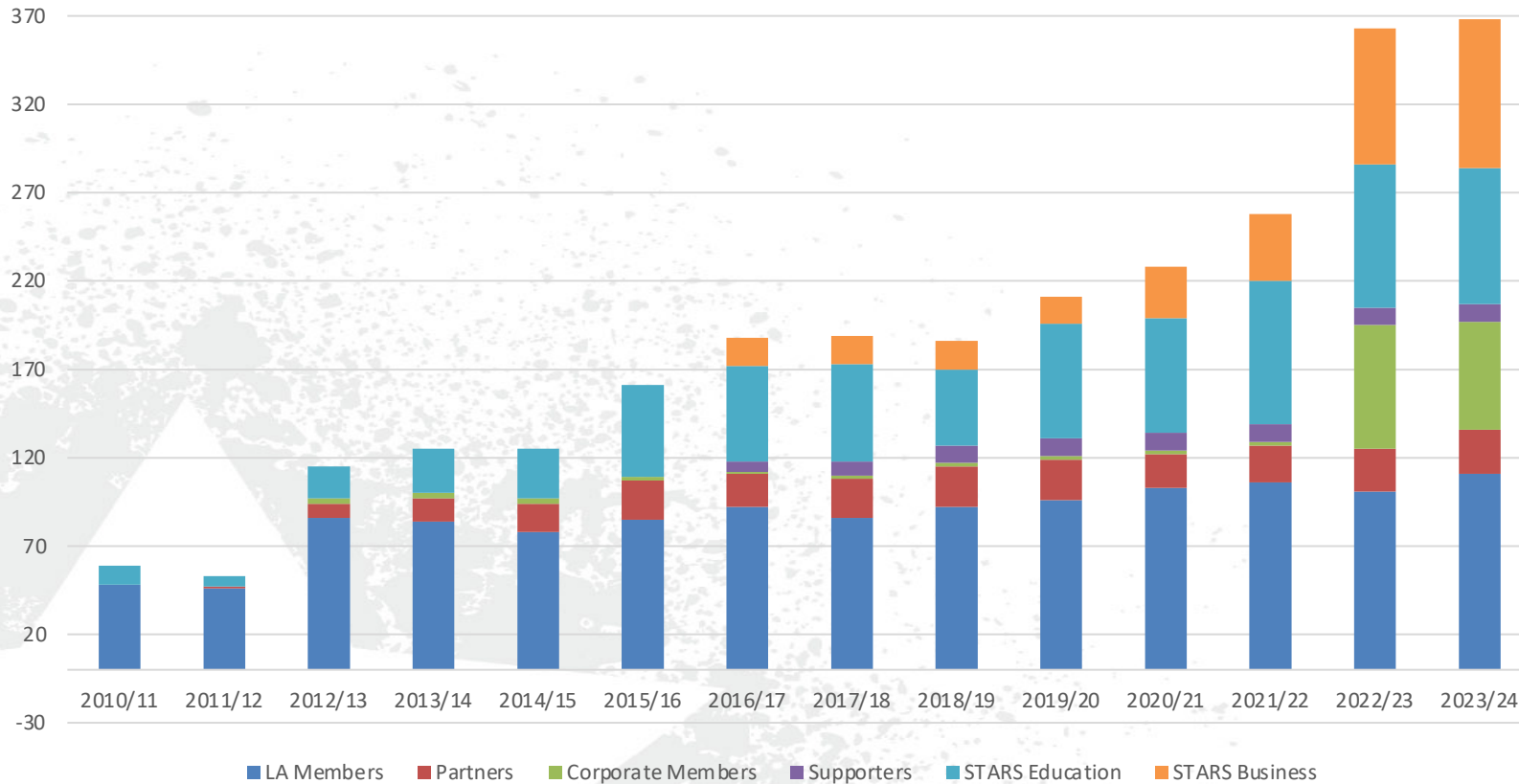
# Modeshift, est. 2001



We believe that communities are healthier, wealthier, and more inviting when people are given the opportunity to walk, wheel, and ride for their everyday journeys



Team Modeshift Members/Partners/Supporters and STARS Licence Holders by Membership Year



*Support, inspire, and champion individuals and organisations to deliver sustainable travel interventions and strategies*

# Modeshift STARS



The Modeshift STARS programme provides a simple 5-step framework that empowers organisations to make a difference to everyday journeys

Organisations are supported to develop, deliver, and monitor an effective Travel Plan whilst working towards national accreditation

Since 2008, over six thousand sites have achieved Modeshift STARS accreditation

Supported by Active Travel England since 2015, and free for all schools in England (excluding London)





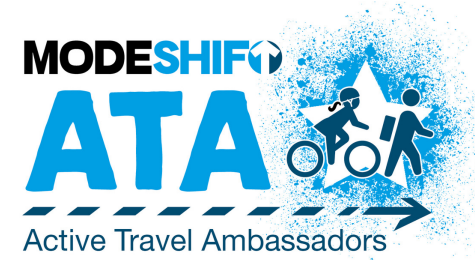
# Modeshift and Secondary School Engagement



- Just 41% of pupils aged 11-16 walk to school and just 6% cycle (National Travel Survey 2022)
- Prior to the ATA programme, just 35 successful secondary school STARS accreditation applications had been approved between 2008 and 2022
- A clear need to develop a new offer and approach for secondary schools



# ATA Overview and Objectives



- ATA funded by Active Travel England and delivered in partnership with The Bikeability Trust
- 2022/23 pilot year – 13 Local Authorities and 53 participating schools (**521** Ambassadors)
- 2023/24 – 15\* Local Authorities and 75 participating schools (**759** Ambassadors)
- **Objectives:** Increase sustainable travel, promote Level 3 Bikeability Training, School Travel Plans & Modeshift STARS accreditation

*“Thank you so much for the session yesterday and making it so inclusive for our students, they loved it! As I said it is really rare for them to join in with activities like that, so it was amazing to see!” – SEND Teacher*



\*City of York, East Riding of Yorkshire, North Yorkshire, Leeds, Sheffield, Rotherham, Doncaster, Solihull, Birmingham, Essex, Suffolk, Norfolk, Gloucestershire, South Gloucestershire, Bristol



# ATA Programme Structure

- Delivered by 5 Regional ATA Coordinators



*“(..) if one of the aims of the programme is to get students to be proactive and empower them, it's definitely having that effect.” – School Sustainability Lead*



# Programme Highlights

- 11 Campaign Junction Events nationwide



*“ATA is a good experience. At school we don’t always have the knowledge or resources to make our ideas come to life, but speaking with the experts today I feel we will see improvements” – Ambassador*



  
 HOUSE OF COMMONS  
 LONDON SW1A 0AA

Prince Henry's Grammar School  
 Farnley Lane  
 Otley  
 LS21 2BB

House of Commons,  
 London,  
 SW1A 0AA

Our Ref: AS48046 10 April 2024

**Re: Participation in the Active Travel Ambassador Campaign Junction Event**

Dear Pupils at Prince Henry's Grammar School,

My name is Alex Sobel and I am the MP for Leeds North West. My job is to represent the area that you live in in Parliament.

I am writing to you to congratulate all of the students who participated in the recent Active Travel Ambassador Campaign Junction Event for the hard work and fantastic ideas.

I hope you enjoyed hearing from Alistair Brownlee about the importance of safe and active travel, and the benefits that it has for both our health and for the planet. I also hope you enjoyed coming up with new ideas to address key transport issues in our Leeds community, and that the experience of delivering a pitch was an enjoyable and fun one.

Yours sincerely,



Alex Sobel MP

*“(...) what a well planned and executed event and how inspiring. It fills me with hope for the future when young people are so proactively engaged in planning and delivering such important activities” – Bikeability Expert*

## School's travel ambassadors praised for 'dynamic' presentation

**SUCCESSFUL PITCH:** Year eight students Lennox, Katie, Lola, Matthew, Jessica, Liam, Carter and Zander during their presentation at County Hall in Beverley and with the grants they were awarded

ALONGSIDE 10 other schools in the East Riding, a group of students at Holderness Academy have taken on the responsibility of being Active Travel Ambassadors.

The government scheme involves training, resourcing and supporting students to deliver actions in the school to their peers and teachers, which contributes to student leadership skills and academic results.

Over the course of a school year, with the support from designated staff, Active Travel Ambassador teams research and develop "behaviour change" campaigns focusing on active travel, road safety and

improving passenger experience.

On Wednesday, April 26, the Holderness Academy ATAs took their pitch to ask for funding for their campaign to County Hall to the County Junction.

The team were awarded a grant of £250 that was match-funded by East Riding Council.

Jason McAleese, the ATA coordinator who supported the students, said: "It was amazing to see how their confidence grew when under the pressure of presenting. It was our biggest event in the country and the campaign's impact will hopefully be felt

by more than 10,000 school children in the East Riding."

The students received some positive feedback from the panel including East Riding Council chairman John Whittle, who said it was "a well thought-out campaign", and added: "I think you are fantastic." Emily Sykes, Modeshift ATA programme national manager, described it as a "very dynamic presentation, delivered with comfort".

Holderness Academy assistant head teacher Julia Lovel said she could not be prouder of their work and was looking forward to seeing the impact of the next stage of their campaign.



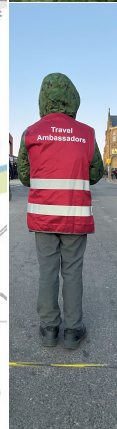
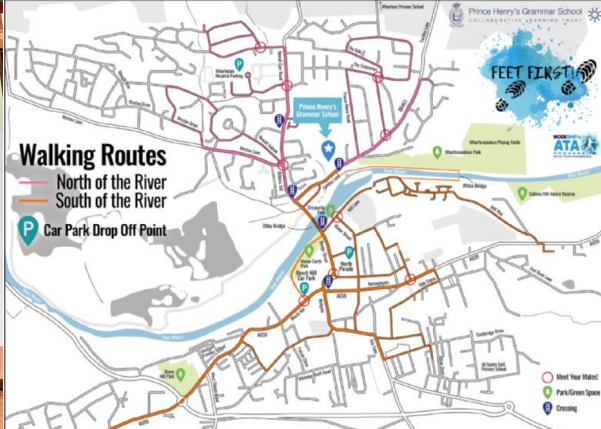
# Programme Highlights

- Bespoke campaigns launched at every school



Secondary school in Burngreave becomes first in Sheffield to introduce School Street

25 January 2024



*"My children now walk to school two days each week"*  
– Parent

*"I've found more people to walk to and from school with which has encouraged me to always walk no matter what"* – Ambassador

*"I cycled with my friend for the Biker Breakfast and have cycled to school ever since"* – Ambassador

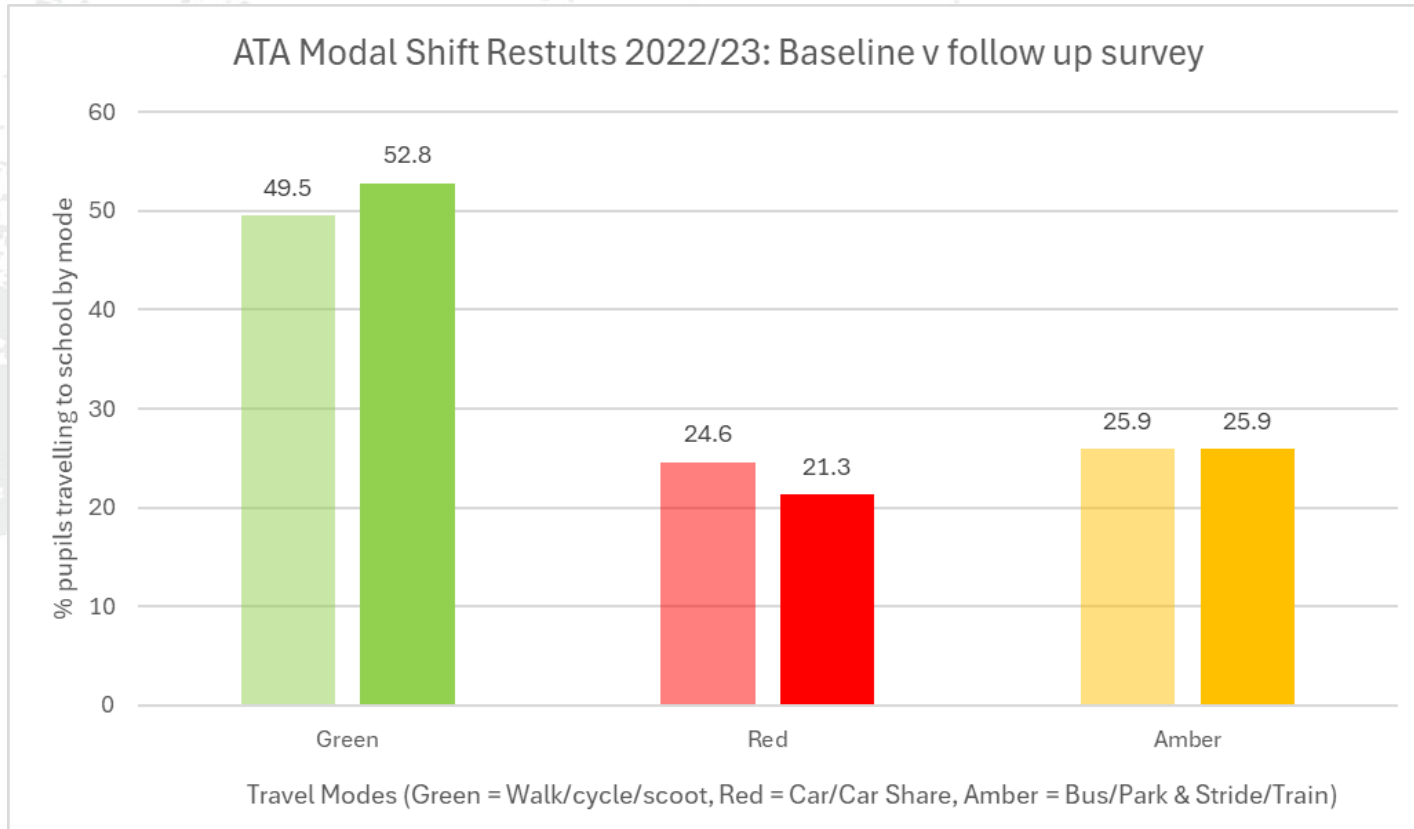
# Programme Output and Outreach



<b>Output</b>	<b>Total</b>
<b>Total number of engaged schools</b>	<b>75</b>
<b>Total number of pupils trained as Ambassadors</b>	<b>759</b>
Total number of staff supporting ATA	88
Total Campaign Junction event pitches delivered	61 to date
Total number of Modeshift STARS accredited schools	42
<b>Outreach</b>	<b>Total</b>
<b>Pupils reached through ATA delivery in participating schools (total pupils on roll at engaged schools)</b>	<b>85003</b>



# Impact Data – Modal Shift



2022/23 - **3.3 percentage point increase** in sustainable modes

- **Green** modes increased 49.5% - 52.8%
- **Red** modes decreased 24.6% - 21.3%
- An estimated **73,320** active travel stage trips

\*Results based on 15,103 pre-campaign and 17,008 post-campaign hands-up travel surveys collected nationwide using the Modeshift STARS system.

# Join us!

**Support, inspire, and champion** individuals and organisations to deliver sustainable travel interventions and strategies

[emily@modeshift.org.uk](mailto:emily@modeshift.org.uk)  
[nick@modeshift.org.uk](mailto:nick@modeshift.org.uk)

**Website:** <https://modeshift.org.uk/>  
**X/Twitter:** @TeamModeshift  
**Facebook/LinkedIn:** Team Modeshift

