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Active Travel Ambassador Programme Annual Report

2024 - 2025



The
Bikeability
Trust





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FOREWORD

Active and sustainable travel can do so much to improve our lives, giving us health, freedom and wellbeing. I'm delighted to support Modeshift to give people the opportunity to walk, wheel, ride, and use public transport for their everyday journeys, including the journey to school.

It is inspiring to see the Active Travel Ambassadors programme, now in its third year, go from strength to strength. Secondary school students are being empowered to develop, deliver and evaluate active and sustainable travel initiatives in their schools; this not only gives them and their peers the benefits of active travel but also helps them to develop skills for life.

In 2024/25, over 1,000 students trained as Ambassadors, engaging over 100,000 of their peers in school travel campaigns and initiatives to build healthy habits for the future. This creates the foundations for the commitment made by regional mayors last year to make it easier to walk, wheel and cycle to school, alongside support and guidance provided by Active Travel England to local authorities. Congratulations to the students and thank you to the #TeamModeshift partners who are helping to make this programme such a success.

Lillian Greenwood MP
Parliamentary Under-Secretary of State
(Minister for Local Transport)



INTRODUCTION

Our Active Travel Ambassador (ATA) programme continues to go from strength to strength, increasing levels of walking, wheeling, and cycling in secondary schools nationwide through peer-led behaviour change campaigns. Established in September 2022, Modeshift's ATA programme is funded by Active Travel England (ATE) and is delivered in partnership with The Bikeability Trust.

The ATA programme adopts a structured approach that empowers young people to tackle transport issues such as congestion, road safety, parking, and air quality. The scheme supports schools in achieving a Modeshift STARS Education accredited Travel Plan and provides Active Travel England and participating authorities an effective way to engage secondary schools and grow levels of active travel.

Modeshift works closely with its partners including national bodies and charities like The Bikeability Trust, Living Streets, the Walk Wheel Cycle Trust, Northern Rail, and NHS England, linking their own programmes and initiatives into our ATA programme and STARS.

The 2024/25 academic year marked the third year of the ATA programme. This report highlights year on year growth across England, with 30% more schools taking part compared to last year, and 67% more young people engaged as Active Travel Ambassadors. The programme has resulted in almost 2,000 additional active travel stages per day on the journey to and from secondary schools.

I hope you enjoy reading this report and feel inspired to join #TeamModeshift in working towards enhancing everyday journeys.

Nick Butler
Chief Operating Officer, Modeshift



ENDORSEMENTS FROM STAKEHOLDERS



“If you haven’t experienced the inspiration of attending an ATA campaign junction event, then you are missing out! Listening to ATA presentations shows how the team have worked to develop their skills and confidence to lead positive change, inspiring their peers and families to make greener travel choices. It’s a fantastic example of how education and engagement can create lasting impact - building a generation that values sustainability, wellbeing, and community. It’s a highlight for our Bikeability Trust team to listen and engage with young people and is highly recommended. Young people have the answers, we just need to create the opportunities for them to thrive.”

Emily Cherry, Chief Executive at The Bikeability Trust



“Modeshift’s Active Travel Ambassadors programme is a fantastic opportunity for students to build leadership skills and inspire their school communities to travel sustainably. Let’s Go Zero is proud to endorse a programme that empowers students to take the lead in shaping a healthier and more sustainable future.”

Alison Lasenby, Let’s Go Zero



“Like Eco-Schools, Modeshift’s Active Travel Ambassadors programme is all about placing young people at the heart of social and environmental action within their schools. The scheme helps students develop vital skills and empowers them to create immediate, positive impacts that benefit both their school and local community.”

Francis Hyland, Keep Britain Tidy Eco-Schools



EXECUTIVE SUMMARY



Schools Engaged

94 ↑ +30.6%



Pupils trained as Ambassadors

1,246 ↑ +67.7%



Additional active travel
stages per day

1,930



Additional active travel
stages over 95 days

183,350 trips



Total number of pupils engaged

110,906



Local authorities engaged

19 ↑ +26.7%



Key statistics and outcomes

The Active Travel Ambassador (ATA) programme has entered its third year with growing impact, inspiring students to travel actively, reducing congestion, and improving wellbeing across **94** secondary schools nationwide. In 24/25 we trained **1,246** students as Ambassadors, reaching a total student population of **110,906**. From 2023/2024 to 2024/2025, the programme has expanded across all key areas, with the number of ambassadors increasing from **743** to **1,246**, local authorities rising from 15 to 19, and the number of schools involved increasing from 72 to 94.

80 student-led campaigns were delivered this year, promoting walking (19), cycling (16), or a combination of both (45). The scheme empowered pupils to pitch their ideas to panels of industry experts, securing up to £250 funding per campaign.

Impact on travel behaviour

For the 2024/2025 academic year, the ATA programme had a total programme budget of **£360,000**. Pre- and post-campaign mode of travel surveys show a **0.87** percent point shift to 'Green' modes (walking, cycling, scooting/skating), equating to **1930** active travel stages per day, or **183,350** trips over 95 days, at a cost of just **£1.96** per stage. 'Red' modes (single family car) decreased by **2.82** percentage points, demonstrating tangible reductions in car journeys around schools.

Programme reach and recognition

All 94 participating schools have achieved Modeshift STARS accreditation. The programme continues to support Bikeability Level 3 training, and schools are embedding sustainable travel into the school day, creating lasting behavioural change.

Everyday benefits

Students are gaining independence, confidence, and healthy habits through a variety of interactive campaigns across the academic year. Teachers report improved punctuality, readiness to learn, and engagement among pupils.

“Every car trip avoided is not just a reduction in carbon emissions, it is one less risk on our roads near schools.”

Professor Ian Walker, Swansea University



ATA PROGRAMME REVIEW



Overview of the ATA programme

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 2024/25 academic year, 19 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, and air quality.
- Support schools in achieving Modeshift STARS Education accreditation.

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

National Context:

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



The ATA Process



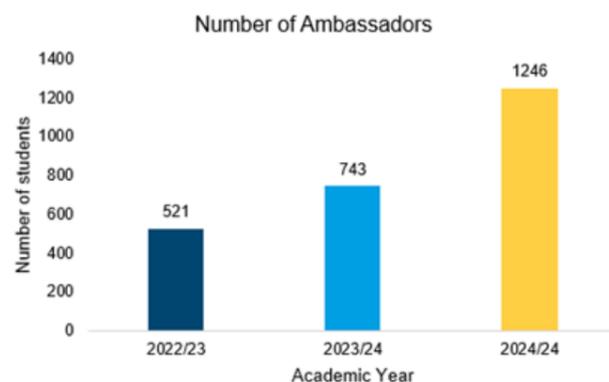
Programme growth and reach

The ATA programme continues to expand its footprint across England:

- Schools engaged: 72 (2023/24) to 94 (2024/25), a **30.6%** increase.
- Ambassadors trained: 743 to 1,246 (**+67.7%**).
- Staff supporting ATA: 88 to **173**.
- Campaign Junction pitches delivered: 72 to **82**.
- Local authorities engaged: 15 to **19**.
- Total pupils reached: 79,333 to **110,906**.

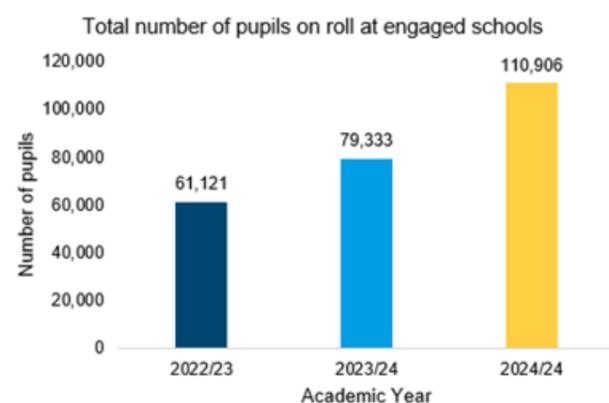
The number of ambassadors has increased each year:

- 521 in 2022/23
- 743 in 2023/24
- 1246 in 2024/25 (**67.69%** increase)¹



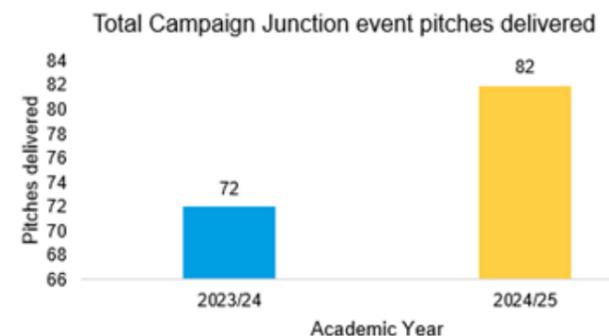
Total number of pupils on roll at engaged schools:

- 61,121 in 2022/23
- 79,333 in 2023/24
- 110,906 in 2024/25 (**39.79%** increase)



Total Campaign Junction event pitches delivered:

- 72 in 2023/24
- 82 in 2024/25 (**13.88%** increase)



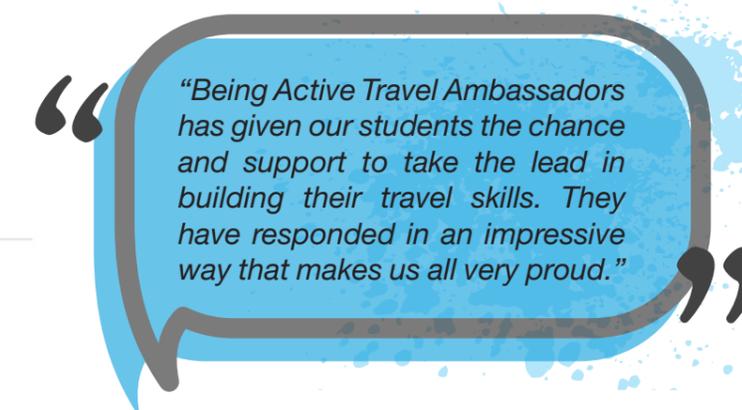
The number of participating local authorities:

- 13 in 2022/23
- 15 in 2023/24
- 19 in 2024/25 (**26.66%** increase)



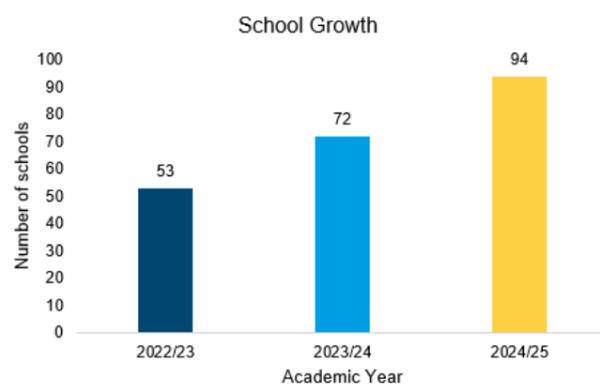
The growth highlights not just numbers, but the power of schools and staff as local champions of active travel. Without the support and enthusiasm of teachers, coordinators, and volunteers, the programme's impact would not be possible.

Teacher Amy Richardson from Applefields School reflected:



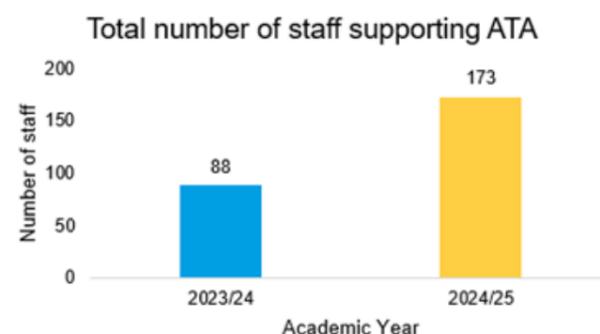
The number of participating schools has increased each year:

- 53 schools in 2022/23
- 72 schools in 2023/24
- 94 schools in 2024/25 (**30.56%** increase)



Total number of staff supporting ATA:

- 88 in 2023/24
- 173 in 2024/25 (**96.59%** increase)²



Key outputs 2024/2025

OUTPUT	TOTAL
Total number of participating schools	94
Total number of pupils trained as Ambassadors	1,246 ³
Total number of staff supporting ATA	173
Total Campaign Junction event pitches delivered	82 ⁴
Total number of local authorities engaged	19
Total number of ATA schools accredited	94
OUTREACH	
Activity and participation	110,906

¹ ATA was delivered to an entire year group of 131 pupils, which increased the overall participant numbers. By March, the ATACs had trained 1027 ATAs. As the cycle restarts in April, there is a possibility of some double counting.

² This includes school champions, attendees at Campaign Junction events. This excludes staff helping with delivery of campaign and collection of HIS.

³ ATA was delivered to an entire year group of 131 pupils, which increased the overall participant numbers. By March, the ATACs had trained 1027 ATAs. As the cycle restarts in April, there is a possibility of some double counting.

⁴ Remaining schools to complete in Autumn Term.

Campaigns and delivery

Ambassadors presented **80** campaigns at **15** inter-school Campaign Junction events held across the country, competing for funding and receiving expert feedback from partners including representatives from Active Travel England, Bikeability (including Chief Executive Emily Cherry), Living Streets, Local Councillors, members of the Local and Combined Authorities, Department for Transport, Northern Rail, Walk Wheel Cycle Trust, and Paralympian Aaron Phipps.

Campaign focus

80 campaigns were delivered in the 2024/25 academic year, focusing on the following areas, with some campaigns addressing more than one focus:

- Walking (19)
- Cycling (16)
- Walking & Cycling (45)

25 of the 80 campaigns also covered bus use (4), congestion (1), road safety (8), air quality (3), car share (3), and other activities (6).

Notable campaigns included:

- **Golden Lock initiative** - The Golden Lock initiative is an incentive scheme designed to encourage pupils to cycle to school more often. A golden lock is placed on a randomly selected cycle in the school's cycle parking area, and at the end of the day the pupil whose cycle has been chosen receives a small prize: 17 schools.
- **Park and Stride** - An initiative that encourages families who need to travel by car to park a short distance from the school and complete the rest of the journey on foot: 15+ schools.
- **Form/house competitions** - The schools introduced prizes for the students travelling most actively and used raffles as incentives: 13 schools.

Additionally, **two** schools launched **School Streets schemes**, with Astrea Academy in Sheffield launching a permanent one.

Campaign Junction highlights

Modeshift's Campaign Junction events took place across six regions in England between March and May 2025. The energy, ideas, and impact were nothing short of inspiring. Here are some of the highlights:



South and West Yorkshire

Six schools presented campaigns tackling pavement parking, improving road safety, and promoting cycling and walking in South Yorkshire. Support from Northern Rail enabled schools to attend using public transport, aligning perfectly with the ATA's sustainable travel goals. Brinsworth Academy and Oakwood High School earned additional funding for their exceptional campaigns.

South East

Events in this region included exciting ideas such as walking buses, inclusive cycling initiatives, and digital storytelling campaigns. With one event being opened by the Southampton-born, Team GB Paralympic gold medallist, Aaron Phipps MBE, who praised the students for being role models. The ATAs showcased how small actions at the school level can influence larger shifts in travel behaviour.

Modeshift ATA Programme Manager, Chris Pryor, shared:

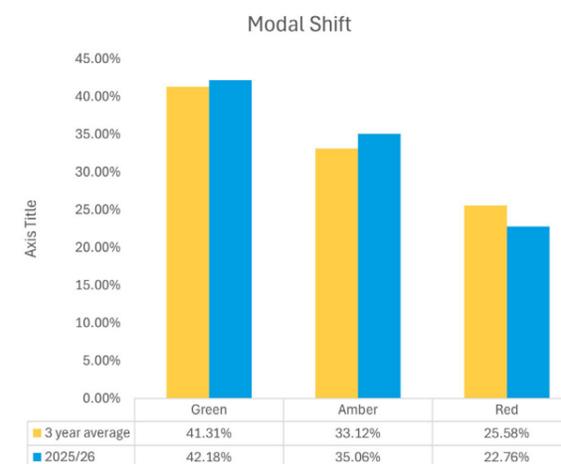
“The Campaign Junction events show just how passionate and capable our ATAs are. They understand the value of everyday journeys and want to make them safer, healthier, and better for everyone. Their leadership is shaping the future of school travel.”

Delivering modal shift

Modal shift analysis and cost per additional active stage

Results based on hands-up surveys in the Autumn term 2024/25 academic year.

- **Green** modes (walking, wheeling, cycling, scooting/skating) increased by **0.87** percentage points since the Autumn term of the 2024/25 academic year.
- **Amber** modes (Park and Stride/Walk, dedicated school bus/taxi, public service bus, car share, train/tube/metro) increased by **1.95** percentage points since the Autumn term of the 2024/25 academic year.
- **Red** modes (car) decreased by **2.82** percentage points since the Autumn term of the 2024/25 academic year.



Cost per additional active travel stage:

The **0.87** percentage point modal shift to 'Green modes' of travel (active travel) through the 2024/25 ATA programme, has delivered a cost of **£1.96** per active travel stage, which is calculated as follows:

- 0.87% of 2024/25 pupil total (110,906) = 965
- x2 (stage journeys) = 1,930 active travel stages per day

Our surveys compare a 3-year average against a survey taken in the Autumn of 2024/25. This data suggests a sustained mode shift over a longer period of time. Whether this is sustained over a full academic year we cannot be sure. We have assumed any mode shift will be sustained for at least half of the academic year or 95 days. Mode shift to active travel for students impacted by ATA is 190 days. We reduce this to 95 days because campaigns don't usually impact year 11 students and the new intake of year 7 will not have been affected by ATA campaigns. When we allow for other factors like work experience, mock exams etc we feel a minimum of 95 days is a better reflection of the ATA programme

- 1,930 stage journeys x 95 days = 183,350 active travel stage trips
- £360,000 (total spend on ATA per annum) / 183,350 = £1.96

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 even lower.

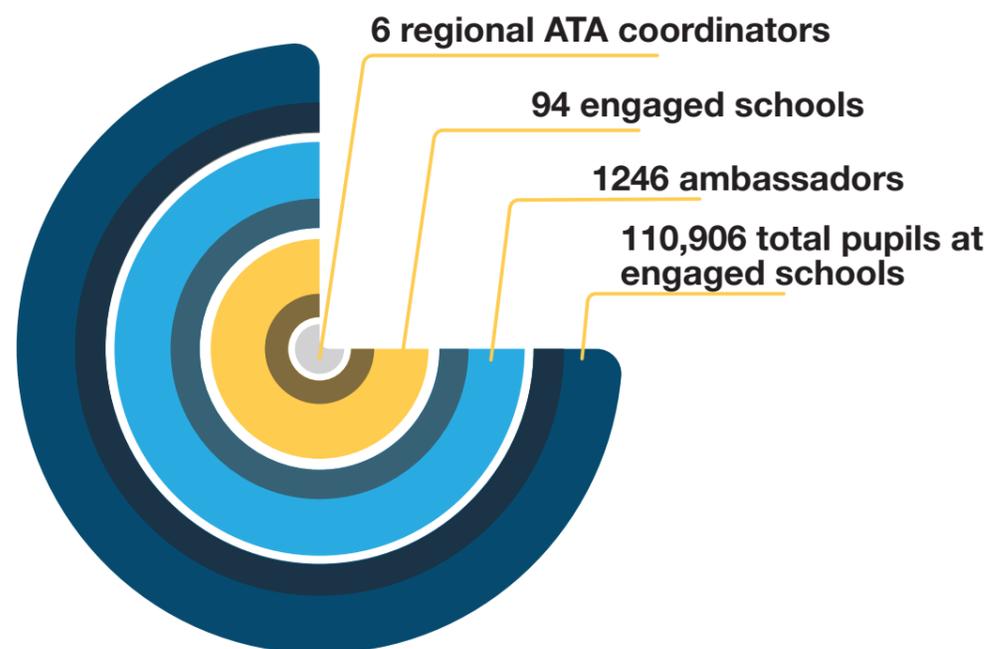
These results demonstrate both behavioural change and excellent value for public investment, with lasting benefits for pupil wellbeing, school streets, and environmental impact.

Programme reach and behavioural impact

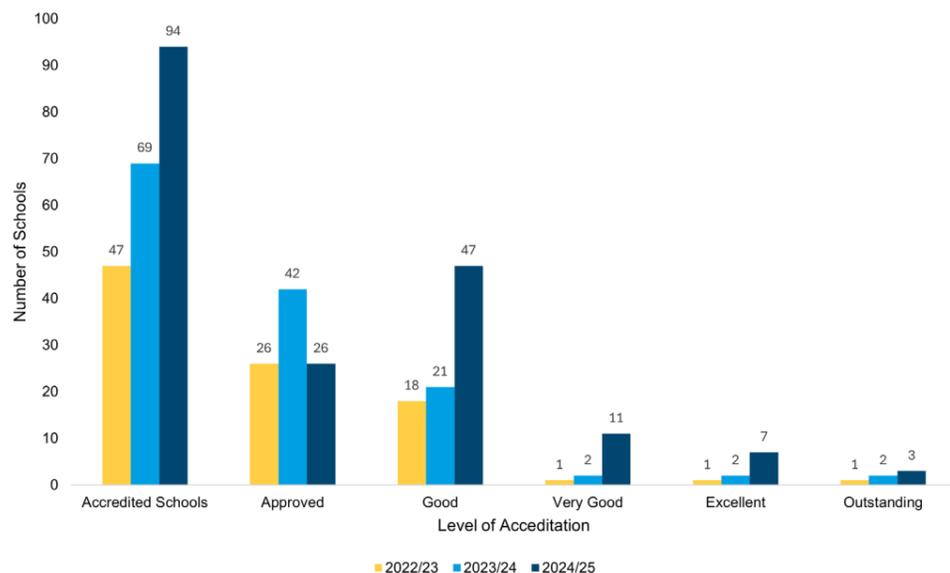
In the 2024/25 academic year, our team of six regional ATA Coordinators worked with 94 schools nationwide, training 1,246⁵ pupils as Ambassadors to promote safe and sustainable travel. Through these Ambassadors, the ATA programme reached a total of **110,906** pupils across participating schools. This figure excluded the additional impact on parents, carers, teachers, and community members who also benefited from the impact of the programme.

Behavioural and societal impact:

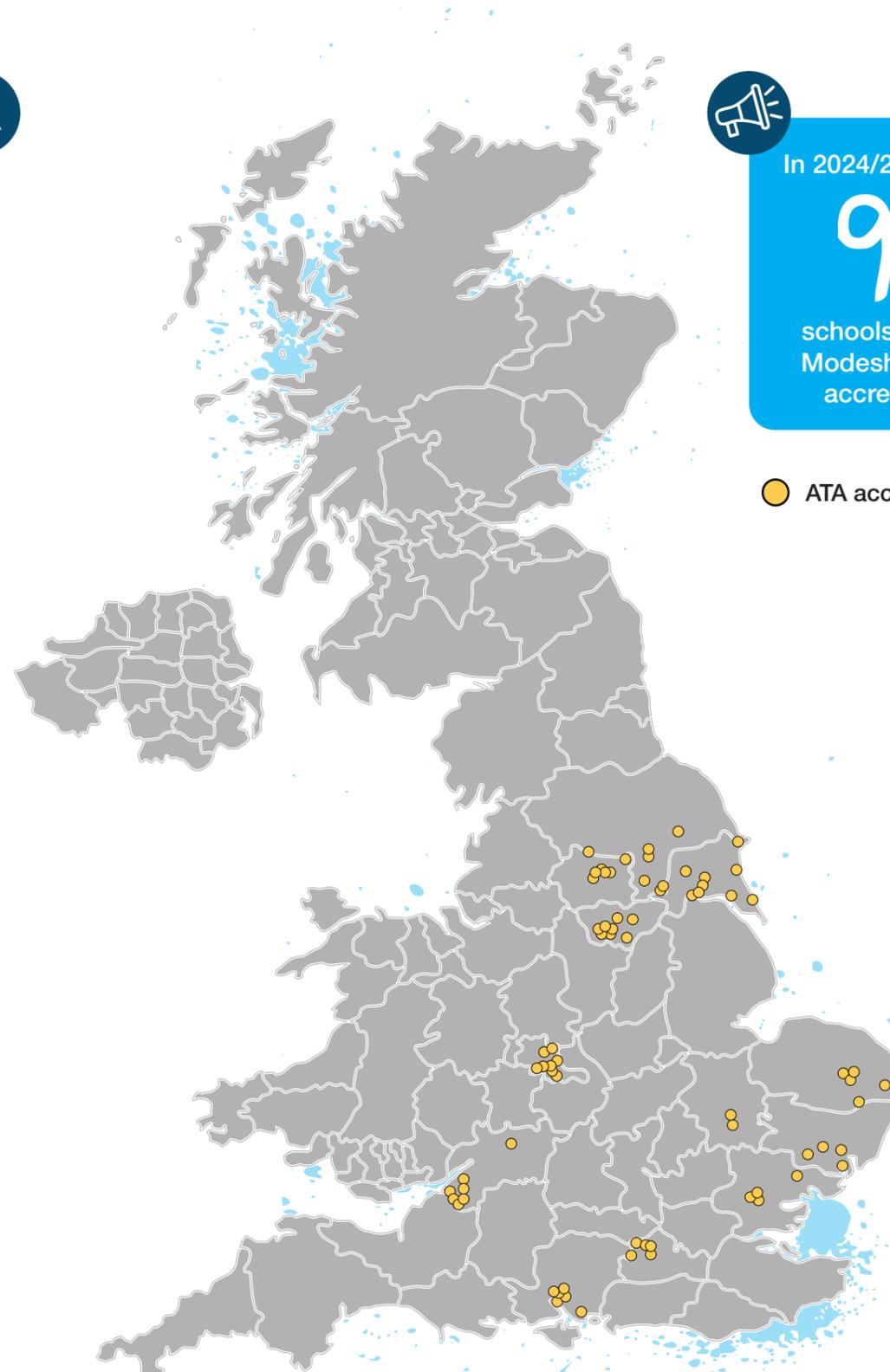
- Reduced car journeys, safer school streets
- Increased pupil independence, confidence, and wellbeing
- Strengthened community engagement and awareness of sustainable transport



Accredited Schools Growth



Modeshift STARS accreditation



In 2024/25, a total of
94
schools achieved
Modeshift STARS
accreditation.

● ATA accredited schools

⁵ ATA was delivered to an entire year group of 131 pupils, which increased the overall participant numbers. By March, the ATACs had trained 1027 ATAs. As the cycle restarts in April, there is a possibility of some double counting.

Student experience and feedback

Insights from Ambassador surveys and focus groups

Ambassadors and supporting school staff are surveyed at the end of each campaign so we can gather feedback on what they feel works best. These comments are summarised below:

- Flexibility in delivery across schools
- Peer-led campaigns driving student ownership and engagement.
- Strong partnership with staff and coordinators

And what challenges remain:

- Tight timetables and academic pressures can limit staff capacity for ATA activities.
- High turnover of key contacts and unclear ownership of travel planning in the school can disrupt continuity.
- Safeguarding requirements and large, complex sites can add logistical difficulty.
- Behaviour change is harder due to student independence and strong peer influence.

Ambassadors also provide feedback via a scoring matrix, as shown below:

Feedback Scoring (of 364 Ambassadors surveyed)

Scoring: 1 = Strongly Disagree, 10 = Strongly Agree with statement	Average Score
I understand and can explain the benefits of active travel	8.6
I understand why people make certain travel choices	8.5
I understand and can explain some of the barriers to active travel	8.3
I am a confident leader	7.4
I can confidently plan and organise activities	7.6
I can confidently speak and present in public	7.3
I can confidently gather and analyse data	7.5

Scoring: 1 = Bad, 10 = Excellent

Overall, how would you rate your experience as an Active Travel Ambassador?	8.9
How would you rate the sessions led by the ATA Coordinator?	8.7

348 (96%) of pupils would like to take part in ATA again!

One of the key benefits of the ATA Programme is its flexibility and how it can be adapted to the needs and availability of each school. The resources and outcomes remain consistent, but the way the programme can be delivered is incredibly adaptable.

"It's good for exercise and good for the environment. It should continue!"

George Abbot student

Every car trip avoided is not just a reduction in carbon emissions and air pollution - it is also one less opportunity for a person to have their life cut short by a collision. Traffic collisions are terrible in any circumstance, but if we had to pick one place where we'd like to see fewer of them, it would surely be near schools, where a large number of young people will naturally be found. A car trip to school that never takes place, thanks to an intervention like Modeshift ATA, is a car trip that can never tip over into tragedy".

Professor Ian Walker

Partnership and wider impact

Links with The Bikeability Trust

The Bikeability Trust partnership:

We work in partnership with The Bikeability Trust to support the delivery of Level 3 Bikeability and explore other collaborative opportunities. In 24/25, 326 students completed the course compared to 156 in 2023/24.

ATA schools have also participated in Bikeability Focus Group workshops. Insights from these sessions will be instrumental in shaping the Level 3 training course.

Contribution to local authority and national transport/health objectives

Modeshift, with Members and programmes active across the United Kingdom, is committed to aligning its mission and objectives with the wider national active travel agenda. Its work supports several key national strategies and policy frameworks, including:

- The UK's target to achieve [net zero carbon emissions by 2050](#).

- [The National Planning Policy Framework](#) requires new developments to be supported by transport plans.
- [The National Design Guide](#) promotes connected, people-friendly transport networks.
- The Department for Transport's [Decarbonisation Plan with the Cycling and Walking Infrastructure Strategy 2](#), whose goal is for 50% of trips to be walked, wheeled or cycled by 2030, with 55% of primary school children walking to school.
- Collaboration with [Active Travel England](#), which ensures new large-scale developments prioritise active travel.
- Supporting local authorities in meeting their duties under the [Education and Inspections Act](#), which provides statutory guidance from the Department for Education on the promotion of sustainable travel to school.

Looking ahead

Expansion plans for 2025/26

The ATA programme aims to expand to **120 secondary schools in 2025/26**, covering **24** local authorities with a strengthened team of **7** Regional Coordinators (growing from 6 in 2024/25). The team have taken on a new area in 2025/26 with the North East and are currently working with Newcastle, Gateshead, Darlington, Northumberland, and South Tyneside. Schools in their third and fourth years will continue to embed active travel as a year-round habit, while also achieving Modeshift STARS accreditation.

Pathways for schools in their third/fourth year and beyond

2025/26 will be the fourth year of engagement for some schools on the programme.

Compared to last year, Modeshift has now moved away from a choice of pathways for schools and has replaced this with an annual plan where schools maintain the message of active travel year-round.

Targets for 2025/26 and delivery dates (output, outreach and outcomes):

Output	Target	Delivery Date
Total number of engaged schools	120	July 2026
Total number of pupils trained as ambassadors	1,200	July 2026
Total number of Campaign Junction event pitches delivered	120	July 2026
Total number of Modeshift STARS accredited schools	120	July 2026

Recommendations for long-term sustainability

New resources and delivery methods have been tried out and introduced for 2025/26, 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 to the pitch presentation (introduced in 2024/25 but continuing success).
- Whole year group reach and participation.
- Multiple sessions.
- In curriculum study time.

Another **10** local authorities have signed up for 2025/26:

- Isle of Wight
- Northumberland
- Wiltshire
- Gateshead
- Derbyshire
- Newcastle
- Leicestershire
- South Tyneside
- Darlington
- Hull

In addition to the local authorities already signed up to the ATA programme, we have interest from **9** more local and combined authorities:

- West Midlands CA
- West Yorkshire CA
- Walsall
- Cumbria
- Wirral
- Bournemouth, Poole, Christchurch (BPC)
- Oxfordshire
- Buckinghamshire
- Hertfordshire

These steps ensure the programme continues to grow sustainably, reach more pupils, and deliver measurable impact on travel behaviour, wellbeing, and the environment.

CASE STUDIES



Case Study 1

Farlingaye High School



School background

Farlingaye High School is in an urban location in the Suffolk town of Woodbridge. The school has a large catchment area, meaning 65% of students come to school by bus and car.

Time on the ATA Programme: 2 years

Current accreditation level: Approved

Campaign examples/initiatives:

- Farlingaye have consulted with Sustrans to help improve accessibility and cycling infrastructure in Woodbridge.
- Dr Bike Day campaign:
 - Their bike shed was cleaned and repaired to make the area more appealing.
 - A total of 34 bikes were serviced, and ten refurbished bikes were given away.
 - 'Golden Bike Lock' competition – a random bike was locked up, and the owner received a spot prize.
- Sustrans Big Walk and Wheel – a two-week inter-school competition where schools compete to record the largest numbers of pupils walking, scooting and cycling to school.

Achievements:

A panel of industry experts awarded them £200, and they were also awarded an extra £200 by Suffolk County Council.



ATA reflecting on Dr Bike campaign:

"We had an excellent two weeks! ... The golden bike lock was a great success! We had a drastic increase in the number of students cycling to school, meaning that traffic on Ransom Road was reduced."

Case Study 2

Framingham Earl High School



School background

Framingham Earl High School is located in an urban area just outside of Norwich. While the town is served by buses and most students come from the immediate area, the school is surrounded by villages/towns with single-track country roads and lacks pavements or cycling infrastructure.

Time on the ATA Programme: 3 years

Current accreditation level: Good

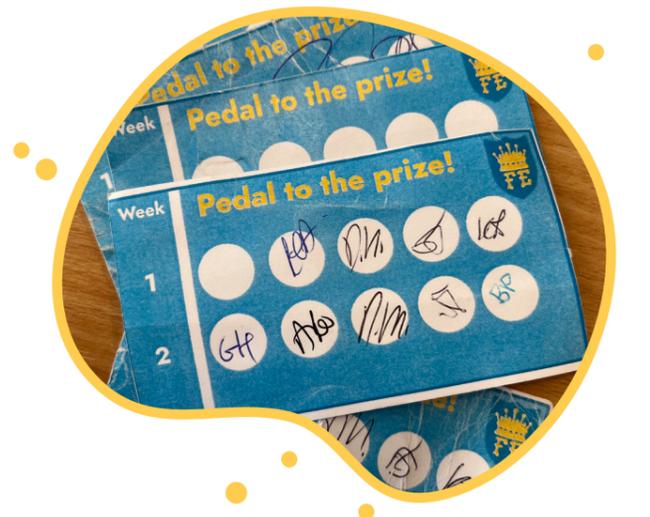
Campaign examples/initiatives:

- They have their own school campaigns each year called 'Framtastic Travel' (year 1) and 'Travel the Fram Way' (year 2), which include:
 - Year 7 and 8 most active form group competition, where students recorded how they travelled to school, and the most active class won a prize.
 - Bikeability Level 3 was re-established.
 - The 'Golden Bike Lock' initiative to reward cyclists.
 - Bus behaviour was included in the School Behaviour Policy.
 - The student contacted and attended a council meeting to petition for safer crossings around the school.

- Introducing dedicated car-share parking spaces for teachers to encourage car sharing, as well as applying for a grant to get EV char
- A bike fix station was installed, and 'fix it' courses were held to help with bike maintenance.

Achievements:

- 35% of students tried a different active travel method during the campaigns.
- The school reported that the percentage of student cycling increased from 5 to 10% during the 'Travel the Fram Way' campaign.
- Extra funding from AtoBetter, a reward for taking part in ARA, has been used to help improve the safety of the bus drop-off area, install more bike stands and add CCTV to improve security.



Case Study 3

George Abbot School



School background

George Abbot School is located in the north-east of Guildford and has 11 ATAs from Years 9 and 10. The school is situated off a busy main road, and the volume of traffic deters students from cycling along this route. The school has previously campaigned for improvements to the road's cycle infrastructure. The school's immediate surroundings, however, are quiet residential streets, and some have cycle lanes.

Time on the ATA Programme: 1 year

Current accreditation level: Approved

Campaign examples/initiatives:

- 'Pedal, Park and Stride' campaign
- Cycle Passports to encourage cycling to school.
- Active travel raffle
- Golden Padlock
- Letters sent to parents to promote park and stride.

George Abbot students say...

"It should continue as it is a great way to decrease cars"

"We enjoyed it"

"It's good for exercise and good for the environment."

Achievements:



- Hands-up travel survey data reveals a strong appetite for change, with 700 out of 2000 students expressing a desire to cycle to school.
- Pedal, Park and Stride campaign: at the start of the campaign, the number of bikes on site jumped from 60 to 160, an increase of over 160% in just one day. Across the three weeks, daily cycling numbers rose from an average of 55 to a peak of 172 students.
- Drop-off behaviour was monitored three days a week throughout the campaign. Results showed a reduction in car drop-offs of approximately 50%.
- In post-campaign interviews, 85% of pupils said they intended to continue cycling after the campaign ended, and 96% reported that they regularly wore a cycle helmet, showing the campaign's potential for long-term behavioural change and a strong awareness of safety.

Senior Leadership Team - Rob Mudie

"The development of our School Travel Plan reflects our commitment to reducing congestion, improving wellbeing, and encouraging responsible travel choices among students, staff, and families. We are excited to see the continued impact of this important initiative."

Case Study 4

Lyndon School



School background

Lyndon School is a large, comprehensive school in Solihull. The Active Travel Ambassadors (ATA) programme was a perfect opportunity for some of the school's Eco club students to develop their skills whilst reducing the school's carbon footprint and tackling the congestion outside school.

Time on the ATA Programme: 2 years

Current accreditation level: Very good

Campaign examples/initiatives:

- They wanted to focus on promoting a wider range of sustainable modes of travel, including roller skating to school.
- October's International Walk to School Month
- Cut Your Carbon Month
- Promotion of public transport offers from Transport for West Midlands and national events like Clean Air Day on social media.

Students on the campaign:

"I loved roller skating to school"

"I liked being rewarded for walking to school"

Achievements:



- The ATAs enjoyed the Campaign Junction event as they rose to the challenge of presenting their campaign ideas in Solihull's Council Chambers; they impressed the Mayor of Solihull, Councillor Shahin Ashraf MBE, enough to be awarded an additional £50 of funding from her own budget.
- Every student and member of staff, more than 1200 people, knew about the ATA campaign as a result of a very successful promotion.
- A brilliant social media campaign, with posts on X regularly receiving over 500 views, meant that parents and the wider community were reached too.
- Crowned Solihull's Local Authority STARS Secondary School of the Year winner at the Modeshift STARS Regional School Travel Awards 2025/26.

ATAs on the Campaign Junction event:

"We're proud that we had a good presentation slide show and a well-prepared script, but spoke well without needing notes. We have reflected well on the previous campaign and have great ideas to make even more progress in getting students and staff to travel actively to school!"

Case Study 5

Applefields School



School background

Located in York. Applefields School is a secondary school for children with additional needs. Applefields operates out of one main school at the registered address and 2 satellite branches located at Manor CE Academy and Millthorpe School.

Time on the ATA Programme: **3 years**

Current accreditation level: **Excellent**

Campaign examples/initiatives:

A standout initiative has been the creation of a student-led safety shop:

- In partnership with Modeshift and Brightwayz, students launched The Satel-Light Shop, naming, marketing, and running their own high-visibility goods stall.
- The shop sells reflective safety products, branded as 'Satel-Light, Be Bright and Be Alright' – at pocket-money prices.

Chris Pryor, Modeshift's Active Travel Ambassadors Programme Manager, said:

"Every time I visit Applefields I'm blown away by how invested the staff and pupils are in ATA."

Achievements:



- National SEND School of the Year 2024/25
- As a result of Applefields School's commitment to active travel initiatives, car use has dropped significantly by 8%, reducing from 13% to 5%.

SEND School of the Year Celebration Day:

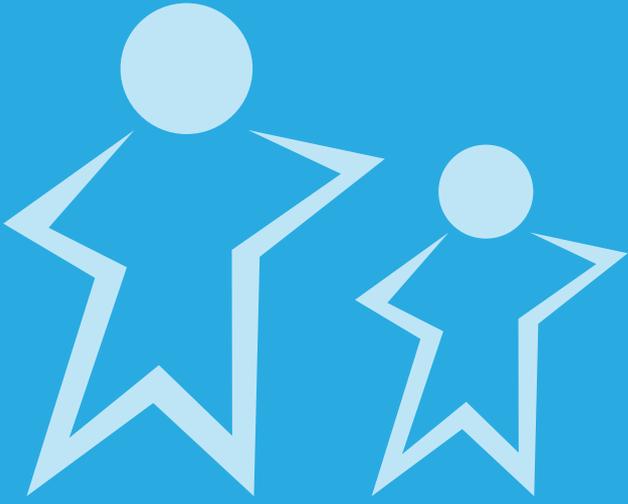
Active Travel Ambassadors (ATA) spoke with the Mayor of York and North Yorkshire about improving local bus and train services and offered ideas for better public transport and walking, cycling and wheeling routes. They also presented their Satellite Be Bright Enterprise, which the Mayor pledged to support on a future visit.

After the presentations, the Ambassadors applied their learning outdoors, assessing nearby streets with the Active Travel Inspector pack and suggesting ways to make local travel safer and more inclusive. Others spent the morning improving their cycling skills with Bikeability instructors.

ATA coordinator Jason McAleese says:

"Setting up the shop has been a learning curve, as any new business owner knows. The group have risen to the challenge and really enjoyed working on this - as they do with all the ATA work."





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