



THE NATIONAL SCHOOL TRAVEL AWARDS



# Getting Accredited

How to achieve  
Modeshift STARS

Supported by



## Modeshift STARS

Modeshift STARS is the national awards scheme that recognises schools that have shown excellence in supporting cycling, walking and other forms of sustainable travel.

The scheme was launched nationwide in September 2012 and was created to support the development of School Travel Plans and reward schools over three levels (Bronze, Silver and Gold) for achieving a shift to sustainable modes of travel.

STARS received the backing of the Department for Transport in November 2014 and is now recognised as the National School Travel Awards scheme. The scheme is open to every school in the country outside of London and participation is completely free of charge for schools.

This guide has been written to give you hints, tips and ideas on how to achieve a level of Modeshift STARS accreditation for your school.

## Five steps to getting started

- ★ **Step One** - Visit [www.modeshiftstars.org](http://www.modeshiftstars.org) and choose your location from the list of local authorities that appears.
- ★ **Step Two** - select the 'Register' tab from the top right corner of the page.
- ★ **Step Three** - from the registration page, enter your name, select 'School' and then select the role that is most appropriate to your position in the school (e.g. School Travel Plan Champion).
- ★ **Step Four** - ensure 'Your LA' is correct and then select your school from the drop down menu.
- ★ **Step Five** - complete the rest of the registration form and then select 'Register'.

**What next?** Your application will go to your local authority for approval. As soon as they accept your registration you will receive an automated email confirming that you have access to the system. Then you are ready to begin your Modeshift STARS journey.

I was a bit skeptical about the Modeshift STARS accreditation scheme but I can honestly say that it is the best thing to happen in the whole of my 7 years as Travel Plan Coordinator.

**Kim Key, Cheddington Combined School, Buckinghamshire**

## Achieving National Accreditation

Once you are registered there are three levels of accreditation that your school can achieve:



For schools that demonstrate a commitment to promoting sustainable transport by conducting an annual survey, identifying travel issues and solutions and delivering a range of travel initiatives.



For schools that achieve a reduction in car use on the journey to school, deliver a whole-school approach and deliver above and beyond what is normally expected of a school.



For schools that have excelled with promoting sustainable travel and achieved a noticeable reduction in car use on the journey to school by fully embracing sustainable travel as the norm throughout the entire school community.

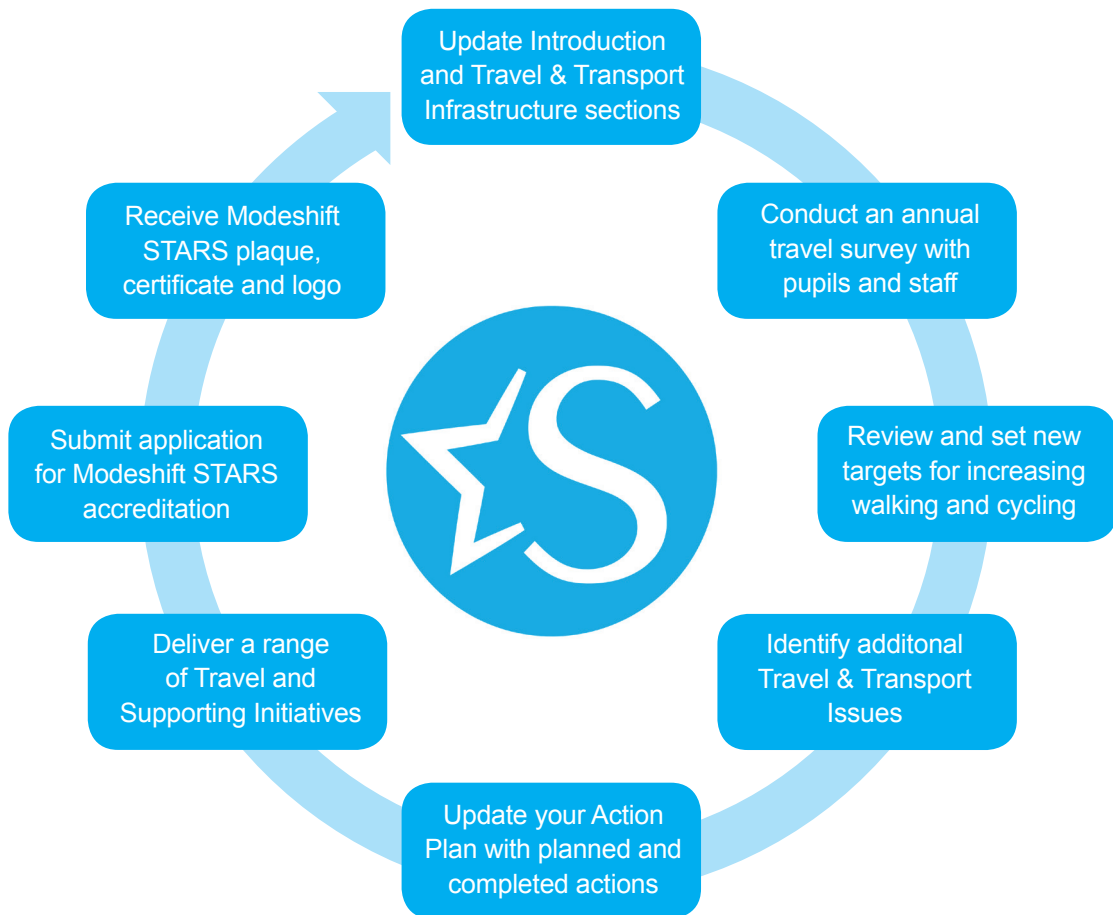
STARS is set up so that you can work your way through each level of accreditation progressively although you can apply straight for Silver or Gold if you already meet the criteria for that level. Once you have met one level, you will be well on your way to achieving the next. You can track your progress towards achieving STARS at any time by selecting the 'Accreditation' tab from the left hand side menu on your web page.

**Modeshift STARS has really helped us focus on short term goals and embedding longer term changes in travelling and sustainability as a whole school community. It's a wonderfully simple scheme, but so effective!**

**Neil Hunt, Headteacher,  
Ladycross Infant School, Derbyshire**

## The Modeshift STARS Cycle

Modeshift STARS is a continuous process of planning, doing and reviewing. Each academic year your school has three opportunities to apply for STARS accreditation which fall at the end of each full term. The Modeshift STARS Cycle displayed below sets out the process for getting accredited.



In the rest of this guide, we explore each of these steps in detail and focus on what you need to do at each stage in order to achieve Bronze, Silver and Gold level STARS. For each section you will see a table that indicates which tasks you need to complete in order to achieve each level as in the example below.

Task	Bronze	Silver	Gold	
e.g. Complete 'Introduction' section	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Required for all three levels
e.g. Achieve modal shift away from the car	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Required for Silver and Gold levels
e.g. Obtain other sources of funding	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Required for Gold level only

By working through the guide and using the check boxes as you go along you will be ready to submit your application and be recognised as a Modeshift STARS accredited school.

## Introduction and Travel & Transport Infrastructure sections

The essential criteria for these two sections is exactly the same for all three levels of Modeshift STARS. The good news is that once you have entered the information you will not need to enter it again unless any of the information changes, at which point it will need to be updated.

### Introduction


The Introduction requires basic information about your school e.g. main contact details, pupil and staff information, opening times and the School Travel Working Group. You also have a location map that is centred on your school.

All you need to do to complete this section is work your way down the page and enter information into the text boxes that are provided. Clicking in a text box will open a 'tool tip' which provides further information on what you need to enter in the box.


Whilst a Working Group is not essential for achieving Bronze level, it is best practice to have one in place in order to share the responsibilities and workloads of achieving STARS. Please keep in mind that a Working Group will be required for Silver and Gold level applications.

You also have the option of entering details of the number of pupils that have received Bikeability training and any other information in this section of your application. Again this is not mandatory but it is best practice to complete these sections.

Introduction Tasks	Bronze	Silver	Gold
Complete 'School Details' section	✓	✓	✓
Complete 'Pupil & Staff Information' section	✓	✓	✓
Enter 'School opening/closing time'	✓	✓	✓
Provide numbers of pupils receiving 'Bikeability' training	✗	✗	✗
Provide details of the 'Working Group'	✗	✓	✓
Enter 'Other' information	✗	✗	✗



You can zoom in and out of the map that is displayed in this section. Just click the 'Interactive' option then you can position the map where you want it then next time you login the map will be saved in that position.



It is possible to enter pupil post code data into the STARS system which will in turn generate a post code plot displaying how pupils travel to school. A new School Travel Statistics section will also become available with details of the distances that pupils travel to your school. To access this section please speak to your local authority.

## Travel & Transport Infrastructure

This section contains all of the key details about the transport links into your school site. As with the previous section, you are required to enter information into all of the boxes, whilst clicking in the boxes will provide you with 'tool tips' about the detail that is required. Completing this section should provide you with a very good idea of the travel options that are available to your school community and the barriers that they face.

The **On-site Facilities** section just requires you to enter the number of each facility that is available at your school. All sections are mandatory so where you do not have that type of facility in place, please just enter a '0'. For Coach Parking you will need to provide some extra information on the provision that is available if applicable.

The **Transportation Links** section requires more detailed text input for each of the travel modes that people may use to travel to your school. For Bronze level this can be quite brief but when you are applying for Silver and Gold level we would expect a good level of detail about the options available for each mode.

You then have the **STARS Routes to School Audit** and the **Engineering & Planning Measures** sections which are not currently mandatory for any of the STARS levels although we would expect to see them completed in any Silver and Gold level applications. The former provides a more detailed audit of the transport infrastructure around your school whilst the latter provides you with an opportunity to record any works that have taken place at or around your school to improve the Travel & Transport Infrastructure.

Travel & Transport Infrastructure Tasks	Bronze	Silver	Gold
On-site Facilities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Transportation Links	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
STARS Routes to School Audit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engineering & Planning Measures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Whilst not currently mandatory for achieving accreditation, the STARS (Sustainable Travel and Road Safety) Routes to School Audit is a really useful tool for understanding the travel and transport infrastructure that supports your pupils in getting to school. It is also an excellent activity for your pupils to conduct and therefore links to Initiatives 'S4 - Examples of pupils work relating to the plan', and 'G4 - Pupils have a role in updating the travel activity of the school' of the Action Plan. You can download a paper copy of the STARS Audit on the website to use with your pupils.

Top Tip!

## Conduct an annual travel survey with pupils and staff

It is a minimum requirement for all levels of Modeshift STARS that you must conduct an annual survey of pupils and staff to determine how they currently travel and how they would prefer to travel to school.

For both surveys you will find a link to complete them at the top of the **Surveys, Modal Shift & Targets** page. The pupils survey must have a minimum of an 80% response rate in order to meet the accreditation criteria, whilst the staff survey must have a minimum 50% response rate.

As Modeshift STARS is specifically concerned with reducing car use on the journey to school, in order to achieve the Silver and Gold levels, your surveys must demonstrate that you have been able to reduce the number of pupils that are driven to school. We appreciate that in some cases this is simply not possible (e.g. already low levels of car use/rural nature of school) so if you are at a point where you have done everything you can to achieve Silver and Gold accreditation but are being prevented from applying by the modal shift criteria then please speak to your local authority.

**NOTE:** It is possible for you to complete more than one survey each year. If you choose to do so, a survey period remains open for 30-days e.g. if you begin a survey on the 1st September, you will have until the 30th September to complete the survey with all of your classes. Any additional data added after the 30th September would be classed as a new survey period. If this happens by mistake and you would like the data to be merged together then please speak to your local authority who will be able to action this.

Survey Tasks	Bronze	Silver	Gold
Pupil survey conducted with a 80% response rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
You must have achieved modal shift away from the car	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Modal shift away from the car by at least 5%	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Staff survey conducted with a 50% response rate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**NOTE:** In the case of you conducting multiple surveys, the STARS system will select your survey that has the highest % response rate as your official statistics for that academic year. These figures will therefore be used in your annual modal shift tables, the targets section and in determining whether a level of accreditation has been achieved.



## Review and set new targets for increasing walking and cycling

Once you have completed a pupil survey that has at least an 80% response rate you will be able to set some modal shift targets. In order to achieve all levels of accreditation you must have at least two current targets. Please ensure that your targets are SMART (Specific, Measurable, Assignable, Realistic, Time-related). To assist you with ensuring that your targets are realistic, pupil's 'preferred' mode of travel will be displayed alongside 'actual' modes so you will need to ensure that your targets take these 'preferred' modes into consideration.

Target Tasks	Bronze	Silver	Gold
You must have at least two current targets	✓	✓	✓

**NOTE:** When setting targets they are based on the survey data for the previous academic year. As such, if you only have pupil travel survey data for the current academic year then the Preferred data and Previous data will show as '0'. Also, you will only be able to set a target for the next academic year. Once you have data for the previous academic year you will be able to set longer term targets.

## Identify additional Travel & Transport Issues

After completing your Travel & Transport Infrastructure section and conducting the pupil and staff surveys, you should have begun to have built up a picture of the **Travel & Transport Issues** that your school is facing.

Whilst it is not mandatory to record any issues for Bronze, Silver or Gold level STARS, we would certainly be looking for you to have entered at least one issue by Silver level. The issue could be as generic as 'car use is too high at school' or it could be more focussed on a specific issue e.g. traffic speeds, lack of cycling provision. Whatever the issue might be, it should have been identified through consultation with the school community.

When entering a new issue you must select the type and provide details of the issue, how it was identified and any possible solutions for resolving the problem. Once registered, it will appear in your Current Travel & Transport Issues section where you can enter further possible solutions and then when resolved, provide details of how it was resolved.

When Quality Assuring your Silver and Gold level applications, Modeshift will be looking for evidence that any issues raised have corresponding solutions and actions within the Action Plan section.

Travel & Transport Issues Tasks	Bronze	Silver	Gold
Add at least one current Travel & Transport issue at your school	✗	✗	✗

**Top Tip!**  
For more ideas on carrying out effective consultation for STARS, you can use our Partnerships and Consultation guidance document which can be found on the Resources page of the Modeshift STARS website.



## Update your Action Plan with planned and completed actions

Key to the achievement of Modeshift STARS is the delivery of actions that bring about a change in the travel behaviour of your school community. There are over 130 initiatives for you to choose from in the system including 77 travel initiatives, 48 supporting initiatives and 8 consultation initiatives. There is no need or expectation for any school to deliver every initiative that is in the system, rather they should be used as guidance to shape the activities that you are going to deliver.

The initiatives are broken down into categories and subcategories to help you to plan the activities that you are going to deliver at your school. To select and input your initiatives, you will need to go to the **Action Plan** section of the STARS site where you will see a summary table similar to the one below, which shows how many initiatives you have completed and how many you have planned. 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.

Initiative Type	Subcategory	Initiatives Required		
		Bronze	Silver	Gold
Travel Initiatives	Cycling Walking/Scooting Road Safety & Training Smarter Driving Public Transport	10	20	25
Supporting Initiatives	Promotion Curriculum Partnerships	5	10	15
Consultation	Consultation	0	3	8

To add a new action you will need to follow the steps below:

- Visit your **Action Plan** by selecting the option from the left hand menu
- Scroll down to the initiative category that you wish to add an initiative for and select the Add option from the right hand side of the page
- Use the drop-down menu to select the initiative that you wish to add to your Action Plan
- Enter an Action Title and complete the Action Details, Target Date and Person Responsible sections before selecting Add Action.
- The initiative will then be saved as a Planned Action in your Action Plan



**Refer to 'Modeshift STARS – Guide to the Initiatives' (found on the Resources page of the STARS website) for a full list of the current STARS initiatives along with examples of how to complete the initiative and the type of evidence you can upload.**

**IMPORTANT! Each individual initiative only counts once towards accreditation. Therefore holding 10 x C3 Bikers Breakfasts will not count as 10 initiatives, it will only count as 1. As such, you should select a range of initiatives in order to achieve accreditation.**

## Deliver a range of Travel and Supporting Initiatives

Actually delivering initiatives is an essential part of getting more young people to walk, cycle and use other forms of sustainable travel to get to school and it is what sets Modeshift STARS aside from traditional School Travel Planning.

It is in the Action Plan that the key differences exist between the three levels of STARS accreditation - that is the number of initiatives that you must complete to achieve each level. There are three different types of initiatives in the system – Travel Initiatives, Supporting Initiatives & Consultation Initiatives – at each level of accreditation you must have delivered a minimum number of initiatives in order to meet the criteria of that level.

In order to mark your Planned Actions as Complete, you will need to do the following:

- Visit your **Action Plan** by selecting the option from the left hand menu
- Scroll down to the initiative category where the Planned Action you wish to complete is stored
- Once you have found the initiative, enter the Completed date and add information to the Reporting box then add the number of pupils and adults that were involved in the initiative
- Select the blue Upload Evidence box and upload any supporting evidence you have to show that the initiative was completed
- Select the red Mark as Complete box to confirm that the initiative has been completed

Action Plan Tasks	Bronze	Silver	Gold
Deliver 10 Travel Initiatives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deliver 20 Travel Initiatives	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Deliver 25 Travel Initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Deliver 5 Supporting Initiatives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Deliver 10 Supporting Initiatives	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Deliver 15 Supporting Initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Deliver 3 Consultation Initiatives	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Deliver 8 Consultation Initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**NOTE:** Any initiatives that you have delivered over the last 3-years can count towards your STARS application. Once completed, an initiative remains valid for 3-years from the Completion Date. Every time you repeat an initiative, it extends the expiry date of that initiative for another 3-years from the completion date.

**IMPORTANT!** When working towards Silver and Gold level STARS you must also upload evidence that you have completed the initiatives. Without evidence, the initiatives will not count towards your application.

When inserting text into each field for your initiatives please refer to the table below for guidance on the level of detail that is expected for Modeshift STARS.

Initiative	Details	Target date	Completed date	Reporting	Evidence	Adults/Pupils involved
W6 – Walk to School Week	We plan to take part in Walk to School Week by running a competition with each class to see which can get the most pupils walking to school.	May 2016	May 2016	All year groups from 1-6 took part. Normally 70% of pupils walk to school but during the initiative the average was 86%. We plan to run the competition again next year and aim for 90%.The winning class achieved 96%.	Record sheet used by the school council and letter sent out to promote the competition uploaded.	200 pupils 6 adults

## Submit application for Modeshift STARS accreditation

As soon as you meet 100% of the criteria for any of the levels of Modeshift STARS a Submit button will appear in the bottom left hand corner of your screen underneath the menu. When you select this button your application will be completed and sent to your local authority and Modeshift for approval so be sure that you have finished before submitting.

In order to achieve the Gold standard of Modeshift STARS you must provide details in two extra areas:

- **Funding** – you must be able to demonstrate that you have identified and obtained other sources of funding aside from that available from the local authority.
- **Gold Standard Initiative** – you should demonstrate that you have exceeded normal expectations in at least one of the Initiative Categories (Walking & Scooting, Cycling, Road Safety, Smarter Driving or Public Transport).

Submission Tasks	Bronze	Silver	Gold
Provide details of Funding obtained	X	X	<input checked="" type="checkbox"/>
Detail Gold Standard Initiative	X	X	<input checked="" type="checkbox"/>

Use the drop-down tab at the top of the menu on the left of your page to switch between the different Modeshift STARS levels. This will then show you how much of each section you have completed for that level of accreditation.

Top Tip!

**IMPORTANT!** View your progress towards achieving all three levels of Modeshift STARS at any time by selecting Accreditation from the left hand menu. In this section you will see the detailed criteria for each level along with a ✓ or X next to the criteria to show whether or not you have met it.

**FUNDING EXAMPLES:** Stoke Mandeville Combined School, Bucks obtained in-kind funding from Halfords for transition activities, Godmanchester Primary, Cambridgeshire gained funds from their local Tesco store for a Bikers Breakfast, Sedgefield Primary, Durham raised money for scooter storage through their PTA, Rawdon Littlemoor, Leeds hosted their own festival with camping, entertainment and food to raise money for their cycle track.

Once your submission has been approved you will receive an automated email from the Modeshift STARS system confirming that you have achieved Modeshift STARS accreditation. Keep an eye out for this email as it will include the Modeshift STARS logos that you can begin using straight away.

Your Modeshift STARS plaque, STARS and certificate will follow at the beginning of the term that follows the term in which you submitted your application.

When you receive your plaques and certificates be sure to hold a celebration event and let your whole school community know about your achievements. This will count towards your next application for Modeshift STARS.

Top Tip!

**SCHOOL TRAVEL PLAN!** As soon as you have met any level of Modeshift STARS you will have provided all of the information that is required to meet the National Standard for a School Travel Plan. As such, if you have got to this point then congratulations - you have a new School Travel Plan! You can view this at any time by selecting the Generate PDF option from the bottom of your left hand menu.



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## Supporting resources and documents

This guide is the first in a series of guidance documents and resources that have been developed to help you achieve Modeshift STARS. Also available are:

### Guidance documents:

- Modeshift STARS Guide to the Initiatives
- Best Practice Guidance – Promotion
- Funding for STARS
- Influencing Parents
- Linking STARS to the National Curriculum
- Partnerships
- Building a Working Group
- Partnerships & Consultation: working with your school's community
- Delivering Smarter Driving Initiatives

### Toolkits:

- Junior Travel Ambassador Resource (Primary Schools)
- Youth Travel Ambassador Resource (Secondary Schools)
- The Big Bikers Breakfast
- New Families Campaign
- Zigzag, Park and Walk Campaign

You will find all of these documents in the 'Resources' section of the Modeshift STARS website.

## Case Studies:

Case studies from schools across the country are regularly added to provide ideas and inspiration for other schools and to celebrate their successes. They can be viewed from the Modeshift STARS homepage or via <https://modeshiftstars.org/caseStudies.php>

## Further Information

In the first instance you should contact your local authority for all support and guidance with delivering Modeshift STARS. You should find their details on the Travel Plan Contacts tab at the bottom of the Modeshift STARS webpage.

