

SCHOOL TRAVEL AMBASSADOR SCHEME

- ❖ Does your school have a problem with large numbers of pupils being dropped off by car at the beginning and end of the school day?
- ❖ Do you want to try and improve road safety around your school and on journeys to and from school?
- ❖ Would you like to improve activity levels of pupils by encouraging them to walk, scoot or cycle to school?
- ❖ Have you been concerned about congestion, pollution or air quality around your school and community?

If the answer to any of these questions is 'YES', why not consider introducing a 'School Travel Ambassador' scheme in your school? The scheme can be run by enthusiastic pupils (ideally Year 5 or 6) who may be part of an existing group such as your School Council or Eco Group. Or you might want to recruit new representatives for this role – you can decide what would work best for your school. All activities can be used as evidence towards 'Modeshift STARS' accreditation and form part of your school travel plan.

The scheme includes:

- ❖ Ideas for assemblies
- ❖ Key road safety / sustainable travel events that you might wish to link to
- ❖ Competition themes
- ❖ Reward Scheme ideas
- ❖ Access to resources and support from the Influencing Travel Behaviour Team (Road Safety & Sustainable Travel)

GETTING STARTED

The School Travel Ambassador (STA) scheme is designed to be as flexible as possible and fit in with your schools' individual circumstances. You may have plenty of your own ideas for getting started, but if you're looking for some help, this is what we would suggest:

1. Identify a member of staff (your champion) who will support the STAs. This could be your Travel Plan Co-ordinator, a teacher, School Council Lead, a teaching assistant or even a Governor or parent! Anyone with enthusiasm and an interest in safe and sustainable travel would be great. The role of champion shouldn't be onerous – the group will just need advice and guidance from time to time, and meetings each half term / term.
2. Decide how to recruit your group. Do you want to use members of an existing group or would you like to set up a new group? Will pupils vote for their representatives or do you want to 'interview' interested children? We suggest that Year 5/6 pupils take a lead, but you may want to involve younger pupils too. We have resources to help with selecting representatives if you are interested.
3. Once the group has been decided, hold an initial meeting. This would be a good opportunity to discuss what pupils feel are the key issues to address. Introduce the idea of conducting a survey to find out how pupils are currently travelling to school and how they would like to travel. Or you might want to observe and record the number of cars parking inappropriately at the school gates. This gives a good baseline to compare against when you have completed some actions.
4. Following the initial meeting and once some data has been collected, complete a simple action plan to show what the main priorities (2-3) will be for the coming term / half term. Set dates for carrying out these activities, making sure that timescales are realistic!
5. Meet as often as possible and necessary to review progress against your actions. Evaluate your work, decide your next steps and celebrate your successes in school!

Assemblies & Talking to People

It would be great if you could hold an assembly to launch the new School Travel Ambassador group and go over their main aims. In the pupils' STA pack, the 'Quick Ideas' sheet provides a list of themes for further assemblies that they could run throughout the year.

There are also lots of ideas on the internet and we have plenty of resources and assembly plans that we can share so please get in touch if there's anything you need.

If there are any other groups in school that your STAs could link with, such as school council, PTA or governors, you could help them to make contact and discuss how they could work together.

Notice Board / Display

We've suggested that your team create a display in school to show who they are, what their aims are and give messages about road safety and sustainable travel. If you could help them to find the best place for this to go and get it set up with them, that would be great.

The Road Safety team have some resources which may help with a display, and there are many resources available on websites such as 'THINK':

<http://think.direct.gov.uk/> or THINK Education:

<http://think.direct.gov.uk/education/early-years-and-primary/>



Competition themes / Reward schemes

Again, the 'Quick Ideas' sheet has ideas for competitions and rewards that could be run by your STAs and their pack suggests ways to organise these. A reward scheme is the best way to change behaviour over a longer period of time (and permanently!), and there are many national and local initiatives to participate in.

Information about these events are usually emailed to schools in advance and further information can be found online.



USEFUL WEBSITES:

Your pupil pack contains information about websites that they may use to plan events and assemblies. The websites listed below are useful links for staff to accreditation schemes, journey planning activities and other teacher resources such as lesson plans.

- Modeshift STARS - <https://modeshiftstars.org/index.php>
- Think! Road Safety - <http://think.direct.gov.uk/education/early-years-and-primary/>
- Walkshire - <http://walkshire.generationm.co.uk>
- Walkit - <http://walkit.com>
- Sustrans - <https://www.sustrans.org.uk/officer/teacher-resources>
- Living Streets - <https://www.livingstreets.org.uk/what-we-do/projects>
- West Yorkshire Cycle map - <https://fourpointmapping.sustrans.org.uk/westyorkshirecyclemap/westyorkshire.html>
- Leeds Road Safety team www.leeds.gov.uk/roadsafety

Additional resources / Support:

We have a wide range of additional resources that you are welcome to loan / use. These include:

- Lesson plans for all year groups
- Assembly plans
- A Speed Indication Device (SID) that can be used to measure the speed of traffic around your school
- A Brake Reaction Timer to demonstrate how long it takes cars to come to a stop
- Foundation stage / KS1 role play equipment (Crossing Kit) & 'Teddy Takes a Tumble' Story Sack
- School Gate Parking / 20mph packs



If you are interested in finding out more about the School Travel Ambassador scheme or are interested in signing up, please feel free to get in touch with the Influencing Travel Behaviour Team at Leeds City Council.

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