



Active Travel Ambassadors Programme End of year report 2023/24

Executive summary



The Active Travel Ambassador (ATA) programme has grown in its second year since launching in 2022 and continues to deliver increases in active travel. Across 15 engaged local authorities, the programme has grown from 53 to 72 schools. We've enrolled and trained 743 students reaching a student population of 79,000.

Each of our engaged schools pitched their campaign to a panel of judges to secure up to £250 funding and by June of 2024, 72 campaigns were delivered focusing on walking (24), cycling (11) or both walking and cycling (37).

Pre and post mode of travel surveys show that green modes (walking, cycling, scooting/skating) increased by 2.3 percentage points equating to 3,648 active travel stages (a day) and 145,920 active travel stage trips over a period of 40 days/eight weeks. The total spend on ATA per annum is £300k giving us a commendable cost per active travel trip stage of £2.05.

Our schools have also performed well with our STARS accreditation scheme with 69 of the schools achieving a level of accreditation. The programme continues support Bikeability programmes including a take up of Bikeability Level 3 training. Finally, our plans for further expansion and delivery, including case studies, can be found at the end of the report.

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Programme overview

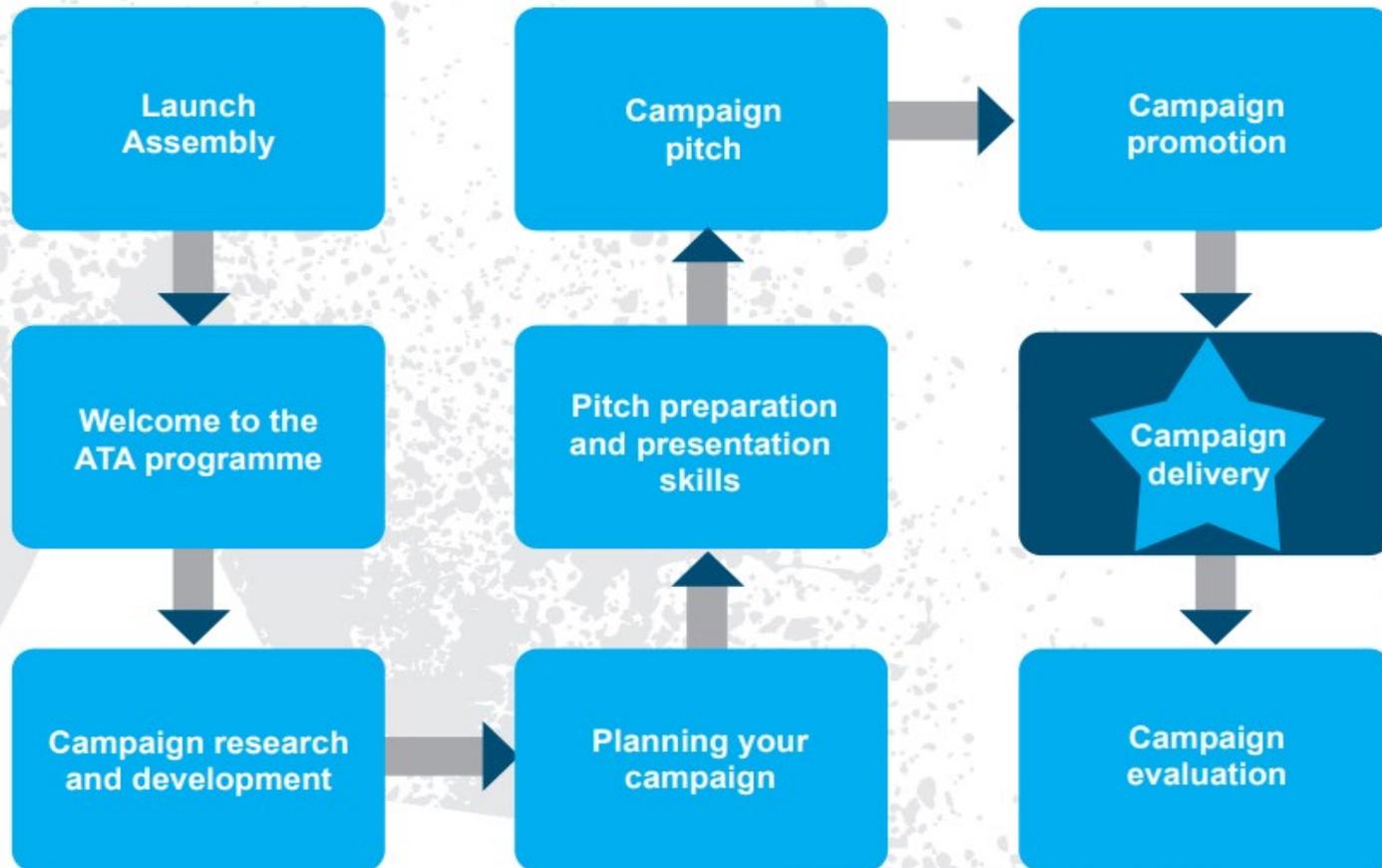


Established in 2022/23, Modeshift's Active Travel Ambassador (ATA) programme is funded by Active Travel England (ATE) and is delivered in partnership with The Bikeability Trust. In the 2023/24 academic year, **15** local authorities* participated in the ATA programme which aims to:

- Increase levels of active and sustainable travel in secondary schools nationwide through peer-led behaviour change campaigns
- Empower schools and pupils to tackle transport issues such as congestion, road safety, parking, air quality
- Support schools in achieving Modeshift STARS Education accreditation

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

Programme structure



National context



In July 2024, Labour's new Transport Secretary, set out five strategic aims to improve the transport network. The Active Travel Ambassador programme aligns with these five transport priorities in several ways:

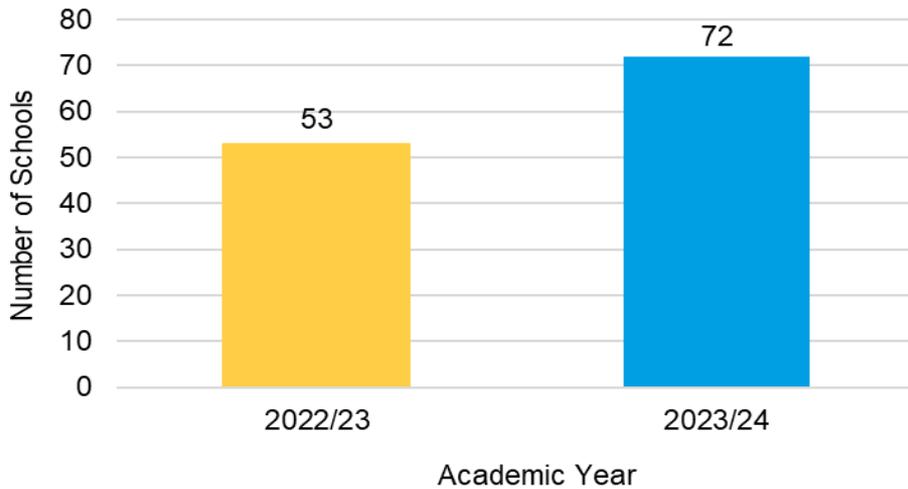
 1	 2	 3	 4	 5
Rail Reform and Performance	Bus Services and Usage	Infrastructure Transformation	Greener Transport	Integration of Transport Networks
<u>ATA promoting use of rail networks and independent travel</u>	ATA improving passenger experience for pupils and public	<u>ATA encouraging schools to ask for better infrastructure and highlighting areas for improvement</u>	Ambassadors raising awareness about the environmental benefits of active travel	ATA schools promoting School Travel Plans and advocating for connected services

ATA was presented at several key events in the 2023/24 academic year including a presentation at the All Party Parliamentary Group for Cycling and Walking ([APPGCW](#)) meeting on 29 April.

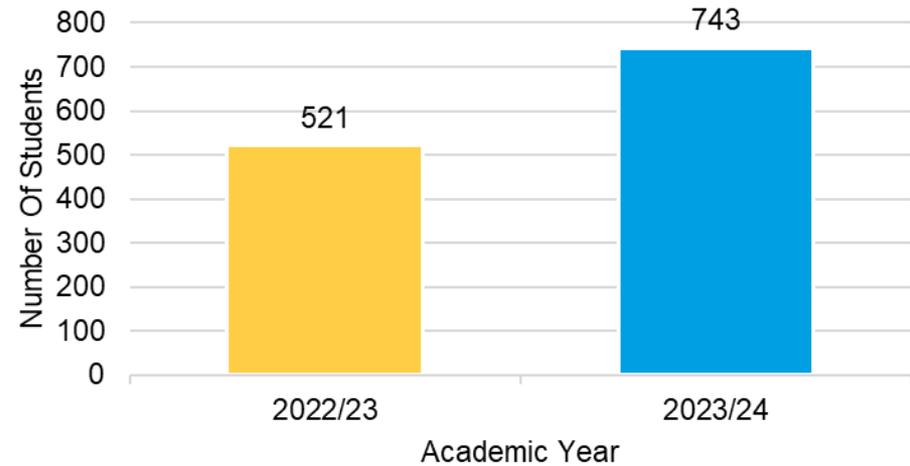
ATA programme growth



School Engagement



Active Travel Ambassadors



School Growth

- 53 schools in 2022/23
- 72 schools in 2023/24 (35.8% increase 22/23 to 23/24)

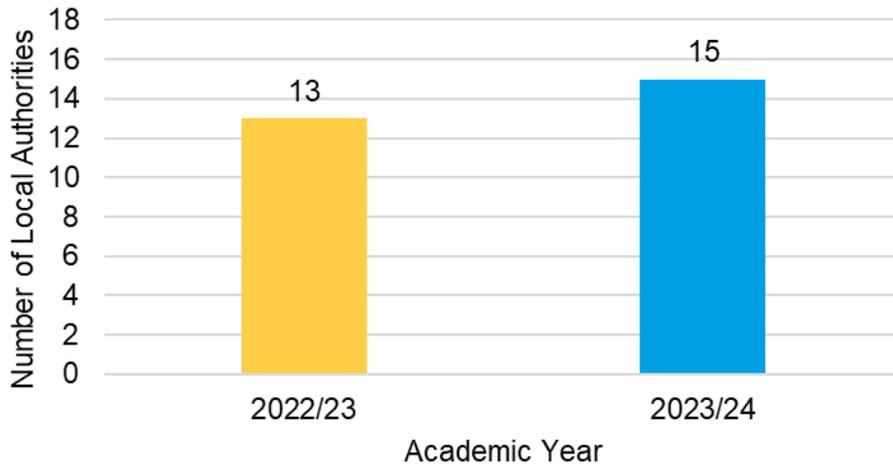
Number of Ambassadors

- 521 in 2022/23
- 743 in 2023/24

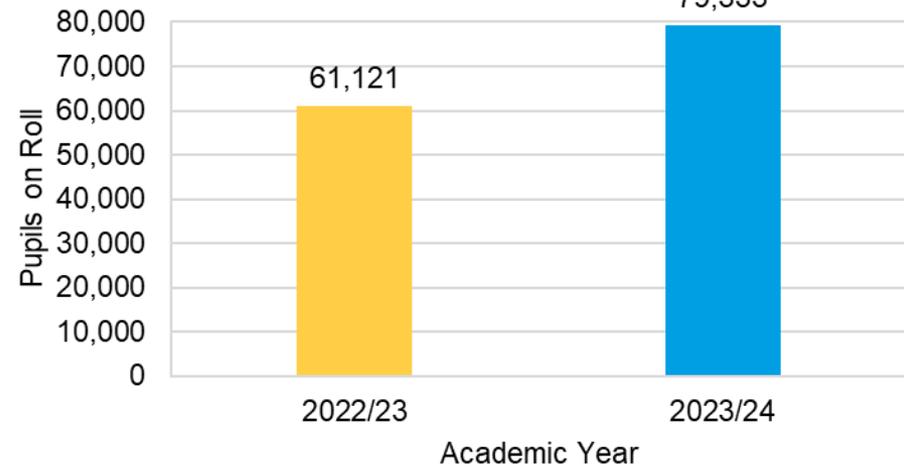
ATA programme growth



Local Authorities



Total Engagement



Number of participating local authorities

- 13 LAs in 2022/23
- 15 LAs in 2023/24

Total number of pupils on roll at engaged schools

- 61,121 in 2022/23
- 79,333 in 2023/24

Key outputs 2023/24



Output	Total
Total number of participating schools	72*
Total number of pupils trained as Ambassadors	743
Total number of staff supporting ATA	88
Total Campaign Junction event pitches delivered	72
Total number of local authorities engaged	15
Total number of Modeshift STARS accredited schools	69
Outreach	
Activity participation and outreach	79,333 (pupil total at engaged schools)



*In total 76 schools were recruited by December 2023. Four schools dropped out due to staff changes and changes to teacher availability

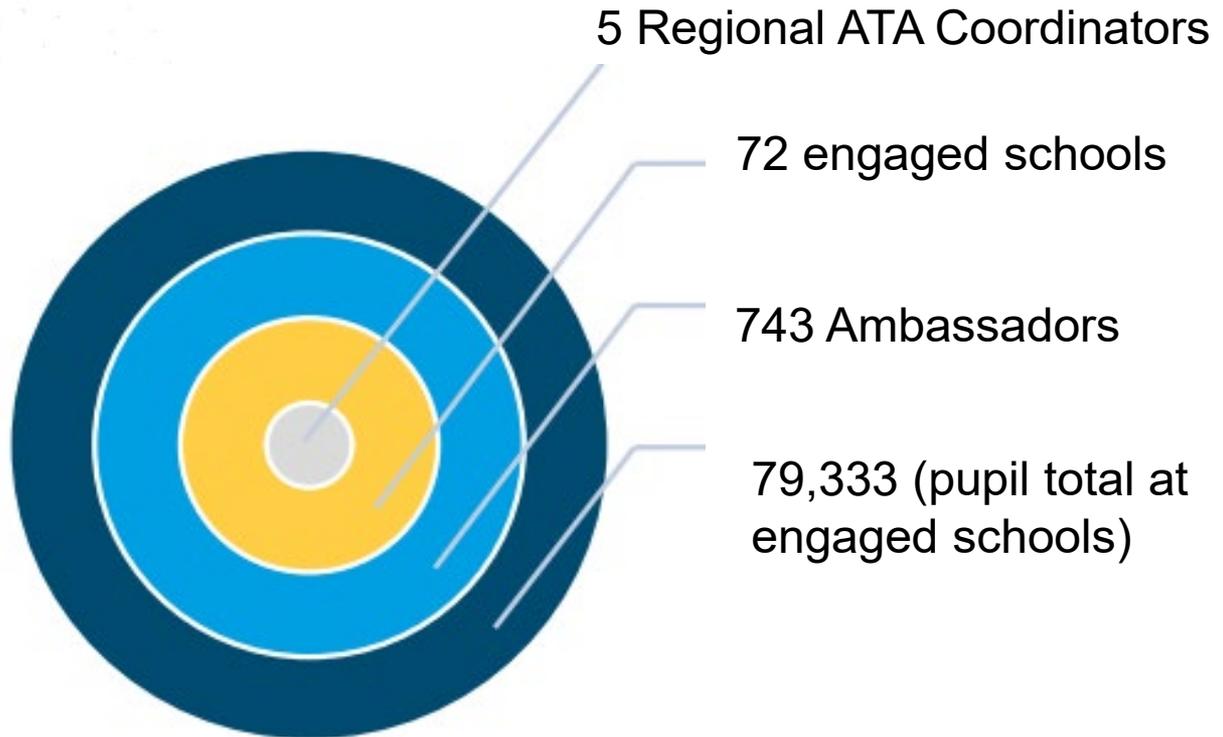
ATA 'Spheres of Influence'



In the 2023/24 academic year, our team of five Regional ATA Coordinators worked with 72 schools nationwide, training **743** pupils as Ambassadors to promote safe and sustainable travel.

Through these Ambassadors, the ATA programme reached a total of **79,333** pupils across participating schools.

This figure excluded the additional impact on parents, carers, teacher and community members who also benefitted from the impact of the programme.



Campaign Junction events



To secure campaign funding, the Ambassadors presented a pitch at their local Campaign Junction event where they received feedback from a panel of industry experts and showcased their ideas to other Ambassadors.

Across the country, **72** campaign pitches were delivered at **11** inter-school Campaign Junction events.

Experts included colleagues from Active Travel England, Bikeability's CEO Emily Cherry, Olympic Gold Medal winner [Ed Clancy](#), local Transport Planners and many more! Additionally, messages of support were sent from Alistair Brownlee.



"Very engaging and inspiring programme that has given pupils the ability to lead and grow in confidence." -
Teacher



Campaigns delivered

A variety of campaigns were delivered in the 2023/24 academic year, focussing on:

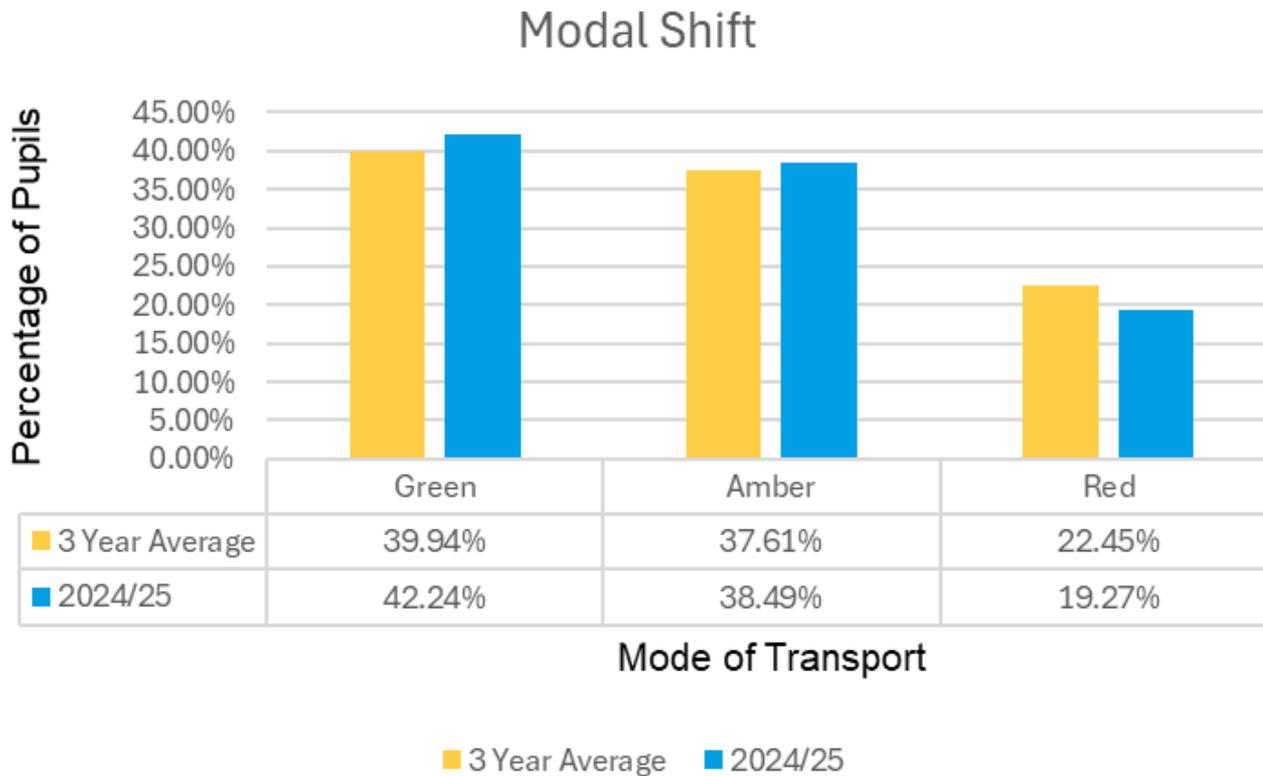
- Walking (24)
- Cycling (11)
- Walking & Cycling (37)

Campaign elements also included, Bus (3), Anti-Idling (3), Congestion (1), Road Safety (4), Independent Travel (3) and Transition Activities (1)

Additionally, Astrea Academy has launched a **School Street** initiative, and The Castle School has implemented a **School Road Closure** through ATA, resulting in significant enhancements to the local infrastructure



Delivering modal shift



Results based on post campaign travel surveys in September and October 2024/25 academic year

Green modes (walking, cycling, scooting/skating) increased by 2.3 percentage points

Amber modes (Park and Stride/Walk, dedicated school bus / taxi, public service bus, train/tube/metro) increased by 0.9 percentage points

Red modes (car share, car, motorbike / scooter) decreased by 3.2 percentage points

Cost per additional active travel stage



The 2.3 percentage point modal shift to 'green modes' of travel (active travel) through the 2023/24 ATA programme has delivered at a cost of £2.05 per active travel stage which is calculated as follows:

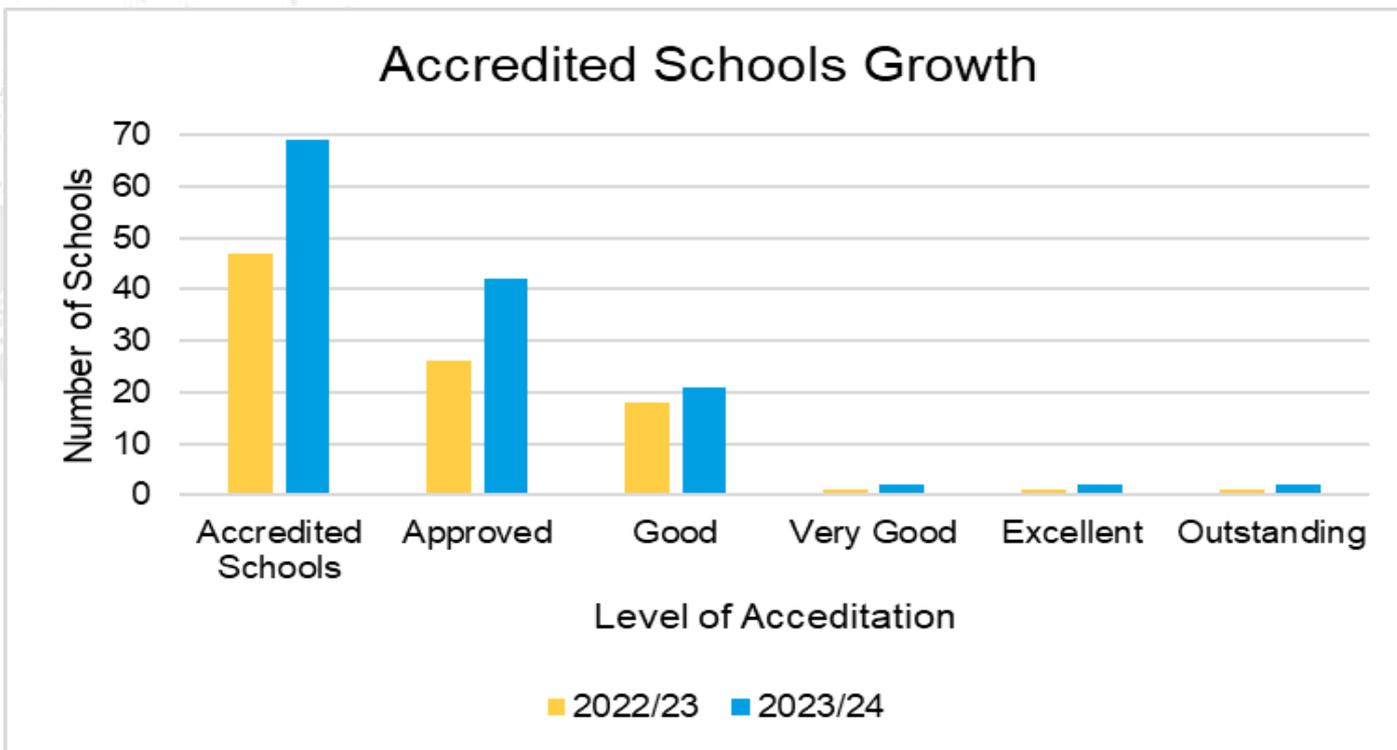
- 2.3% of 2023/24 pupil total (79,333) = 1,824 pupils
- X 2 (stage journeys) = 3,648 active travel stages per day

We estimate the short-term active travel stage trips in 23/24 academic year to last a minimum of 8 weeks (40-days).

- 3,648 stage journeys x 40 days = 145,920 active travel stage trips
- £300,000 / 145,920 = £2.05

Amber modes (park and stride and use of public transport) that include an element of active travel are not included in these results and if factored in, our cost per stage trip would fall under £2.

Modeshift STARS accreditation



In 2023/24, a total of 69 (**92%** of schools achieved Modeshift STARS Travel Plan accreditation – 42 Approved, 21 Good, 2 Very Good, 2 Excellent and 2 Outstanding. It is important to note that secondary school participation in Modeshift STARS has been historically low, with only 35 secondary schools achieving STARS accreditation between 2008 and 2022. The increase in secondary schools achieving accreditation highlights the significant impact of the ATA programme.

Bikeability partnership



Since September 2022, an impressive **391** pupils across ATA schools have achieved Level 3 Bikeability training with 235 students completing the course in 2022/23 and 156 in 2023/24

In Spring 2024, 3 ATA schools participated in Bikeability Focus Group workshops. Insights from these sessions, combined with findings from the ATA 2022 Focus Groups, will be instrumental in shaping the Level 3 training course.

To support the ATA campaigns, Bikeability's partners, Madison and Frog Bikes, generously donated equipment – including helmets, locks and reflective items, to five ATA schools.

A Bikeability survey exploring 'Young People's Travel Behaviour, Physical Activity and Wellbeing' has been circulated in all ATA schools, contributing valuable data to support active travel initiatives in schools.



Feedback



Feedback Scoring (of 178 Ambassadors surveyed)	
Scoring: 1= strongly disagree, 10 = strongly agree with statement	
I understand & can explain the benefits of active travel	8.5
I understand why people make certain travel choices	8.5
I understand & can explain some of the barriers to active travel	8.0
I am a confident leader	7.0
I can confidently plan and organise activities	7.0
I can confidently speak and present in public	7.0
I can confidently gather and analyse data	7.5
Scoring: 1 = bad, 10 = excellent	
Overall, how would you rate your experience as an ATA?	9.0
How would you rate the 6 sessions led by the ATA Coordinator?	9.0
How would you rate the Campaign Junction Event?	9.0
165 (93%) of pupils would like to take part in ATA again!	

"An amazing experience for our students" -
Teacher

"It's been an amazing, confidence boosting experience. It's really given me a voice in our school" -
Ambassador

"I got to come out of my comfort zone and tried something new (...)" -
Ambassador

Delivery Plan 2024/25



The ATA programme aims to reach **100** secondary schools in 2024/25, and for each of these schools to achieve Modeshift STARS accreditation.

The team has grown from 5 to 6 ATA Regional Coordinators with the new Coordinator working with three new local authorities in the South East, including Southampton, Hampshire, and Surrey. As a result, the programme is now being delivered across 18 local authority areas.

2024/25 will be the third year of engagement for some schools on the programme. These schools will have a choice of pathways including participating in national events. At the end of this third year, the schools should be in a position where active travel is embedded in the school and part of its ethos. After year three, a light touch approach will be taken with these schools giving the coordinators the capacity to take on new schools continuing the growth a reach of the programme.



2024/25 ATA targets



Output	Target	Delivery date
Total number of engaged schools	100	End of December 2024
Total number of pupils trained as Ambassadors	1,000	End of March 2025
Total number of staff supporting ATAs	120	End of March 2025
Total campaign Junction Event pitches delivered	100	End of March 2025
Total number of Modeshift STARS accredited schools	100	End of July 2025
Outreach	Target	Delivery date
Activity participation and outreach	110,000 pupils (estimate of total pupils on roll at engaged schools)	End of July 2025
Outcomes	Target	Delivery date
Projected percentage point increase in active trips	An increase in active travel of at least 3-percentage points with a 3-percentage point reduction in car use	End of July 2025

Growing and expanding the ATA programme



New resources have been introduced for 2024/25 which will increase the range of activities that the ATA team can offer. These include:

- ATA in a Day – delivery of all sessions and supporting activities up to the pitch presentation delivered over the course of one school day. Allows schools to onboard much later in the year.
- Going for Good – Preparing a school to achieve Modeshift STARS Good accreditation in a single day.
- Classroom based resources and lesson plans – COM-B and SMART behaviour change, Road Safety, Start a Park and Stride scheme.

In addition to the 18 local authorities already signed up to the ATA programme we have interest from eight more local and combined authorities.

On 4 September 2024, ATA featured in an Active Travel England Engagement Webinar which saw a strong turnout with 285 sign-ups and impressive 324 attendees representing 99 councils, government bodies, transport authorities and 23 professional organisations. The webinar was very well received, with 100% of survey respondents indicating they would 'definitely recommend' or 'probably recommend' the webinar to a colleague. Additionally, all survey respondents were either 'very satisfied' or 'satisfied' with the content and rated the webinar as 'excellent' or 'very good'.

Case Studies

Applefields SEND School



Applefields ATA campaign focussed on promoting travel independence through initiatives such as Park & Stride, train and bus familiarisation and cycle sessions. The school was recently awarded with the title of **Modeshift STARS Regional SEND School of the Year** for the North East, in recognition of their adoption of a risk-positive approach to travel.

Additionally, the school established a ['Be Bright'](#) reflective shop with support from Brightwayz to further encourage safe travel. **Since 2022, walking rates have increased from 2% to 5%** demonstrating the impact of the ATA campaign.



Rail and bus promotion through ATA



Framingham Earl School



The ATA campaign aimed to increased walking and cycling among Year 7 and Year 8 pupils through a week-long form competition, rewarding the most active classes with raffle tickets. Through initiatives such as the Golden Lock, the campaign resulted in a notable **increase in cycling from 5% to 10%**.

Supported by **Norfolk's AtoBetter** residential scheme, the school installed a new cycle shelter complete with a toolkit and promoted the campaign to families that live on AtoBetter residential sites.

The Ambassadors participated in a **Bikeability Focus Group** and received additional cycle equipment from Madison and Frog Bikes.



The Castle School



Expanding on last year's Park Away Day and with the support of South Gloucestershire County Council, the Ambassadors at The Castle School organised an official [road closure](#) for their ATA campaign. The Ambassadors raised awareness through extensive promotion and evaluated the impact of the closure through pupil and parent feedback forms and surveys.

Car use decreased by an impressive 7%, **walking increased by 4.6%** and **Park and Stride increased by 5.1%** resulting in the school achieving Modeshift STARS **Outstanding** accreditation. As a result of these accomplishments, the school has been recognised as **Modeshift STARS Regional Secondary School of the Year for the South West**



Transforming local infrastructure through ATA

Prince Henry's Grammar School



Prince Henry's wanted to improve the impact of their Feet First campaign from last year by introducing the Steps to Success competition. To increase the reach and awareness of their campaign the ambassadors created a very clever idea that every single pupil in the school would be involved in regardless of the way they travelled. This point scoring system based on location, distance, and mode of transport makes the competition fully inclusive whilst still delivering the message of how important active travel is.

The work they have done has seen some incredible impact with park and stride increasing with 56 more pupils now travelling this way and car usage dropping by 11%. The Ambassadors at Prince Henry's produced a report to showcase the success of their campaign.

Prince Henry's Grammar School

2023:

- Too many cars dropping off at school crossings, in inappropriate places.
- Large catchment area & low birth rate year means students travelling a long way.
- For active travel – 50% come on school bus.

Our 2023 Campaign:

- Online resource
- A map encouraging walking and cycling routes
- Movie Making competition

From our 2023 campaign we found:

- Huge reduction in congestion & poor traffic behaviour at school crossings
- Great increase in park & stride (338%) & 11% drop in car use BUT
- Only 20% of students knew about our campaign
- Only 40% of these students could actually explain what it was.

We chose to focus on student involvement.

Main issues for 2024:

- Student awareness and knowledge
- Student involvement and motivation

Our Solutions for 2024:

- Social Media Team
- A Competition with prizes

Campaign Plan 2024:
Social Media Team

- Short form animated video for students
- Long form documentary style video for parents

A Competition with prizes

- Competition between form groups to see how they get to school
- Each year's highest scoring form gets a breakfast

Grant Breakdown:

- Form breakfast (ATA Grant)
- Hiring a smoothie bike for Sept 2024 (LCC Grant & Otley Town Council)
- "Feet First" signs going up in LCC car parks (LCC agreed, OTC funded)

Drop off on the other side of the river and avoid the bridge.
Reduce congestion and pollution near school.
Use North Parade or Beach Hill Car Parks.

District	Leeds
No. of pupils	1637
No. of ATAs	9
Modeshift STARS level	Very Good
Site type	Edge of city/semi-rural

