

Junior Travel Ambassador (JTA) Programme

Ealing School Travel Team

2023/2024

EALING COUNCIL

Why JTAs are important and why you should have them?

Here at Ealing Council, we want to do our best to share with you our main tips for increasing the number of people walking and cycling to school. Active travel is important for the council because it is one of the most efficient ways for residents and their children to get exercise into their day, as well as improving air quality by decreasing levels of private car use.

Experience shows that JTAs are one of the most effective activities you can do as a school to help increase active travel; not only does it count towards your TfL STARS travel plan accreditation as a 'story'¹, but you can also make every activity that you do with the JTAs count as a separate story. You will find some great JTA guides listed in Step One below, but in short:

- JTAs do lots of the leg work for you, saving you time and energy
- They can help you to choose activities that will be popular with pupils
- It allows pupils to take responsibility and shine
- JTAs make the activities that you are doing more effective through peer-to-peer learning and increased parental engagement

A Step-by-Step Guide to setting up and running the JTA programme at your school

Step One:

To get an idea of what activities you could take part in once you have JTAs, check out our [video](#) from 2018/2019's programme. (This was filmed prior to the pandemic)

If that looks great to you and you don't already have JTAs, recruit them by using the following guides:

[STARS Activity Card](#) – contains both teacher guidance and the new TfL JTA Guide

[TfL information on JTAs](#)

[STARS JTA Guide](#)

In addition to the guides above, Ealing Council School Travel Team have produced An Introduction to the Role of the JTA PowerPoint that can be downloaded from [EGfL](#) alongside an

¹ Please see <https://stars.tfl.gov.uk> for more information about STARS school travel plans
Get Moving

application form that the children complete to apply for the role. If you would prefer the voiced over version check out our [video](#) on our YouTube channel, [School Travel Ealing](#).

Step Two:

Once you have recruited your team of JTAs, or if you already have JTAs, please do let us know by filling in this [form](#) to register the team. We can then send them their certificates, JTA badges and a few goodies to get them started.

Log your story on STARS using this [Activity Card](#).

Step Three:

Plan your JTA programme – when and/or how you will meet, what activities the JTAs will help to organise, and what support you will need. Use the TfL guides alongside this one.

Step Four:

Take advantage of our resources! Email us at sta@ealing.gov.uk for more info about any of the below:

[JTA Assembly scripts](#)

[Smoothie bike](#) - Borrow one of the two smoothie bikes we have for an event

[JTA pack](#) – we can still send your JTA badges, pencils and JTA certificates. Please register the JTAs to receive these.

[Tackling parent parking issues](#) – using the JTAs to deliver some of these can be effective as part of a wider programme to tackle the issue.

[Clean air and walking to school](#) – use your JTAs to inform and educate your school about air pollution and how to improve air quality. Run a Clean Air Day or Car Free Day.

[Walk to School maps](#) – Download your school walk to school map and promote walking, cycling and scooting to school, and park and stride for those who must drive some of the way.

[School Travel Calendar](#) – use this to plan your activities for the year. We have a planning sheet for you to use. If you would like a copy, email us at sta@ealing.gov.uk.

FAQS

Q: We have a Bike It Crew/Junior Road Safety Ambassadors. Do they count as JTAs on STARS?

A: Yes, they do! JTAs come under many names but are essentially a pupil council that campaign for and support the promotion of sustainable travel and/or road safety. If your Bike It Crew or Junior Road Safety Ambassadors perform the same function as described above, then you will be able to log them as a JTA story on STARS.

Q: Can I log JTAs every year on STARS?

A: Yes, you can. Each year we anticipate the JTAs to change which means you'll have to undergo recruitment again and obviously carry out more activities. This definitely counts as a separate activity.

Q: Can the younger years take part?

A: Absolutely. This programme is intended for years 5 and 6, and the resources are geared towards this age group, but younger pupils can be involved as they still have plenty of enthusiasm to support activities and love a bit of responsibility. If you have KS1 JTAs, we would also love to hear from you! Drop us an email and let us know how you are getting on at sta@ealing.gov.uk.

Q: I'm not sure I have the time to manage the JTAs. Why should I recruit them?

A: Junior Travel Ambassadors are exactly that, 'Ambassadors'. They are passionate about active travel. Their peers will listen to them so your campaigns will be more effective with them at the helm. They will save you time if you invest in their training. They can conduct the Hands Up Survey for you, log stories onto STARS, run assemblies, campaigns and competitions, and write up pieces for your weekly newsletter. These are just a few things the JTAs can do. Imagine the time that is going to save you!