



# Noadswood

13 September 2024

Dear Parent/carer

We have been very lucky to have been chosen to work with the Modeshift Active Travel Ambassador (ATA) programme this year to help change attitudes and behaviours with regards to active travel. Modeshift's collective goal is a healthier county 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.

For this scheme to be a success, their regional ATA Coordinators would like to work closely with school staff and pupils involved (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 6 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 reach a minimum of Good Travel Plan (Bronze) level Modeshift STARS accreditation, recognised by Ofsted.
- 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.
- Carry out risk assessments for each activity where necessary and provide those risk assessments to the school.

If your child would like to be a part of this programme, please could they let Mrs M Wyse know by Friday 27 September. As there are only 12 spaces available, we will need to pick names randomly if it is over subscribed. The first training session will be on Tuesday 1 October. 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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