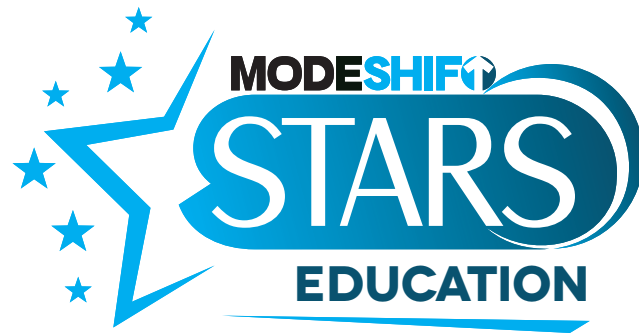




Guide to Initiatives & Consultations





To see how to add initiatives refer to the 'How to add and update initiatives' document from the Guidance Dashboard.

Initiatives

The table below shows how many of each type of initiative you will need to deliver in order to achieve each level of Modeshift STARS accreditation. You can always see how you are progressing towards any level of accreditation on the Accreditation Progress tab.

Type	Subcategory	Initiatives Required		
		Good	Very Good	Excellent / Outstanding
Travel Initiatives	Walking/Wheeling & Scooting	10	20	25
	Cycling			
	Road Safety & Training			
	Air Quality			
	Public Transport			
	Active Travel			
Supporting Initiatives	Promotion	5	10	15
	Curriculum			
	Partnerships			

Delivering initiatives and engaging in consultation are essential parts of getting more young people to walk, wheel, and cycle for the journey to school. This guide has been written to provide you with a full list of the initiatives and consultation types that are included in Modeshift STARS Education. In addition to listing all the initiatives, the guide gives examples of the activities that you can deliver and the evidence that you can upload in order to meet the requirements of each initiative and therefore achieve a level of Modeshift STARS Education accreditation.

In Modeshift STARS Education, initiatives are broken down into categories and subcategories to help you to plan the activities that you are going to deliver at your school. Consultation is a separate section in Modeshift STARS Education and works in the same way. There is no need or expectation for any school to do everything on the list. You should use the list as a guide to build a package of initiatives and consultations that best meets the unique requirements of your school.

Please be aware that each initiative only counts once towards accreditation – multiple instances of the same initiative will only count as one (e.g. three X W11 Walking Trips = one X W11).



Initiatives expire in the system three years after completion and cease to count towards accreditation. For this reason, it is important to keep them up to date.

Consultation

To see how to add consultations refer to the 'Modeshift STARS How to add and update initiatives' from the Guidance Dashboard.

You can deliver any combination of consultations to achieve each level of Modeshift STARS accreditation.

You can always see how you are progressing towards any level of accreditation on the Accreditation Progress tab.



Type	Subcategory	Initiatives Required		
		Good	Very Good	Excellent / Outstanding
Consultation	Pupils	2	7	10
	Parents/Carers			
	Staff			
	SMT & Governors			
	Residents, Businesses and Local Community			
	Local Authority			

Uploading evidence

Please note that when working towards Very Good, Excellent, and Outstanding level accreditation, you must upload evidence that you have completed the initiatives. Without evidence, the initiatives will not count towards your overall completed actions.



Modeshift STARS tip

Keep a dedicated evidence folder or "scrapbook" on your computer where you can store everything related to Travel Plan delivery e.g. photos, social media posts, emails, sign-up sheets, etc. This way, when you log into STARS, you can have the folder open and easily upload what you need. You could even name each file using the STARS code so you immediately know what each item relates to!



Through the rest of this guide, we go through each 'Initiative/ Consultation Type' and 'Subcategory/Consultee' in turn, listing each of the initiatives in order along with examples of how you might complete each initiative and items of evidence that you may upload.

Travel Initiatives

10 for Good, 20 for Very Good and 25 for Excellent/Outstanding



Walking/Wheeling & Scooting

Code	Name	Example	Evidence
W1	Living Streets WOW - Walk to School Challenge	Site registers and participates in WOW with Living Streets	Screen shot Travel Tracker, campaign photos, data evidence
W3	Local Authority Walking/Wheeling scheme	Locally promoted walk/wheel or scoot to school reward scheme. Local names include: Walk on Wednesday, MEGA Friday, Go Kinetic This is not WOW or any national walk to school week style campaign	Photos of the campaign, impact data/reporting, publicity/promotional materials e.g. letters, newsletters, posters, website links etc
W6	Walk to School Week	Walk to School Week is held in May every year. Visit Living Streets website for more information and activity ideas	Photos of any events and campaigns you run, impact data reporting, publicity/promotional materials e.g. letters, newsletters, posters, website links etc
W7	Walk to School Month	Every October is International Walk to School Month. Visit Living Street Website for more information and activity ideas	Photos of any events and campaigns you run, impact data reporting, publicity/promotional materials e.g. letters, newsletters, posters, website links etc
W8	5/10 Minute Walking/Wheeling Zone	A site has a walking/wheeling zone in place, or has generated walk/wheel zone maps; or walk/wheel zone markers/stickers.	Map; photo of markers/stickers in-situ; copy of publicity material
W9	Educational / Curriculum Walks/Wheeling	Taking children out into the local environment, this could be for a nature walk/wheel, or to explore their neighbourhood but must incorporate some element of Road Safety or sustainability messages into the walk/wheel: this could be crossing the road, conspicuity, pavement etiquette, distraction prevention etc.	Photos, risk assessments, lesson plans
W10	Walking Bus	The site has delivered a Walking Bus activity. For more ideas and guidance visit the Travel West website, where there are comprehensive walking bus risk assessments, flowcharts and resources for Schools and Parents.	Photos, Risk Assessment, Copy of the register
W11	Walking/Wheeling Trips	Site supports pupils to walk/wheel when travelling to a school organised trip.	A lesson plan, risk assessment, photos of the children walking

Walking/Wheeling & Scooting

Code	Name	Example	Evidence
W12	Scooter Storage Installed	Do you have newly installed scooter storage on the school site?	A photo of the storage
W13	Scooter Club	Break time or after school scooting club is in place.	Photos, register, risk assessment, lesson plan, timetable.
W19	Parent/Carer Shelter Installed	Shelter is newly installed for parents/carers waiting to collect their children.	Photos; copy of invoice/order
W25	Secure Buggy Storage Installed	Do you have newly installed cycle storage on the site? Secure storage installed for parents/carers to leave buggies while visiting the site.	Photos; copy of invoice/order
W16-18, 26-27	Walking/Wheeling & Scooting initiative 1 - 5	A Walking/Wheeling & Scooting action not covered by any of the other initiatives. Use the Action Title to name the initiative.	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Cycling

Code	Name	Example	Evidence
C1	Dr Bike/Cycle Maintenance Sessions	Qualified or experienced bike mechanic visits site to perform safety checks/minor repairs to pupil, staff or parents' bikes.	Photos; publicity material
C2	Cycle Parking Installed	Do you have newly installed cycle storage on the site?	Photos of the cycle parking
C4	Cycle Skills Practice	An area is set aside at break/lunch times for cycling practice.	Photos; risk assessments
C5	Walk Wheel Cycle Trust Big Walk & Wheel	Site registers and participates in the Walk Wheel Cycle Trust annual Big Walk & Wheel (the UK's largest inter-school walking, wheeling, scooting and cycling challenge). Visit their website for more information and resources.	Photos; screen shots of results /impact data, publicity/ promotional materials
C6	School engages in external cycling campaigns	Site engages in cycling events and campaigns. This does not include internal events. It may include competitions or challenges. Academy, multi-school, regional and national cycle campaigns count.	Photos; publicity material; consent forms; risk assessment

Cycling

Code	Name	Example	Evidence
C7	Cycle Reward Scheme	Site rewards pupils that cycle through internal/in-house initiatives such as Golden padlock initiative, Cycle Passport competition or other incentives.	Publicity/promotional material; photos; impact data/reports; evidence of reward distribution
C8	Cycle to School Week	Site participates in week long cycle campaigns such as Bikeability's Cycle to School Week.	Photos, Lesson Plans; impact data/reports; evidence of reward distribution
C9	Cycle Club	Site has a lunchtime/after school cycling club in place.	Photos, register, risk assessment, lesson plan, timetable.
C10	Cycle Library	Site loans out or hires cycles to families to use for the journey to and from site. This could be as a reward or so children can try the journey before buying a cycle or to practice cycling.	Loan agreement, photos, evidence cycle purchase/loans, evidence of launch e.g. promotional communications in the newsletter
C11	Staff Cycle to Work Scheme	Site takes part in Cycle to Work Scheme for Staff. Schemes include Cyclescheme, Bike2Work, Bicycle Benefits (On Your Bike), Cycleplus and more.	Confirmation documents/emails from the scheme provider
C12	Cycle Security Marking	Police cycle marking scheme. Datatags, ImmobiTags or similar electronic tagging scheme. Also use for scooter security marking.	Consent forms; publicity material; photos of event
C13	Cycle Rides/Excursions	Using cycling as a form of transport to get you from A to B, for example, a visit to the museum, library etc. Taking children to experience mountain bike trails. Organised cycle tours such as Coast2Coast or Land's End to John O'Groats.	Photos, risk assessments, consent forms, impact/data reports, publicity materials
C14	Cycle Train / Bike Bus	An organised group of pupils cycle to and from school together. This can be organised by the school/early years provider or by volunteers. Look up FRideDays on YouTube; see Bike Bus website; Bikeability Bike Bus Leader Guide for more information.	Consent forms; register; risk assessment; photos; route maps
C15	Bling Your Bike	Bling Your Bike/Sparkle Your Scooter/ Wow Your Wheels. Fancy dress event for your wheels – pupils decorate their bikes, wheels or scooters. The initiative encourages pupils to wheel and ride to school and decorate their wheels for a fun parade. It may be a ride, event or competition.	Consent forms; register; risk assessment; photos; route maps; publicity materials

Cycling

Code	Name	Example	Evidence
C21	Bikeability Level 1	Bikeability level 1. Do not record students who achieve level 2 or 3 in the same session.	Booking confirmation, photos, post-session reports
C22	Bikeability Level 2	Bikeability level 2. Do not record students who achieve level 3 in the same session	Booking confirmation, photos, post-session reports
C23	Bikeability Level 3	Bikeability level 3.	Booking confirmation, photos, post-session reports
C16-18, 24-25	Other cycling initiative 1 - 5	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Road Safety & Training

Code	Name	Example	Evidence
R2	Learn to Ride	Off road learn to ride training for pupils other than Bikeability level 1, e.g., 'ditch the stabilisers' and other local schemes	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R3	Balance Bike Training	Training using balance bikes. Scheme names include Balanceability, PrePedal, Balance Buddies and other local names	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R4	Scooter Training	Road Safety training for pupils using scooters. Example schemes include Scooterbility; Scooter skills	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R5	Pedestrian Skills Training	Pedestrian skills training. Local scheme names include Stepping out safely; Street Wise. Lesson plans available from Think.gov website	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R6	Independent Travel Training	Training to upskill young people to manage their personal safety whilst traveling independently. This is generally offered through Local Authorities.	Lesson plans, consent form, risk assessment, evidence of route planning, photos.

Road Safety & Training

Code	Name	Example	Evidence
R8	Adult Cycle Training	Staff and/or parents/carers have qualifications to take children on rides or teach cycle maintenance. Bikeability (or similar) training to encourage confidence in parents/carers to cycle the school run.	Certificates, photos of events/training, risk assessment, copy of parent invitation and/or training summary
R9	Road Safety Assembly/ Presentation	Assemblies or presentations about road safety. Examples include: school crossing patrol assembly; what to wear in winter; Road Safety presentations (pedestrian safety, cycling safety, passenger safety).	Photos of assembly; copies of presentations.
R10	Be Bright Be Seen Activities	Teaching children why it is important that other road users can see them. Modeshift partner BrightWayz has a number of resources and products available from the BrightWayz website. Lesson plans are available from the Think.gov website.	Examples of pupils' work; completed lesson plans; photos
R11	School invites external experts/organisations to talk about personal safety	External experts visit school to talk about personal safety and road safety subjects. Examples include Police/PCSO; Fire Service; Local Authority Officers; independent experts.	Photos of event, copies of presentations, booking confirmation, examples of pupils' work following the event
R12	Large Vehicles Safety Training	Teaching pupils about the dangers of being around large vehicles such as lorries and buses, in particular visibility issues. Examples include GIST Road Safety programme; Trucks and Child Safety with DHL (TACS).	Photos, booking forms, examples of pupils' work following the event.
R13	Transition Resources	Site does journey planning with new families and promotes active travel; promotes transition walks/rides between primary and secondary; encourages independent journey planning for transition and spends time practicing the journey to the secondary school/new school site.	Information in prospectus for new parents on active travel, photos of children on transition rides, lesson plans for journey planning; route maps; publicity materials
R14	Pupils Monitoring Traffic	Pupils carry out survey to count the vehicles that pass the school as part of an on-going campaign. They may use the result, for example as part of a numeracy lesson, as foundational research for a campaign, as data shared in car share/park away promotion etc.	Survey results, photos

Road Safety & Training

Code	Name	Example	Evidence
R15	Lobbied for Safer Infrastructure	The school community has actively lobbied for the installation of traffic calming measures, safer crossings, reduced speed limit etc	Petitions; press articles; letters/emails to councillors/MPs. Evidence of the issue.
R18	Road Safety Day/Week	Site holds a day/week of road safety themed activities. See Road Safety website's for more information about their national events, such as Brake Road Safety week in November.	Lesson plans; examples of pupils' work; photos
R23	Driver Safety Training for Young Adults	'Safe Drive Stay Alive', or similar, programme run with emergency services for Y11 up. Training which aims to influence attitudes and behaviours around driving, especially before or just after getting a license. This can include safety training with cars and scooters.	Lesson plans; photos; copies of booking forms
R24	Nursery Teaches Road Safety & Active Travel Messages	Site educates children and parents of the importance of safe and active travel. For example using the Children's Traffic Club Nursery Leader's Guide, or Eco Wheel Sustainability Toolkit.	Lesson plans; photos; publicity materials
R25	Highway Code Promotion	Tales of the Road (Junior highway code) may still be available from your local authority. Online resources available from Think.gov website. Highlighting Highway code sections 204 – 213 'road users requiring extra care' and sections 238 - 252 'waiting and parking' to parents or young drivers.	Project work, lesson plans and hand-outs.
R19-21, 26-27	Other road safety & training initiative 1 - 5	Any road safety or training action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Air Quality

Code	Name	Example	Evidence
AQ1	School Promotes Car Sharing	Promotion of car sharing to staff and parents/carers. This can be informal and arranged between staff and parents/carers themselves or through signing up to a formal car share scheme.	Car share information such as the list of people car sharing or letters/emails promoting it.
AQ2	Car Free Days	Site takes part in a national Car Free Day, or a local one organised by themselves or in partnership with the Local Authority, Living Streets or Walk Wheel Cycle Trust. Also known as Park Away Day.	Photos, letters to parents
AQ3	School Street/Car Free Zone/Road Closure	An area around the site where parents/carers are requested not to park has been identified, mapped and publicised.	Photos, letters to parents, copy of map
AQ4	Park and Stride Scheme	Park and Stride sites have been identified, agreed and promoted to parents. Your Local Authority can often support with locating and promoting new sites. 'Park & Stride' can also be from 'unofficial' locations, such as from a friend's house'. The aim of the initiative is to reduce air pollution and congestion around the site and increase active travel.	Letters to parents, photos, agreement from site owners, maps, promotional materials
AQ5	Removal of Car Parking Spaces	Car parking spaces removed from site to encourage greater use of sustainable travel modes. Car parking space has been converted to cycle parking spaces. Can be temporary or long term.	Photos, communications with staff/volunteers
AQ7	Parent/Carer Parking Campaign	Site runs a campaign to encourage better/safer parking by parents/carers, may include Park and Stride information, benefits of active travel, school fence banners or a zig-zag campaign -see Modeshift STARS guidance dashboard for resources.	Photos of banners, publicity material, letters to parents
AQ8	Parking Pledge Scheme	Site users (parents/carers, staff, volunteers etc) pledge to park away from the site, within promotion, identification of where to park/drop as well as the benefits of active travel can be shared, incorporating other initiatives.	Copy of the pledge, promotional materials
AQ13	Anti Idling Initiative	Campaign to prevent people leaving engines running outside school. Examples: pupil (can include JTA/YTA ATA) anti-idling campaign e.g. 150 balloons for 1 minute challenge, idling quiz etc; school gate posters/banners with anti-idling messaging.	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Air Quality

Code	Name	Example	Evidence
AQ14	Air Quality Awareness	Site shares information about air quality/pollution and its effects. This could be a lesson, assembly, workshop, communications campaign, school clean air superheroes activities etc. See the Modeshift guidance dashboard or contact your local authority for resources.	Photos, examples of pupils' work; lesson plans
AQ15	National Clean Air Day	Site participates in National Clean Air Day. Visit their official website for free resources.	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
AQ16	Air Quality Monitoring	Site and/or pupils monitor air quality. This can include internal and/or external air quality. See the Modeshift guidance dashboard or contact your local authority for resources.	Copy of data; examples of pupils' work; lesson plan; photos on monitoring in action
AQ 10-12, 17-18	Other Air Quality initiative 1-5	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Public Transport

Code	Name	Example	Evidence
PT1	Public Transport used for School Trips	Site uses public transport (not private coaches) for school trips, to get to swimming lessons, etc.	Lesson plan, risk assessment, photos of children using the transport
PT2	School Promotes Public Transport	Details of bus timetables can be found on the school website; a link to journey planning websites are on the school website; copies of bus timetables are available in school.	Screen shots of the school website, newsletter, promotional materials
PT3	School promotes responsible behaviour on public transport / has Bus Behaviour Policy	The school has a behaviour policy/agreement for pupils who travel on public transport. Promotion activities may include assemblies, class projects or within the transition to secondary school work.	Lesson plan, project work, public transport policy/agreement.

Public Transport

Code	Name	Example	Evidence
PT4	Safe/Accessible Private Coach Pick up/Drop off	Private coaches do not pick up and drop off on school "keep clear" markings. Coaches find safe accessible locations for embarking and disembarking.	Written agreement between school and coach company, photo of coach in sensible parking place
PT5	School promotes Young Person's Travel Card Scheme	Where a scheme exists, the school promotes concessionary travel schemes, e.g. Citizen Card - young person's concessionary travel scheme; YoZone Card in York. Check your local providers to see what is available in your area or ask your Local Authority.	Promotion material
PT9	Catch the Bus Month	Site takes part in and/or promotes Catch the Bus Month activities.	Photos; newsletters; websites; publicity material
PT10	School has anti-bullying policy for School Transport and/or Public Transport	The site has, and enforces, an anti-bullying policy for the journey to school	Copy of policy
PT11	Hop Off – get off two stops early	The site actively encourages pupils and staff who travel by bus to walk for part of their journey. This could be via a campaign week or promoted through school messaging/ in transition materials etc	Copy of communication; publicity material; extract from school travel policy
PT6 - 8, 12-13	Other public transportation initiative 1 - 5	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Active Travel

Code	Name	Example	Evidence
AT1	Active Travel Inspectors	Site participates in the Active Travel Inspectors Programme. See Modeshift STARS Guidance Dashboard for resources.	Screenshot of information logged on STARS, Certificates
AT2	Active Travel Ambassadors	Site participates in the Active Travel Ambassadors (ATA) Programme and engages with ATA Coordinator. Youth Travel Ambassadors can also be included in this.	Evidence of ATA delivery, certificate, example of campaign idea/action plan

Active Travel

Code	Name	Example	Evidence
AT3	Active Travel Breakfast	Site holds a breakfast for children who walk, wheel and cycle to school, this could be a specific event or the school could give free breakfast to children who travel actively as part of their breakfast club. See Modeshift STARS Guidance Dashboard for resources.	Photos, register, publicity materials
AT4	Active Travel Campaign	Site delivers an active travel campaign that promotes a variety of active travel modes. This cannot be for only one mode of travel.	photo evidence of delivery, impact reports, launch information/emails, publicity materials
AT5	Mode Shift Month	Site signs up for Mode Shift Month via Modeshift website. School delivers initiatives over the month, see Modeshift website for more information.	Evidence of sign up and resource use - pledges, etc, photos, publicity materials
AT6	Active December	Site promotes walking, wheeling and cycling throughout December using the Modeshift resources. See Modeshift STARS Guidance Dashboard for resources.	Photos, impact reports, publicity materials

Supporting Initiatives

5 for Good, 10 for Very Good and 15 for Excellent/Outstanding



Promotion			
Code	Name	Example	Evidence
PR1	Newsletter promoting safe and sustainable travel	Promote any of your schools sustainable travel or road safety activities through your newsletter. If you have a competition planned, ask the pupils to design an advertisement or news article to go in the letter.	Copy of the newsletter
PR2	School communicates with residents about safe and sustainable travel	Site may send out leaflets or letters to residents explaining what they are doing to encourage more parents to travel actively and reduce the number of cars using the roads around the school. The letter may explain that you are telling parents/carers to respect local residents and not block driveways etc.	Copy of letter to residents; copy of any responses
PR3	School gets local media attention regarding safe and sustainable travel	Articles in local press/radio/television highlighting school's promotion of sustainable & active travel.	Copy of article or link to website
PR4	School shares safe and sustainable travel ideas with other schools	Sharing your school's sustainable travel best practice with other schools. This may be through local cluster meetings; assemblies/ presentations to feeder schools or wider at regional or national events.	Copy of presentations; photos of the event.
PR5	Distributing cycling and public transport maps	The site has copies of local transport information and cycling maps available to parents in the school reception. Information is distributed at new parent meeting or parent evenings, this may also be found on the website.	Photo of maps in school reception.
PR6	School has an Active Travel Policy	Site has published a policy actively encouraging safe and sustainable travel. A short statement outlining the priorities of school transportation made available on the school website. A template can be found on your Modeshift STARS school profile under 'introduction'.	Copy of policy(ies); screenshot of website where they are published.
PR7	Travel information on notice board	Active and/or sustainable travel information clearly displayed on a notice board. It might include timetables; maps and routes; safety information; ticket information and discounts; quotes and stories from people who use those modes. E.g. Active and Sustainable travel notice board; travel info on Eco-Schools noticeboard; classroom/hall displays.	Picture of the noticeboard or display

Promotion

Code	Name	Example	Evidence
PR9	Assembly focussing on safe and sustainable travel	Staff and pupils can run their own assemblies with sustainable travel or road safety themes, or you could invite an expert in to do an assembly for Be Bright Be Seen or similar!	Photos of the assembly, PowerPoint presentation slides, lesson plan for the assembly
PR10	Social media campaign focussing on safe and sustainable travel	Site uses social media (Facebook, X, Instagram, LinkedIn etc.) to promote safe and sustainable travel.	Copies of tweets; screenshots
PR11	Sponsored events with a focus on safe and sustainable school travel	Site takes part in a national campaign to raise money for charity or you could hold your own sponsored car free day or cycle ride/scoot to raise money for the school site. National examples include Living Streets' Happy Shoesday.	Photos, letters to parents, posters
PR12	Safe and sustainable travel information shared at parent's/carers or induction evenings	Site promotes active travel at parents/carers evening and induction evenings to highlight the facilities available at school and encourage parents/carers to explore the options available for the journey to and from school.	Photos, printed information
PR13	Travel to school information included on the school website	Advertise any of your school site travel activities on the school website. Put a summary of your Modeshift STARS travel plan on your site.	A screenshot of the relevant information on the school website
PR14	Councillor / Mayor / MP invited to a safe and sustainable travel event	Local councillors/Mayor/MPs have been invited to attend an event at or with the school related to sustainable travel. This could be a prize giving; opening new cycle parking, etc.	Copy of the letter sent, photos from an event
PR15	Travel to school information included within the Prospectus	Summary of travel plan; statements on the school's site policy regarding travel and expectations on parents/students are included in the school's prospectus.	Copy of relevant parts of prospectus
PR16	Letter from Head Teacher to Parents including travel to school information	Head Teachers may write to parents/carers about active travel or inconsiderate parking to try and encourage parents to change habits and try a new way of travelling to school. Messages may include Park & Stride, avoiding School Keep Clear markings, respect for local residents, road safety, health and exercise, etc.	Copy of letter to parents

Promotion

Code	Name	Example	Evidence
PR17	Travel to school information included in new parent/carers packs	Travel to school site information is distributed to new and prospective parents/carers.	Copy of pack, screenshot of pack being distributed
PR18	Transition Activities	Activities for new starters to prepare them for their new journey to the school site. Route planning activities; practice walks/bike rides/bus trips for pupils transitioning to secondary school; how to catch the bus tutorials; Local initiatives include Going INTO Year 7; SmartRoute year 6/7 transition project.	Lesson plans; risk assessments; photos of activities; examples of work
PR19	School Railing Banners promoting safe and sustainable travel	Banners are placed on school site perimeter promoting walking, scooting or cycling to school; advertising park & stride sites; air pollution etc. Banners could be professionally produced or designed by pupils.	Photos of the banners. Examples of pupils' work designing the banners.
PR21	Travel to school information maps shared	Site has created and shared travel to school maps showing the best walking, wheeling and cycling routes; bus stops; park and stride sites, etc. This can include your 5 / 10 minute Walking/Wheeling Zone.	Copy of map.
PR27	Active Travel Shop / Enterprise	Reflector shop; School sells locks, lights, etc. pupils enterprise to raise funds & promote safe and active travel.	Photos; publicity materials
PR28	Active Travel Mascot	School creates an Active Travel Mascot.	Lesson plans, photos, publicity materials of the mascot in action! image of mascot anywhere where the mascot is featured e.g. newsletter, website etc
PR22-24, 29-30	Other promotion method 1 - 5	Any active/sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Curriculum			
Code	Name	Example	Evidence
CU1	School takes part in educational competitions promoted by others	The school site enters competitions promoted externally to the site. These could be national competitions such as Living Streets' WOW badge competition, or local competitions like inter-school challenges.	Examples of pupils' work; acknowledgement of entries; photos of prizes or events if you're lucky enough to win!
CU2	School teaches the benefits of active travel	Site shares health, environmental, social and economic benefits of active travel. Please incorporate safety messaging - when more people travel actively, the environment outside of school is safer. Sites will incorporate this into their curriculum or assemblies. Examples could include contribution to 60 mins daily exercise, increase heart rate, mental health benefits, reducing obesity, etc.	Copy of lesson plan, presentation, examples of pupils work
CU4	Theatre in Education on sustainable travel or road safety	Site has taken part in a Theatre in Education show promoting Road Safety or active travel.	Photos; copies of bookings; examples of pupils' work.
CU5	Cycle Maintenance Lessons	Pupils are taught bike maintenance. This may include safety checks; gears and brakes; puncture repair, etc.	Copy of lesson plan; photos of lessons
CU6	Cycling Lessons (PE)	Cycling in PE lessons. This may include Go Ride; Bike Polo; Mountain Biking; Trail Riding; Skills Sessions.	Copy of lesson plan; risk assessments; photos of work
CU7	Road Safety Classroom Lessons	Road safety lessons are included as part of the school's curriculum.	Lesson plans; examples of pupils' work
CU8	Pupils use school travel survey data from STARS in lessons	Data from STARS are used in lessons.	Lesson plans; examples of pupils' work.
CU13	School collects Postcode Data	Site provides postcode and travel mode data to local authority for production of postcode plot maps.	Copy of email sent to local authority; copy of map; screenshots
CU14	Count Your Carbon	Site calculates carbon emissions using free Count Your Carbon resource. Visit the Count Your Carbon website for more information.	Registration, carbon data recorded, screenshots

Curriculum

Code	Name	Example	Evidence
CU15	School teaches importance of personal safety when travelling	Site teaches pupils the importance of staying safe while travelling, for example by avoiding phone use, limiting distractions and being aware of their surroundings.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
CU16	Activities led by pupils	The site instates pupils as active travel representatives. This could include ATA / ATI / JTA / YTA / JRSO. Activities may include pupils lead on an active and safe travel campaign; design and share sustainable travel posters; pupils go leafletting or organise a stall in their local community to raise awareness of an issue; etc.	Examples of work the group has carried out; letters to parents; photos.
CU10 - 12, 17-18	Other curriculum work 1 - 5	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Partnerships

Code	Name	Example	Evidence
P1	School works with Police/ Safer Neighbourhood Team/ PCSO to promote safe & sustainable travel	Site has connections with local police or PCSO's who can be invited into the school site for assemblies or classroom activities. Or assist/ provide a police presence at drop off and pick up times to monitor traffic and behaviour.	Lesson or assembly plans. Photo of PCSO with pupils - this can include YTAs/JRSO's
P2	School works with other schools to promote safe and sustainable travel	Site may join up with other local schools to promote an event, for example, a joint car free day or Primary school and Secondary school may link together to look at active travel for transition days or other events.	Photos, risk assessments, lesson plans
P3	School invited to present at event	Site attends and presents at an externally organised event to showcase their work in promoting safe, active and sustainable travel and/or their Modeshift STARS journey.	Copies of presentation; photos of the event

Partnerships

Code	Name	Example	Evidence
P4	School Develops Climate Action Plan	Site establishes a Climate Action Plan as required by Department for Education.	Copy of Climate Action Plan, screenshot/link to Climate Action Plan on school website, photos of actions from action plan, Lesson plans; examples of pupils' work, photos
P5	School works with Local councillors/ Mayor/ MPs	The school site works with Local councillors/Mayor/MPs to promote or resolve issues relating to sustainable travel or road safety.	Copies of correspondence. Pictures of events.
P6	School has achieved Eco School status	Site has achieved Eco Schools Bronze, Silver or Green flag award. It complements Modeshift STARS well as both have a focus on sustainable living.	Picture of certificate, green flag or screenshot of the Eco Schools logo on the school website
P7	School works with local residents/ resident associations to promote safe and sustainable travel	Sites may want to work with local residents to tackle the issue of parking outside schools as it fosters better relationships between the site and its neighbours.	Photos, letters to residents, letters to parents
P8	School works with experts and external organisations to promote sustainable travel	Site works with local and national organisations to promote safe and sustainable travel.	Photos, lesson plans, letters
P9	School works with local sport/ health partnerships to promote safe and sustainable travel	Site works with health visitors to encourage active travel to school, looking at healthy snacks for the journey to school, or sports providers by using journey to school as part of the 60 minute daily activity.	Photos, risk assessments, letters to parents
P16	Promoting STARS to other schools	The site actively promotes Modeshift STARS to other or neighbouring schools, encouraging them to contact their local authority about joining the STARS programme. This could include activities such as: Engaging schools within the same trust to take part ; Showcasing the school's STARS travel plan at events ; Sharing information or experiences to inspire other schools to get involved.	Photos, emails, copies of presentation, publicity materials

Partnerships

Code	Name	Example	Evidence
P17	Let's Go Zero	Site has signed up with Let's Go Zero to become zero carbon by 2030.	Copy of data; examples of pupils' work; lesson plans, photos on monitoring in action
P18	Climate Action Advisors/ Climate Ambassadors	Site works with climate experts (Department for Education's Climate Ambassadors/ Let's Go Zero Climate Action Advisors) to develop Climate Action Plans and lower transport emissions.	confirmation of registration
P10-14	Other Partnerships 1 - 5	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Consultation Initiatives

2 for Good, 7 for Very Good and 10 for Excellent/Outstanding



Pupils			
Code	Name	Example	Evidence
PU1	In-depth pupil surveys	In-depth surveys that explore pupils attitudes to sustainable/active travel and barriers that they face.	Copies and results of surveys
PU2	Pupils conduct cycle counts	Pupils regularly monitor the number of cycles that are parked on site.	Recorded numbers of cycles provided; photos of pupils recording data
PU3	School presents their safe and sustainable travel work to other groups	Pupils devise initiatives / action plans and deliver activities, conduct Site Audits.	Examples of pupil's work relating to the School Travel Plan / STARS
PU4	The School Travel Plan / STARS is discussed at School Council / Pupil Meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings.	Minutes of meetings ; meeting agenda
PU5	Pupils Monitor WOW	Pupils regularly monitor / collect Living Streets WOW / Travel Tracker data.	Lesson plan; Recorded numbers; photo of WOW tracker; publicity materials; photos of children collecting/monitoring data
PU6	Other Pupil Consultation	Any Pupil consultation not covered elsewhere. Use the Action Title to name the consultation.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the consultation
PU7	School Route Audit	Pupils engage in a Living Streets School Route Audit.	Sign up screenshot/email, photo of data recorded; publicity materials; impact report

Parents / Carers			
Code	Name	Example	Evidence
PA1	In-depth parent/carers surveys	In-depth surveys that explore parent/carers attitudes to sustainable/active travel and barriers that they face.	Copies and results of surveys

Parents / Carers

PA2	The School Travel Plan / STARS is discussed at Parent Teacher Association (or similar) meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings.	Minutes of meetings
PA3	Other Parent/Carer Consultation	Any Parent/Carer Consultation not covered elsewhere. Use the Action Title to name the consultation.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the consultation

Staff

Code	Name	Example	Evidence
S1	In-depth Staff Surveys	In-depth surveys that explore staff attitudes to sustainable/active travel and barriers that they face.	Copies and results of surveys
S2	The School Travel Plan / STARS is discussed at staff meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meeting.	Minutes of meetings
S3	Other Staff Consultation	Any Staff Consultation not covered elsewhere. Use the Action Title to name the consultation.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the consultation

Senior Management and Governors

Code	Name	Example	Evidence
SM1	The School Travel Plan / STARS is discussed at Senior Management / Governors meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings.	Minutes of meetings

Senior Management and Governors

Code	Name	Example	Evidence
SM2	The School Travel Plan / STARS is an item on the Governor's Annual General Meeting agenda	The School Travel Plan / STARS is discussed at the meeting.	Minutes of the relevant part of the meeting
SM3	The School Travel Plan / STARS is part of the School Improvement / Development Plan	The School Travel Plan / STARS is included within school policy documents.	Copy of the relevant part of the plan
SM4	Other Senior Management & Governors Consultation	Any Senior Management & Governors Consultation not covered elsewhere. Use the Action Title to name the consultation.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the consultation

Residents, Businesses and Local Community

Code	Name	Example	Evidence
RBLC 1	Inform Residents of Active and Sustainable Travel Efforts	The sites neighbours have been informed of the aims and objectives of the School Travel Plan and are aware of the activities that are being delivered. This could be in the form of a letter delivered to residents, email or newsletter etc.	Copies of communications that have been distributed
RBLC 2	Consult Residents on Development and Implementation of School Travel Plan	The sites neighbours have been consulted on the development and implementation of the School Travel Plan / STARS. Residents need to input into this process. They could attend a meeting or complete a survey.	Results of surveys, consultation
RBLC 3	School engages with the local community to promote safe and active travel across the area	Community centres, community groups, local sports clubs, etc support the work of the school to promote safe and active travel.	Copies of communications between organisations and evidence of activities delivered

Residents, Businesses and Local Community

Code	Name	Example	Evidence
RBLC 4	Schools seeks the support of the business community to promote safe and active travel	Local businesses support the School Travel Plan / STARS activity of the school which in turn supports their own STARS for Sustainable Travel Award applications.	Copies of communications between organisations and evidence of activities delivered
RBLC5	Other Residents, Businesses and Local Community Consultation	Any Residents, Businesses and Local Community Consultation not covered elsewhere. Use the Action Title to name the consultation.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the consultation

Local Authority

Code	Name	Example	Evidence
LA1	School is engaged with the LA with regards to implementing the School Travel Plan and STARS	The Local Authority are aware of the school site developing a Modeshift STARS School Travel Plan to promote safe and active travel. In some instances, this can include explicit support.	Copies of communications between the school & LA (could be a Councillor, member of staff, department or team)
LA2	School engages with other LA Teams	Site meets with LA officers to discuss topics related to but including the School Travel Plan, e.g. engineers discussing the installation of crossings, improving access routes with highways, addressing road safety concerns, or air quality improvements with environmental teams.	Email correspondence, meeting minutes, plans of works

