

# Project ROUTE

Powering the future of transport with data skills

## Youth Advisory Group Member Information Pack

  
**Intelligent**  
Transport Systems **UK**  
Empowering Transport Technology

Powered by

**dig data**<sup>®</sup>  
a Data Inspiration Group programme



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# Introduction

Project Route is looking for curious and enthusiastic young people to join our Youth Advisory Group (YAG)!

We want voices from across the UK, aged 15–25, to help shape the future of careers in the transport industry.

You don't need to have experience or knowledge of transport careers—what matters is your willingness to learn, share your perspective, and explore new skills. Whether you know a lot or very little about the sector, your ideas will help guide this project.

**We'd love to hear from you if you:**

- **Aged 15–25**
- **Curious about discovering new career paths and learning new skills**
- **Want to make a real impact and collaborate with industry professionals**

This is your chance to have your voice heard, help shape the direction of the project, and be part of something exciting. Everyone is welcome—your perspective matters!



# What is Project Route?

- Project Route is all about inspiring the next generation of data and digital talent across the transport world.
- What's "multi-modal"?  
It just means we cover all kinds of transport—rail, road, air, waterways, and public transport—and explore how data shapes the decisions that keep everything running smoothly.
- As part of Project Route, you'll get the chance to work with industry professionals and see how data makes a real difference across different types of transport. Your ideas could help shape the future of the sector!

*"This is a brilliant initiative that will open the door for more young people to explore rewarding, meaningful careers in transport technology."*

*Strong digital skills are vital for navigating the challenges and opportunities in the transport sector. It's encouraging to see industry stepping up with a programme that supports more young people into work, strengthens the sector, and boosts the economy."*

**Lilian Greenwood MP**  
**Minister for Local Transport**



# Our Mission

Project Route is on a mission to tackle the UK's digital skills gap and inspire the next generation of data and digital talent in transport. Every year, the shortage of digital skills costs the UK economy £63 billion—and we want young people like you to be part of the solution.

**Project Route's delivery aims are to**

- **Create 30 full time Jobs**
- **Make 100 Placements visible**
- **Award 5,000 Certificates**
- **Make 10,000 Students Transport Aware**

By joining Project Route, you're not just learning—you're helping shape the future of transport and data and building skills that will open doors to real career opportunities.



# Purpose of the Youth Advisory Group

The Project Route Youth Advisory Group is your chance to have a real impact on how young people discover careers in transport and data. As a member, you will:

- **Share your perspective on transport and data-driven careers**
- **Help design and test career challenges for schools, colleges, and universities**
- **Give feedback on career challenge materials**
- **Represent your school, college, or university while contributing to a national programme**
- **Be a student ambassador, spreading the word about Project Route to your peers**

By joining, you'll play a key role in shaping how the next generation experiences careers in multi-modal transport and data, gain skills, experience, and opportunities along the way.



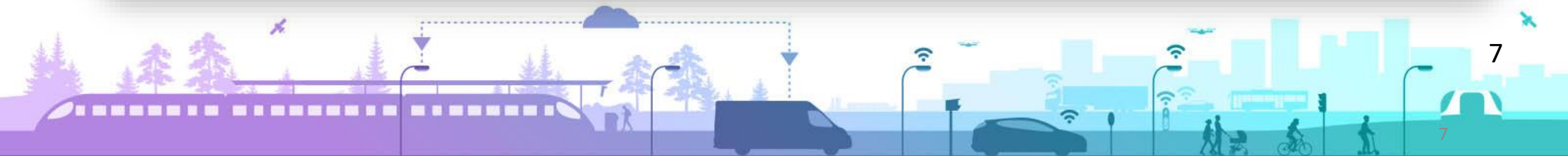
# What You Will Do

**Time Commitment:** From May 2026 to July 2027

On average 1–2 hours per month for Virtual Advisory Sessions

## Virtual Advisory Sessions 1-2 hours per month, online (Mandatory)

- Collaborate with the **Project Route team** and **Industry leaders**.
- Activities include:
  - Sharing your knowledge on **transport and data careers**.
  - Testing and giving feedback on **career challenge materials**.
  - Brainstorming **real-world, multi-modal transport career challenges** (rail, road, air, waterways).
- These sessions are at the heart of the Youth Advisory Group. Your regular participation is key to shaping the project and making an impact.



# What You Will Do

**Time Commitment:** From May 2026 to July 2027

Ambassador and event opportunities are optional and scheduled throughout the year

## Ambassador & Event Opportunities (Optional)

- Attend the **Project Route Summer Celebration**, meet industry partners, and showcase your contributions – **virtual and in-person attendance.**
- Become a **Student Ambassador**, sharing your experiences with peers at your school, college, or university.
- Create content for Project Route's **social media channels** to inspire other students. This could be videos, posts, or written reflections – whatever you're comfortable with. Guidance will be provided.



# What You Will Gain

## Learn & Develop

- Work alongside **leaders in transport and data careers.**
- Represent your **school, college, or university** on a national campaign.
- Build **leadership, teamwork, problem-solving, and communication skills.**
- Gain **hands-on experience shaping career challenges** for your peers.

## Showcase Your Achievements

- Certificate of participation to boost your **CV, UCAS, or job applications.**
- Increase your LinkedIn presence and gain references from the **Project Route team.**
- Recognition at **Project Route events.**

## Connect & Explore

- Meet and collaborate with **industry professionals and peers** across the UK.
- Explore **entry pathway opportunities** with industry professionals.
- Optional involvement in **social campaigns** to share your experience and inspire others.



# Your Journey

## Step 1 Apply

- Complete the application form
- Applications open on the **24th March**
- Applications close on the **23<sup>rd</sup> April at 5pm.**

## Step 2 Create a video

- Create a **short 3-minute video** answering the **5 questions** on the application form.
- Make your **application stand out** with innovative content, visuals, and audio.

## Step 3 Selection Process

- Applications and submissions are reviewed by the **Project Route** team.
- Successful applicants will be contacted **on the 1<sup>st</sup> May** for the next stage (15-virtual interview).

## Step 4 Virtual Interview

- A **15-minute virtual interview** hosted on Zoom with the **Project Route** team.
- Discuss your video submission and answer any questions you may have.

## Step 5 YAG Journey Begins!

- Participate in monthly advisory sessions hosted on Zoom.
- Shape the future of careers in multi-modal transport and data.



# Contact Details

[Application page and form](#)

For more information and any questions on how to apply  
email [info@digdata.online](mailto:info@digdata.online)

