

Platanos College News

Tuesday 30th January 2018

Dragons Den Campaign Pitch

On Tuesday 30th January, 12 students, comprising of four year 7s and 8 year 8s, represented Platanos College's Youth Travel Ambassador (YTA) programme at the Roots and Shoots venue in Kennington.

There was a lot of nervous energy and the students were anxious whilst conducting an activity prior to proceedings. The other schools represented were London Nautical and Streatham and Clapham girls' school.

Platanos' anxiety was heightened by being the last group to deliver their pitch and having to observe the other two schools first. It was eventually our opportunity which we grabbed with both hands. Our students did us proud, serving as great ambassadors for our school and in their roles as YTAs.

They provided a comprehensive campaign which was meticulously mapped, covering all details and intricacies, thus leaving minimal room for interrogation by the Dragons.





The pitch addressed two areas affecting bus travel and road safety: dealing with antisocial behaviour on buses and the roadside and improving the passenger experience through encouraging students to walk more often to school.

This was astutely and confidently presented by each of the YTA's. There were great compliments from the Dragons as well as the teachers from the other schools.

Platanos YTA's were granted the requested £245 and this was thoroughly deserved for all the hard work and dedication shown over the past calendar year. Well done to all involved!

These are our YTA's for this year:

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|----------------------------|----------------|
| Kaelan Bowes | Keylin Ordonez |
| Rhyion Edwards-O'Callaghan | Reeham Jaeffer |
| Fahad Abubeker | Meriem Ati |
| Abdirizak Abdulle | Ramey Mitchell |
| Dylan Holicka | Annie Le |
| Shamarnae Reid-Dolphy | Inaya Jahan |



The Dragons in attendance were:

Name: Sam Jamieson (**Lambeth Borough Council**)

Title: Transport Education and Campaigns Officer

Role: Works in the Neighbourhoods and Growth Department

Name: Laura Cheyne (**Lambeth Borough Council**)

Title: Road Danger Reduction Manager

Role: Neighbourhoods and Growth Department



Name: Flora Walker (**TFL**)

Title: Project Officer

Role: Works in the Customer Marketing & Behaviour Change Team

Name: Joanne Paige (**TFL**)

Title: Customer Marketing & Behaviour Change Executives

Role: Works in the Customer Marketing & Behaviour Change Team

