

Curriculum links

YTA ACTIVITY	SUBJECT
Speaking, listening and communication (Presenting in assembly, Dragon's Den style pitch)	English
Collecting, analysing and presenting survey data <i>*Road user surveys, trend spotting</i>	Maths and Science
Producing, writing, directing and acting <i>*Film, music video, radio activity, media campaigns</i>	Drama and Media Studies
Using technology to create materials <i>*PowerPoints, posters, flyers, mobile apps, media</i>	Computer Science and IT
Responsible citizen, building community partnerships <i>*School liaison, classroom councillors</i>	SMSC and Citizenship
Health and wellbeing, active lifestyles <i>*Bikeability cycle training, walk to school planner</i>	Physical Education
Commercial planning, organisation and leadership <i>*Creative event management, negotiating with business</i>	Business Studies
Road environments and GIS mapping, travel planning <i>*Travel app design</i>	Geography

**Depending on campaign focus*

Get on board

For more information about the programme, please contact:







KentYTA@kent.gov.uk
www.kentyta.co.uk



Introduction to the Youth Travel Ambassador programme

The Youth Travel Ambassador (YTA) programme provides young people, aged 11 – 18, with the skills and confidence to address road safety issues affecting their school community.

With support from the Road Safety Team at Kent County Council (KCC) and school staff, YTA teams research and develop behaviour change campaigns, focussing on road safety awareness and improving the student travel experience to and from school. With assistance from the YTA coordinator, students develop skills in a variety of areas:

-  Project management
-  Leadership
-  Planning and organisation
-  Analysing and investigation
-  Marketing and promotion
-  Presenting and public speaking

Schools usually recruit between 6 and 12 YTA students who deliver campaigns to their peers over the course of the academic year. Campaign initiatives can include themed assemblies, walking and cycling competitions, creative workshops, films and community events.



Get on board

-  Students achieve a range of transferable leadership and life skills
-  Schools eligible for funding up to £250 to deliver a YTA campaign
-  Skills development workshops for young people
-  Opportunities for students and staff to build links with local businesses and organisations
-  Students receive a badge and certificate in recognition of their engagement as a Youth Travel Ambassador
-  Invitation to free interschool events

Events

There are **two key milestone events** during the academic year. Both are opportunities for YTA students to meet each other, share ideas and receive professional feedback from leaders in industry.

Enterprise Highway: A Dragon's Den style event in which students have the opportunity to pitch for funding and support for their campaign ideas. They will also receive professional feedback from a panel of industry and business experts.



End of Year Expo: A showcase of YTA projects celebrating successes from across the county and an opportunity to participate in interactive workshops, learning games and team building exercises.



Programme structure options year 1

YEAR 1 BEGINNER

Eight 60 minute sessions delivered by KCC Road Safety Team staff

Enterprise Highway

End of Year Expo

OR

YTA CHALLENGE

Four 60 minute sessions delivered by KCC Road Safety Team staff

Enterprise Highway (if required)

End of Year Expo