



Noadswood

October 2025

Dear Parents/Carers,

Modeshift – Active Travel Ambassadors

We are very lucky to have been chosen to work with the Modeshift Active Travel Ambassador (ATA) programme for the second year running, to help do all we can to create positive attitudes and behaviours with regards to active travel. Modeshift's collective goal is a healthier country through the promotion of active travel. Since September 2022, the ATA team has worked with over 100 secondary schools nationwide and have trained over 1000 pupils as Active Travel Ambassadors to promote safe and sustainable journeys to school.

We were very successful last year with the campaign presentation our ATA students made at the Southampton City Council Chambers where they walked away with a £200 prize. All this money went in to purchasing prizes for our walk and cycle to school schemes back in the summer. We would like to build on this from last year as well as increase the number of primary schools we work with collaboratively in the area.

For this scheme to be a success, the regional ATA Coordinators would like to work closely with school staff and students involved (our Ambassadors) to research, monitor and put in place a campaign to increase active travel. This will happen over the course of the whole academic school year. Below is what the ATA coordinator will provide whilst working with us:

Responsibilities of the ATA Coordinator:

- To deliver 5 x one-hour sessions and any supporting sessions to ensure complete delivery of the ATA scheme.
- Work with the lead staff member to plan and deliver the ATA programme.
- Provide ongoing support to the Ambassadors and lead staff member via email, Teams and telephone throughout the programme.
- Work with the school to ensure you continue to be a Very Good Travel Plan (Silver) level Modeshift STARS accreditation, recognised by Ofsted. The school is not far from reaching the Gold level.
- Provide links to local authority and active travel organisations that could benefit your school during and beyond the programme.
- Notify the school at the earliest opportunity of any booking amendments or cancellations.

If your child would like to be a part of this programme, as an Ambassador, please could they let Mrs M Wyse know by **Wednesday 22 October**. As there are only 6 spaces available, we will determine the places by a fair ballot if we get more wanting to take part. All training dates will be shared with students and parents once the group is formed.

Yours sincerely

Marina Wyse
School Business Manager

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