



Active Travel Ambassadors Pilot Programme 2022/23 End of Year Report

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Project Overview



Modeshift's Active Travel Ambassador (ATA) programme is funded by Active Travel England (ATE) and is delivered in partnership with The Bikeability Trust. During the 2022/23 academic year, **13** Local Authorities* participated in the ATA pilot programme which aims to:

- Increase levels of active and sustainable travel in secondary schools nationwide through peer-led behaviour change campaigns.
- Promote Level 3 Bikeability Training.
- Support schools in achieving Modeshift STARS Travel Plan Accreditation.

“Great programme helping students have power in their school. Modeshift people were amazing and I will want to continue to work on our campaign with pride” – Pupil, Prince Henry’s Otley



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

Pilot approach



The programme is delivered by Modeshift's 5 Regional ATA Coordinators in participating ATA schools at a time that is convenient for the school. The scheme consists of:

- 6 classroom-based sessions
- 1 Campaign Junction event (where students pitch their project for funding)
- Campaign launch, delivery and evaluation
- Ongoing support throughout the year

The **ATA outline** resource pack is available to all secondary schools nationwide. During the 2022/23 academic year, the outline programme was sent to **43** recipients who expressed interest in the resources. Online support is available for this version of the programme.



Results against targets



Targets	Outputs
<p>1. Recruit 80 secondary schools nationwide to participate in programme.</p>	<p>Part-fulfilled: 53 participating schools including 2 SEND schools (in 2022/23, 63 schools signed up to ATA but 10 schools lapsed due to other commitments. 78 schools have expressed interest since Sept 2022).</p> <p>521 pupils trained as Ambassadors. 67 school staff members support the Ambassadors.</p> <p>61,121 pupils reached through ATA delivery in participating schools (total pupils on roll at engaged schools).</p>
<p>2. All schools to deliver a sustainable travel behaviour change campaign by 31/07/2023.</p>	<p>Part-fulfilled: 70% (38) campaigns delivered before Summer 2023, remaining campaigns to be delivered in September 2023 during TravelWise Week.</p>



“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!” - Teacher, Applefields SEND School

Results against targets



Targets	Outputs
<p>3. Achieve a modal shift to active travel during the 2022/23 ATA pilot year</p>	<p>Achieved:</p> <ul style="list-style-type: none"> • Green Modes (Walking, Cycling, Scooting) increased by 3.3 percentage points 49.5% - 52.8%. • Amber Modes (Bus, Park & Stride) remained the same 25.9% - 25.9%. • Red Modes (Car) decreased by 3.3 percentage points 24.6% - 21.3%. <p><i>40% of schools completed both the pre- and post-campaign hands-up surveys of which these results are based (15,103 pre-campaign and 17,008 post-campaign surveys).</i></p> <p><i>In total, 50843 pupils & 4446 staff surveyed during 2022/23 academic year.</i></p>

Cost per additional active stage

The 3.3 percentage point modal shift to active travel through the 2022/23 ATA programme has delivered at a cost of £3.72 per active travel stage which is calculated as follows:

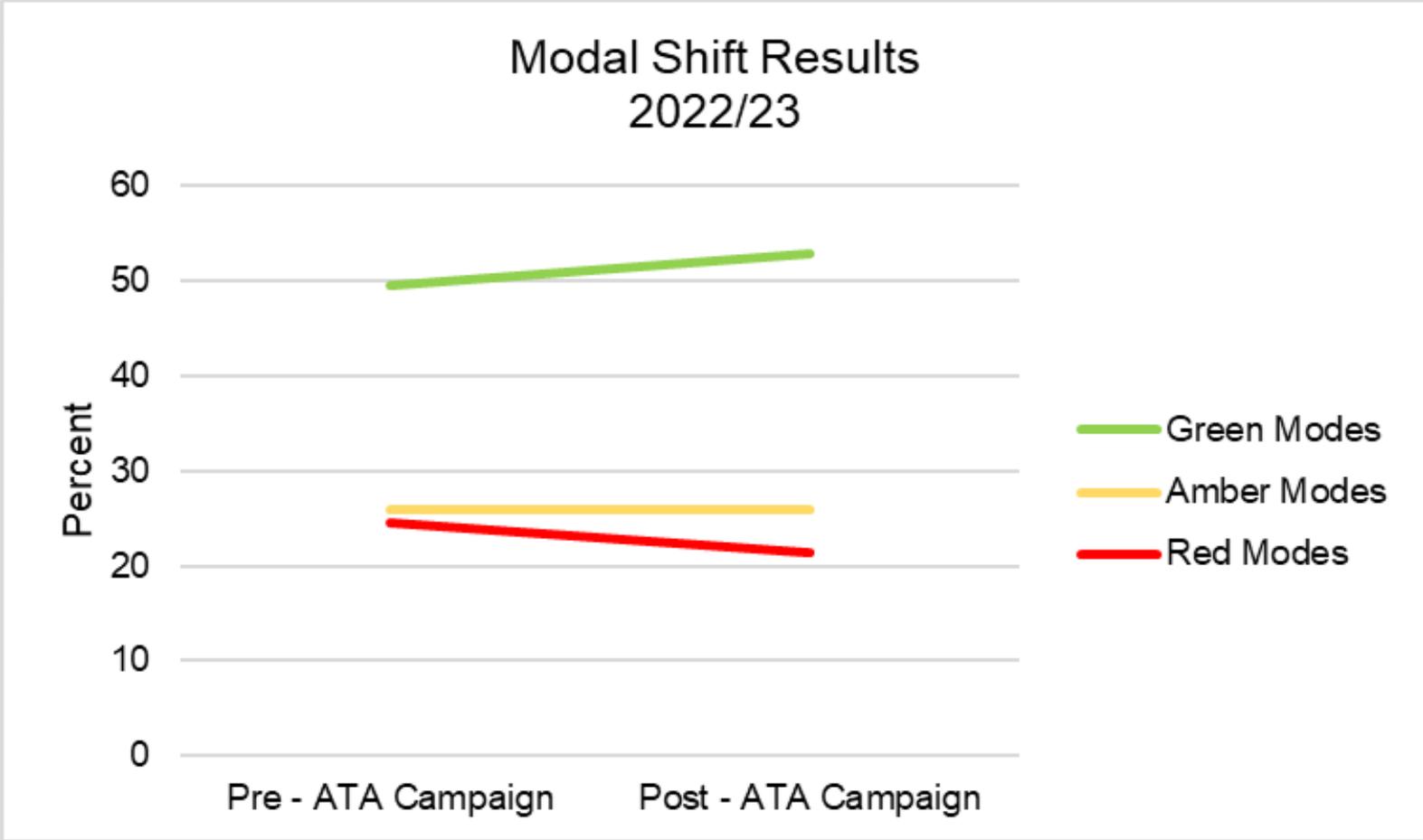
- 3.3% of 2022/23 pupil total (61,100) = 2,016 X 2 (stage journeys) = 4,032 active travel stages
- We estimate the short-term active travel stage trips in 22/23 academic year to last for 4 weeks (20-days). 4,032 stage journeys x 20-days = 80,640 active travel stage trips.
- £300,000 / 80,640 = £3.72

There will be long-term active travel stage trips (pupils returning the next academic year). To avoid double counting, these stage trips will be picked up within the STARS programme impact report 23/24



“(.) 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, King Edward VI Camp Hill School for Girls

Modal Shift Results

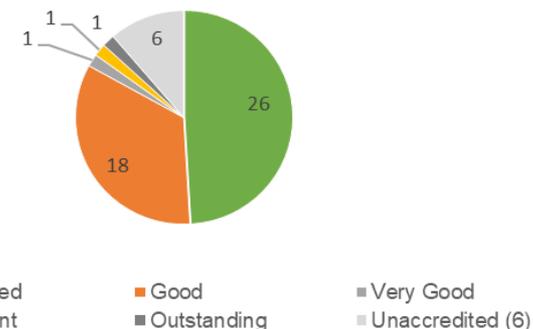


Results against targets



Targets	Outputs
4. Schools to achieve Modeshift STARS Travel Plan Accreditation by 31/07/2023.	<p>Fulfilled: 89% (47) ATA schools achieved or have submitted for Travel Plan accreditation, 28 of which are newly accredited schools since participating in ATA: <i>26 Approved, 18 Good, 1 Very Good, 1 Excellent, 1 Outstanding.</i></p> <p>Secondary school participation in Modeshift STARS is historically low nationwide. Prior to the ATA programme, just 35 successful secondary school STARS accreditation applications had been approved between 2008 and 2022.</p>
5. Promote Level 3 Bikeability training in ATA schools.	<p>235 pupils in ATA schools have received Level 3 training during the pilot year. Level 3 participation will be compared year on year.</p> <p>Throughout the programme, the ATA team have collected data on behalf of the Bikeability Trust in the form of questionnaires and Focus Group sessions with both pupils and school staff members. Focus group topics include:</p> <ul style="list-style-type: none"> - Branding of cycle training - Structure of cycle training sessions - Method of cycle training delivery

STARS Travel Plan Accreditation Level



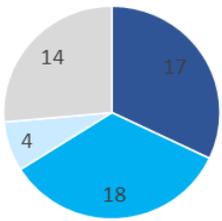
Bikeability Research – Data Collection through the ATA Programme	Number of responses/ participants	
Qualitative questionnaire regarding attitudes towards active travel (completed at the start and end of programme)	534 pupils	61 staff
Total questionnaire responses:	595	
Focus Groups	51 pupils	2 staff
Total Focus Group participants:	53	
Total Focus Group sessions:	6	

Campaign Junction Events



To secure funding for their campaigns, the Ambassadors delivered a pitch presentation at their local Campaign Junction event in front of other ATA schools and received feedback from a panel of industry experts. **10** inter-school Campaign Junction events were delivered nationwide with schools focussing on a variety of campaign ideas to increase levels of sustainable travel:

Campaign Focus



- Walking
- Walking & Cycling
- Cycling
- Other (Park and Stride, Road Safety, Air Quality, Staff Travel)

“It has been a good experience and I have learnt lots about active travel. I am also better at public speaking.” – Pupil, King Edward VI Camp Hill School for Girls

“Thanks so much for your support throughout this project, it has been a real success with our students. The campaign junction event developed our students’ character, confidence and interpersonal skills. It provided insight into how the council house works, the work that goes on there and the importance of having a voice in your community. Overall, the event was outstanding and we will be partaking every year (if funding is available).” – Teacher, Bishop Vesey School



Case Study 1 – Wolfreton School, East Riding of Yorkshire:

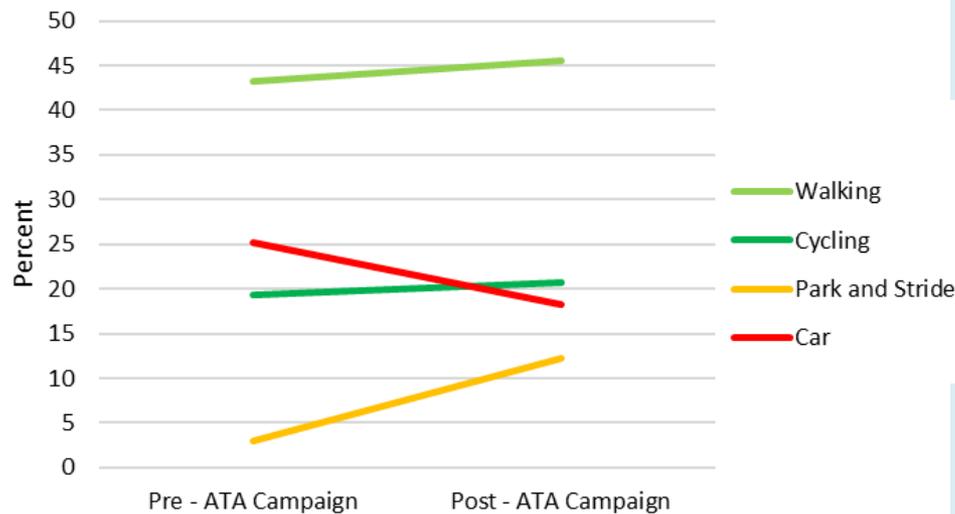
The Big Wolf Walk.

Campaign Impact:

- Newly accredited. Submitted for Good Travel Plan STARS accreditation.
- Modal Shift. Walking increased 43.3% - 45.5%. Cycling increased 19.3% - 20.7% Park & Stride increased 3.0% to 12.3%
- Car use decreased 25.2% - 18.3%
- New bike shed and fixing station, 48 helmets, 2 Bikes donated by R-evolution.
- £250 match funding by ERYC
- ATA Animation developed by one of the ATAs has been viewed over 10,000 times on Twitter: (<https://twitter.com/i/status/1671138931407040515>)
- Active modes of travel increased from 62.9% - 66.2% comparing the pre-and post-campaign survey results.



Wolfreton School Modal Shift 2022/23



"I have loved my experience and I am so happy I decided to do it" - Pupil, Wolfreton School

"I have been inspired to cycle more" - Pupil, Wolfreton School

Case Study 2 – Warmley Park SEND School, South Gloucestershire

Warmley Park's campaign is twofold:

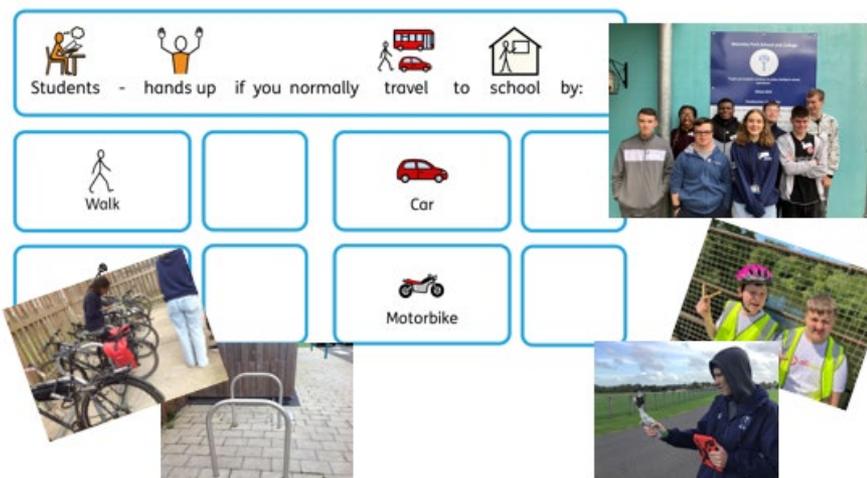
1. A month-long competition rewarding staff active travel, tracked through a visible leader board to incentivise behaviour change.

2. Walk and Wheel Wednesdays. Activities for pupils to explore the benefits of active travel, try new wheels and try independent travel. Bringing in Bikeability and Warmley Wheelers on Wednesdays to provide brilliant independent travel and cycle proficiency for pupils of all abilities, was included to increase understanding and engagement with active travel for students across the school.

Campaign Impact:

- Newly accredited. Submitted for Good Travel Plan STARS accreditation.
- Warmley Park are developing a prototype SEND Bikeability training course with Bikeability in South Gloucestershire. Their partnership began in April 2023.
- The school has a longstanding relationship with Warmley Wheelers, who provide adapted cycles, guided rides and some training to college students.

Our research



- ↑ 10% increase in walking 🦶
 - ↑ 10% increase in cycling 🚲
 - ↑ 2% increase in public transport 🚏
 - ↑ 1% increase in car share 🚗
- AND
- ↓ 24% decrease in car use! 🚗



Case Study 3 – Prince Henry’s Otley, Leeds

Feet First.

To increase walking and Park & Stride, the ATAs have engaged with local councillors to seek permission for walking routes to be signed and footprints painted on the pavement to allow pedestrian to have clear and easy routes to follow.

Campaign impact:

- Submitted for Very Good Travel Plan STARS accreditation.
- 60 + pupils received Bikeability Level 3 training.
- Walking has increased by 1.2 percentage points, from 51.7% to 53.0%
- ATAs participated in a Bikeability Focus Group session.

“I loved it! Modeshift provided resources and Chris shared valuable expertise allowing us as a younger generation to spark change and take control within our local community. We have come so far over all the sessions, the perfect medium.”- Pupil, Prince Henry’s



Case Study 4 – Framingham Earl High School, Norfolk

Framstastic Travel. Golden Lock, improve cycle safety in the local area and whole school Active Travel promotion. The school is lobbying for a pedestrian refuge on the A416.

Campaign impact:

- ATAs met Bikeability’s CEO, Emily Cherry, for an online Q&A and participated in a Bikeability Focus Group session.
- 11 Golden Lock winners announced during campaign.
- Achieved Good Travel Plan STARS accreditation.
- ATA working in collaboration with Norfolk Council’s AtoBetter programme.



“It has been interesting learning the procedures of campaigning”.

“The Golden Lock initiative has made me cycle more” –2 pupils, Framingham Earl School



Prince Henry’s Otley @PrinceHenrysGS · Jun 12

Our @TeamModeshift Active Travel Ambassadors have been to @OtleyCouncil Environment and Sustainability Committee tonight to present their #FeetFirst campaign to encourage park and stride, to reduce traffic over the bridge. #Community #Proud



Case Study 5 – Jewellery Quarter Academy, Birmingham

Step-Count Walking Challenge

Prizes available for the pupil in each year group with the highest number of steps.

Campaign impact:

- Park & Stride increased by 3 percentage points, from 4.8% to 7.8%
- Cycling increased by 3.2 percentage points, from 2.5% to 5.7%
- The number of pupils that would prefer to travel by car decreased from 63.0% to 54.0%, with the number of pupils preferring to walk increasing from 26.7% to 41.1% and cycle 4.9% to 10.7%.
- Submitted for Approved Travel Plan STARS accreditation.
- Active modes of travel increased from 36.6% - 38.1%



JQ Academy
@COREJQAcademy

Proud of our Year 10 students successfully pitching their campaign to promote active travel to school @TeamModeshift #modeshiftATA #COREopportunity #TeamJQA



Bikeability @BikeabilityUK · Apr 26
Well done @COREJQAcademy, you were great!

Feedback Scoring (of 222 Ambassadors surveyed):

Scoring: 1 = strongly disagree, 10 = strongly agree with statement	
I understand and can explain the benefits of active travel::	8.5
I understand why people make certain travel choices:	8.5
I understand and can explain some of the barriers to active travel:	8.5
I am a confident leader:	7.5
I can confidently plan and organise activities:	7.5
I can confidently speak and present in public:	7.5
I can confidently gather and analyse data :	7
Scoring: 1 = bad, 10 = excellent	
Overall, how would you rate your experience as an ATA?	8.5
How would you rate the 6 sessions led by the ATA Coordinator?	9
How would you rate the Campaign Junction Event?	8.5

178 (80%) of pupils would like to take part in ATA again!

Delivery Plan 2023/24:



School retention and ATA Year 2: Of 53 schools engaged, **43** schools have expressed interest in participating in ATA again for the 2023/24 academic year to build on the campaigns launched and skills gained in the pilot year.

School recruitment and programme growth: With the support of participating local authorities, the ATA team will recruit new schools to achieve the 80-school target with commitment to increase the number of SEND schools and rural schools participating in the programme.

Bikeability partnership: ATA and Bikeability shall continue to work in partnership to promote Level 3 cycle training and safe cycle journeys to school. The ATA team will hold further Focus Group sessions to explore key topics on behalf of The Bikeability Trust.

STARS Travel Plan accreditations: The ATA team will support schools in progressing STARS accreditation and developing effective Travel Plans.

“Awarding students for active travel has been really rewarding and sparked lots of conversation about walking and cycling to school. There was a lot of excitement about the Golden Lock competition!”
– Teacher, Winterbourne

“On clean air day we have tried many things, and nothing has worked before, but there were definitely less cars and was impressed with what the ATA programme has achieved.”
– Executive Head Teacher, Roundhay School

“My children now walk to school 2 days each week”
– Parent, Roundhay

