

What is the role of a Junior Travel Ambassador (JTA)?

A JTA is responsible for promoting active travel, walking, cycling or scooting, and road safety. As teams within their school community they also promote independent travel to their peers as they prepare for the transition from primary to secondary school.

As part of the promotion, JTAs could consider running the following:

- Carrying out assemblies
- Conducting surveys and classroom talks
- Classroom talks
- Helping to complete the school travel plan
- Running competitions

Each JTA will receive their own badge at the start of their term of office and certificate of participation once they have finished.

