Modeshift Stars 14 Steps to Accreditation

This checklist breaks down the process to get a "good" level of accreditation into manageable steps. Ideally all sections would be completed within 12 weeks (one term) but there is no rush. **You should not try to read this whole document all at once!** The idea of this document is you "**dip in and out**" as you need, when you have time. Each step can be completed in isolation. The order of the steps is only a recommendation. Templates can be found in the appendices. More detail of how to achieve these steps is provided below, simply **click the links to be taken straight there**. Please email active.travel@tfgm.com or your local authority rep for further support if you need it.

There are some useful **general pointers** on the next page which help with some of the general issues.

Detailed guidance on each section is also provided – the links below will take you straight to the relevant section:

1. **Understand the purpose** of Modeshift Stars and the importance of a Travel Plan. (approx. 5 mins)
   o See What is Modeshift STARS and why are Travel Plans Important?
2. **Get set up** on Modeshift Stars. (approx. 5 minutes)
   o See How to get set up on Modeshift Stars.
3. **Collect baseline data** on how pupils and staff get to school. (up to 1 hour in total, 1 or 2 times per year)
   o See How to conduct a Whole School Hands Up Survey
      ▪ Pupil Surveys will need an 80% response rate (70% for secondary schools)
      ▪ Staff Surveys: need a 50% response rate.
4. Conduct a **Site audit** so you know what is in and around school (between 15 and 60 minutes)
   o See What is a Site Audit and how to complete one (great opportunity to involve young people)
5. Set up an Active Travel **Working Group.** (up to 10 minutes in total, + 15 minutes per term)
   o See How to set up a Working Group
6. Understand how different groups of people feel about active travel, their transport issues/concerns and barriers to changing habits through **conducting consultations**. (approx. 30 mins per consultation)
   o See How to conduct consultations on Modeshift STARS
7. Add details about the site in the **Introduction Tab** (up to 10 minutes)
   o See The Introduction Tab
8. Identify any **Travel or Transport Issues** (approx. 10 minutes)
   o See Identify Travel and Transport issues
9. Set **aims and objectives** to help achieve these targets. (approx. 5 minutes, review each year)
   o See Setting Aims and Objectives for your School
10. Use the data you have collected to **set targets** for your school (approx. 10 minutes, review each year)
    o See How to set targets for your school
11. Identify **initiatives** which the school already do, or could do, to help achieve the aims, objectives and targets, and overcome the issues identified (approx. 15 minutes)
    o See Identifying, planning and delivering Modeshift Initiatives
12. **Log Completed initiatives** on the Modeshift System. (approx. 15 minutes per term)
    o See Logging Completed Initiatives
13. **Communicate** plans and **successes** with different groups of people (eg parents, pupils, governors, the local community) (approx. 15 mins per term)
    o See Communicating successes
14. **Head Teacher Sign off and Accreditation!**
    o See Sign off and Accreditation

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15. Build upon these successes
   o   See Build on these successes and maintaining your accreditation
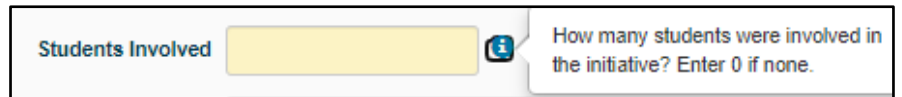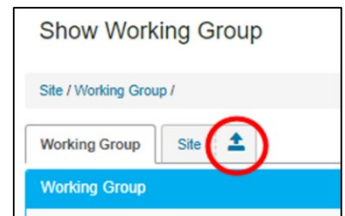
Appendix 1: Hands up Survey Template – to help you complete section 3. One page.

Appendix 2: Site Audit Template – to help you complete section 4. Three pages.

Appendix 3: Levels of Accreditation Requirements – outlines what you need to do to achieve accreditation.

Useful general pointers:

1) You will be logged out after 5/10 minutes of inactivity, so **any unsaved changes will be lost.**
2) When pressing "save" you usually get to an odd page a bit like this → Simply **click the "up arrow" icon** to return to your dashboard.
3) Th**e system can be very slow! Sometimes after clicking you may need to wait 10 seconds.**
4) To **edit anything, click the "pencil" icon**. Nearly everything can be edited so any changes you do make are not permanent.
5) **To add anything new**, make sure you are on the "Site" tab. Then click the "cogs" icon, (right hand side).
6) The black bar along the top has lots of **other useful resources** in the "Guidance List" (see section 6, step 9)
7) **Now is a good time to set up a "Modeshift STARS" folder on your school's local filing system** to store/save information you may download or evidence you collect (you could even save this guide to the new folder!).
8) Lots of boxes, when editing, have a blue "i" – click it for more information.
9) The yellow shading on this box → indicates that it **cannot** be left blank.
10) You can check your accreditation progress at any time by using the "accreditation progress" tab. This will help you understand what you need to complete to gain your accreditation.

Approved Travel Plan (Green) Accreditation

See the STARS Education Accreditation Checklist under the Guidance menu for more detail about what is required for each level of accreditation.

		Summary of Activities Completed	
Aims & Objectives	Complete		
Introduction	Complete		
Site Audit	Complete	Required	Completed
Targets (you must have at least 2 targets)	Incomplete	Targets 2	0
Consultations (2 Planned)	Incomplete	Consultations 2	0
Travel Initiatives (10 Planned)	Incomplete	Travel Initiatives 10	1
Supporting Initiatives (5 Planned)	Incomplete	Supporting Initiatives 5	1

11) There are three "accreditation windows" per year: 31st December, 31st March and 31st July. To gain accreditation you must submit your travel plan before one of these dates. If you miss the date you will have to wait until the next window to gain accreditation.
12) **Take videos and photos** of the issues you are trying to address and the activities you put on. This will be good for evidence and for promoting your progress and successes with parents and residents. Before and after photos are great to show the progress you make!

Click here to return to the top of the document

1) What is Modeshift STARS and why are Travel Plans Important?

A school travel plan sets out how a school will promote safer, active and sustainable travel, with the main emphasis on reducing the number of journeys made by private vehicle[1]. When young people walk, scoot, wheel or cycle to school instead of being driven, it improves their mental and physical wellbeing, as well as their readiness to learn. Plus, it reduces air pollution and congestion outside school, as well as having positive environmental effects. Ultimately, the purpose of the travel plan is to help schools to address travel, and wider, issues, many of which link directly to active travel.

Modeshift STARS is an online platform which supports schools to:

- Create, develop and implement a travel plan
- Collect data on and monitor levels of active/sustainable travel
- Plan, deliver and evaluate initiatives to increase levels of active/sustainable travel and reduce congestion

The system is free for all Greater Manchester Schools to use and schools who get involved can gain a nationally recognised accreditation. There are five levels of accreditation, from entry level "Approved", through "Good", "Very Good" and "Excellent", to "Outstanding" for these schools committed to reducing the number of pupils who travel to school by private vehicle.

TfGM and your Local Authority can support you through the accreditation process. We host support webinars every half term – email active.travel@tfgm.com to find out more about these.

[1] School Travel Plans | Living Streets

2) How to get set up on Modeshift STARS.

Using Modeshift STARS is completely free for all schools in Greater Manchester, but you must have a log in to use the system.

To get a log in, head here https://modeshiftstars.org/contact-us/stars-education-contact/ and complete the short form. Once approved by your local authority rep you will receive an automated email with your log in details.

Once you have done that you can log in here: https://system.modeshiftstars.org/K4HB75W

You will be taken to your school's Modeshift Dashboard. Here you will need to **double click your school's name** to progress to a second screen with several grey tabs "Site", "accreditation progress", "Introduction" etc. Click the tabs to see what's there. Don't worry, you can't break it or cause any damage.

Over time the system will become more familiar but for now you don't need to worry about all the features – this guide will explain them gradually in turn as and when you need to know about them.

If you would more support we host half termly drop in webinars, or can provide support via email. Please email active.travel@tfgm.com and include "Modeshift Stars" in the subject line.

3) How to conduct a Whole School Hands Up Survey

This survey will act as your baseline dataset. It will record how your pupils (and staff) get to school currently and how they would like to travel in an ideal world. The survey needs an 80% response rate from pupils (primary schools) (70% for secondary schools), hence it is important that all classes complete the survey. Staff also need to complete the survey, with at least a 50% response rate. Here, the pupil survey is covered first. The staff survey follows a similar process and is covered further down.

There are two ways to conduct the survey:

1) Online, directly on the Modeshift Platform (strongly recommended) (see below)
2) On paper (see next page)

You can use a combination of both methods in your school if you need to, the important thing is to get the 80% (70%) response rate otherwise it won't count. If you need to, you can conduct the survey over the course of a few days however this is to be avoided if at all possible. The Living Streets WOW program collects similar data but unfortunately the data is not cross-compatible.

Pupil Surveys

If **conducting the survey online** through the Modeshift Platform:

The system has and inbuilt survey function which **does not require teachers to have a log-in** to Modeshift STARS (but you, as the Modeshift champion, will need to log in to access and share it).

1) **Log in** to Modeshift Stars: https://system.modeshiftstars.org/K4HB75W
2) **Make sure you are on the "site" tab** (see below)
3) **Copy the 'Survey Link'.** It will look like:
    https://system.modeshiftstars.org/K4HB75W/Modeshift/Item.aspx/show?key=UNIQUE_NUMBER&access=public
    (make sure the link is the one which **ends in "access=public"** so staff members can complete the survey)

4) **Share this link with your colleagues** so that they can complete the survey with their class. e have provided some suggested email text below to assist you. Ideally, set a date for all classes to do the survey and make a big deal about it – it will be the benchmark for all the progress you will make over the coming months, and years! And is a good time to get teachers and pupils involved in the accreditation process.

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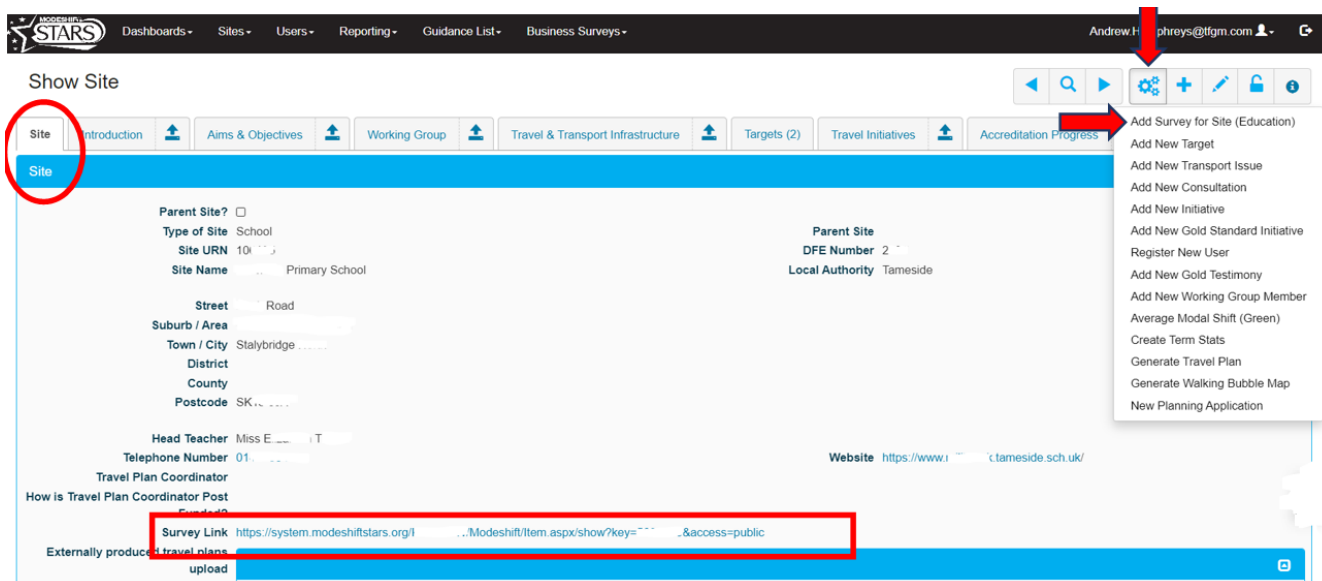
Suggested text for you to send to your colleagues:

How our pupils get to school makes a big impact on their readiness to learn, as well as their mental and physical health. Our school is undertaking a travel survey to find out how our pupils and staff get to school. We need all our pupils (and staff, separately) to complete the survey .The survey should take no more than 5 minutes to complete. Please follow the steps below to complete the survey:

1. Click here to be taken to the Modeshift STARS system (**ADD LINK, see Step 3 above)**
2. Under "Survey type" **select "student".**
3. Enter the survey responses for your class. Please note:
   a. **boxes shaded in yellow are mandatory**
   b. the "total actual" and "total preferred" auto calculate and **must be equal to each other**.
   c. Staff should NOT include their responses in the student survey, a separate survey will be circulated. (or compete the survey again and select "staff-individual").
4. Be sure to select the '**Save'** option before closing the web page!
5. You will be automatically logged out and redirected.

All classes will be doing the survey on **(INSERT DATE)**.

Please ask all pupils to say how they currently get to school, then ask them all to say how they would like to get to school. You could also link this to physical exercise, using a map/planning a journey, road safety and how to cross a road/travel independently, mental health/wellbeing, the environment/air quality or any other transport topics if you wish.

Please let me know if you have any issues. Thank you!

If completing the survey on Paper:

Sometimes it is not possible to use the link above, so paper versions of the survey should be circulated, along with some guidance for your colleagues, explaining what the survey is for (see suggested text above).

A **template** you can **print** and hand out is **included in appendix 1.**

Once all classes have completed their survey, **the best thing to do is compile the results and add them up into one big survey for the whole school** (or at least one survey per year group). This will make uploading the results onto the system much quicker and save you time in the long run. This could be a task for the eco-council or road safely champions or similar if your school has these. If you are struggling with processing the data let your Local Authority rep know and they might be able to help.

Once you are ready to upload the results:

1) **Log in** to Modeshift Stars: https://system.modeshiftstars.org/K4HB75W
2) Make sure you are on the "site" tab. (see screenshot above)
3) Click the **cogs** (top right).
4) Select "**Add new survey for site (Education)**".
5) Type the data from your survey into the relevant boxes.
6) Click save!

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NOTE: as a security feature, **every time you submit a survey you will be logged out**. Follow steps 1-6 above for each separate data set (compiling your results into one/a few surveys will reduce the need for this).

Staff Surveys:

You *can* conduct a staff survey by circulating the survey link as outlined above. Staff then simply select "Staff Individual" and fill it in.

However an easier way of doing this is by collecting and collating the data yourself, then spending 5 minutes uploading the results. The best way of doing this is by circulating a Microsoft Form, Google Form or other online or paper survey (if using a paper survey you could use the template in appendix 1).

==We have created a Microsoft Form for you to use.== This survey also contains three optional questions for staff to raise concerns or comments on active travel. **This has been specifically designed to count as one of your consultations as well** (see section 6). Follow the link below, you *MUST CLICK* "**duplicate it" at the top**.

https://forms.office.com/Pages/ShareFormPage.aspx?id=QAUSO1_dqEeyat74NnnooGj_BZkHYcRFquOX_SOwwJ JUM0FUT0hBVE1CUVA3R0ZRUkdBVlVFVUM5TS4u&sharetoken=MGtpxKtadsZCyENbLnsv

DO NOT SHARE THE LINK ABOVE WITH STAFF – the responses will not be logged.

Once duplicated you can then share **your** link (direct from Microsoft forms) by clicking "collect responses" and copying and pasting the link. Make sure "anyone can respond" is ticked.
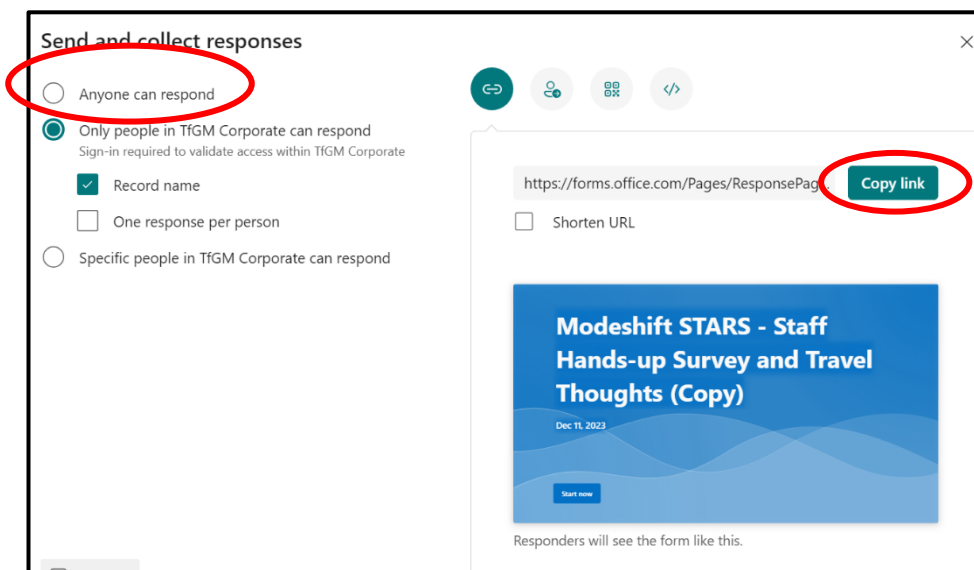

Alternative option:

If you share files to the cloud (eg Microsoft SharePoint, Google docs.) where multiple people can edit a document simultaneously you could set up a simple spreadsheet where staff add their own answers (anonymously if they wish). You could then use this data to fill in a "Staff Collective" survey.

Click here to return to the top of the document

4) What is a Site Audit and how to complete one

A site audit is just a review of what facilities the school has, and what the roads, pavement and crossings are like around the school. This helps set the context for your travel plan and will likely help you identify issues, challenges (and good things!) people might experience when trying to travel to school by active modes. This will feed directly into helping you set aims, objectives and targets later on (sections 7, 8 and 9) and will prepare you for your consultations too (section 6).

The site audit is a relatively quick process and is well suited to including young people (eg Eco-council, or as part of a wider class activity or min "field trip"). A template is included in **appendix 2 and is highly recommended.**

If young people are involved it counts as one of your consultations (section 6).
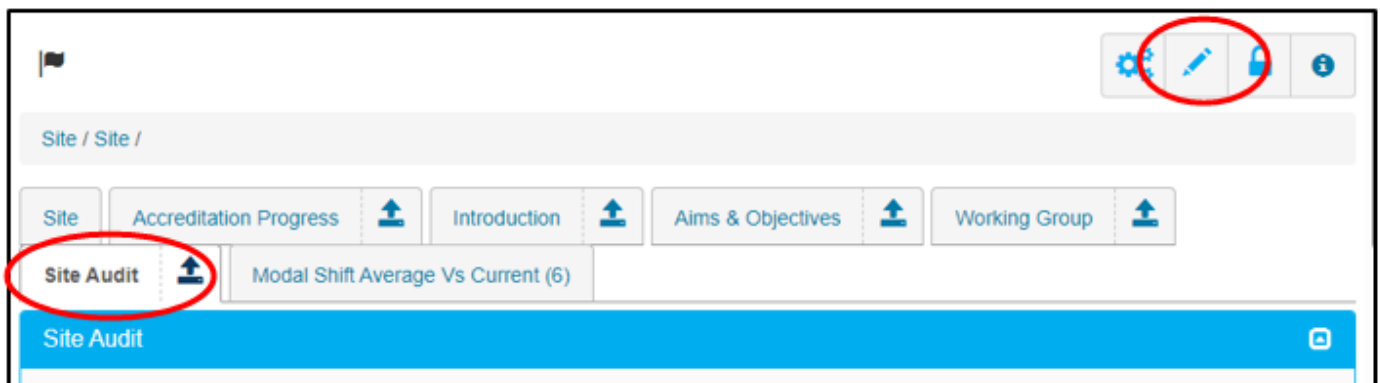
1) **Log in** to Modeshift STARS here.
2) Find and **select the "Site Audit" tab**
3) **Click the pencil** icon to edit.
   There are seven short sub sections to complete, most of which are self-explanatory:
   i)   Site Audit – just write your name and the date the audit was completed.
   ii)   Transport links
           Here you need to input a few sentences about how people could access the site by different modes. Some, such as "rail access" may not be applicable, if so, just state "no rail provision".
   iii)   School Streets – leave blank unless you have a School Street (more info here)
           If you **do** have a school street, select yes. You do **not** *need* to include evidence but if you have a map or plan or other evidence it is good practice to include it.
   iv)   On-Site Facilities
           What the school has. Your business manager or caretaker might be able to help here.
   v)   Car Travel – if any field is zero, you will need to enter "0" in order to save.
   vi)   Fleet Vehicles – enter "0" as needed, this cannot be left blank.
   vii)   STARs Audit (with two further sub sections: Crossings and Further Questions)
           Click "Download template" if you are doing this with young people. It is a good resource.

NOTE**: you do NOT need to do the "Engineering and Planning Measures" section** unless you are doing Modeshift STARS as a condition of a planning permission application.

If you have used the template and involved some of your young people (highly recommended) you will need to transcribe one of their sheets (or your own!) onto the system. It will also count as a consultation.

4) **Once all relevant aspects are complete, press save.**

Click here to return to the top of the document

5) How to set up a Working Group

The working group is a small group of people who use the Modeshift System, promote any Modeshift activities and champion active or sustainable travel. This could be a pre-existing group eg Eco-Council, Road Safety Champions, Sustainability group or a specific Modeshift STARS/transport group.

Your working group should have one member of senior leadership and two pupils at a minimum, but it could be as many teachers and pupils as you wish. Meetings do not have to be formal or specific to Modeshift STARS.

To add a working group on Modeshift STARS:

1) Log into Modeshift STARS: https://system.modeshiftstars.org/K4HB75W
2) Click the "Working Group" Tab:
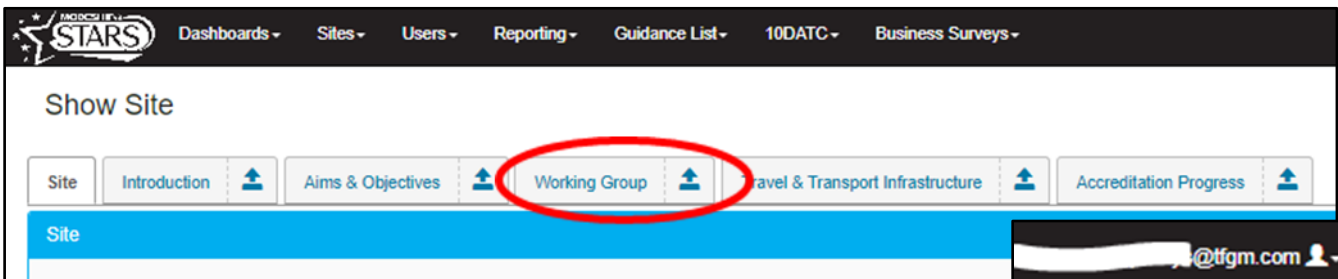
3) To add members, **click the pencil** icon (top right of the screen) to edit →
4) **Simply type** their name and select their role from the list. New rows will appear as needed. You can add, remove or edit in the future too.
   IMPORTANT: when adding pupils, **do not name them**, instead type "pupil" and their initial eg "Pupil S"
5) Don't forget to **press save**. After you press save, **click the arrow** to return to your school dashboard →
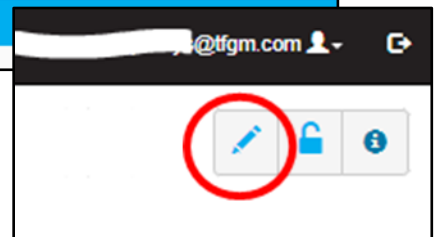
6) When you meet, make sure you **add notes and upload evidence**. Follow steps 1, 2 and 3 above, then click the "chose file" button to add the evidence.
   Evidence could be a copy of the minutes, or just a photo of the meeting.
   Evidence is only a requirement for a "very good" travel plan, so while it is best practice to include it, it is not vital.
   Remember your meeting does not have be formal or specific to Modeshift, it can be a 10-minute chat or your standard eco-council meeting (as long as transport is discussed).
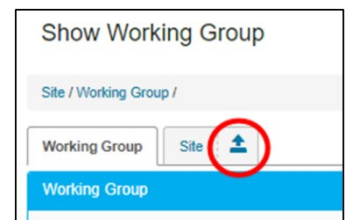
A useful note on filing: On your school's filing system, it is a good idea to have a dedicated "Modeshift" folder so it's easy to find the evidence, and it's all stored in once place.

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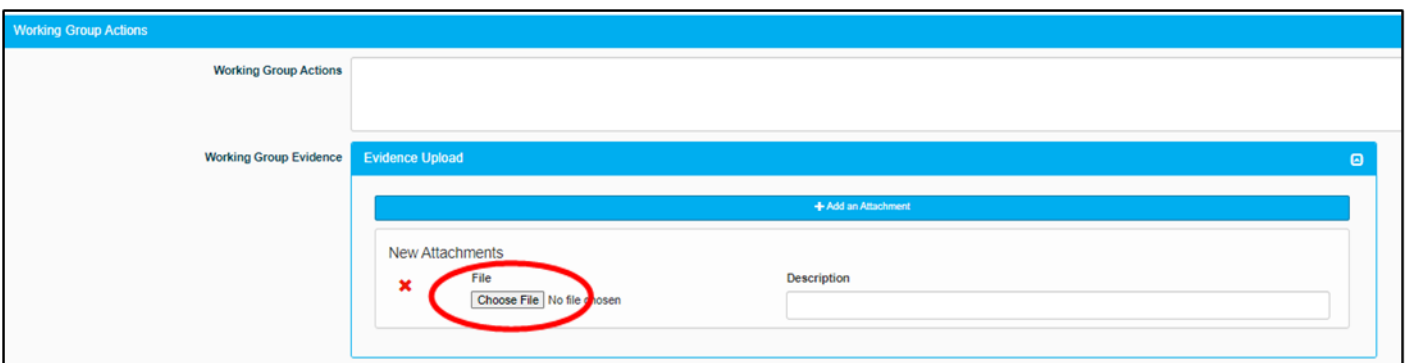
6) How to conduct consultations on Modeshift STARS

Understanding people's views and concerns about active/sustainable transport is important in shaping your aims and objectives and changing behaviours.

To get your "Good" level of accreditation you must conduct at least two consultations. Pupils, parents, staff, senior management, governors, local residents, the Local Authority, or any other group impacted by the way pupils and staff get to school are all groups you could consult (you can consult with the same group multiple times but in different ways). **The consultations do not need to be onerous or formal.**

If your pupils are involved in the site audit (see section 4) then this will count as one consultation.

If your staff give feedback on their barriers/transport issues this counts as one consultation.
TfGM's survey linked in section 3 is specifically created to do this.

Modeshift have created a detailed list of consultations which you can download and view. **If you have not yet conducted any consultations, skip to guidance** below to find this list first, then come back to step 1.

1) **Log in** to Modeshift Stars here.
2) Make sure you are on the "**Site" tab**. (see screenshot below)
3) Click the **Cogs** (top right of the screen)
4) Select "**Add new Consultation**"
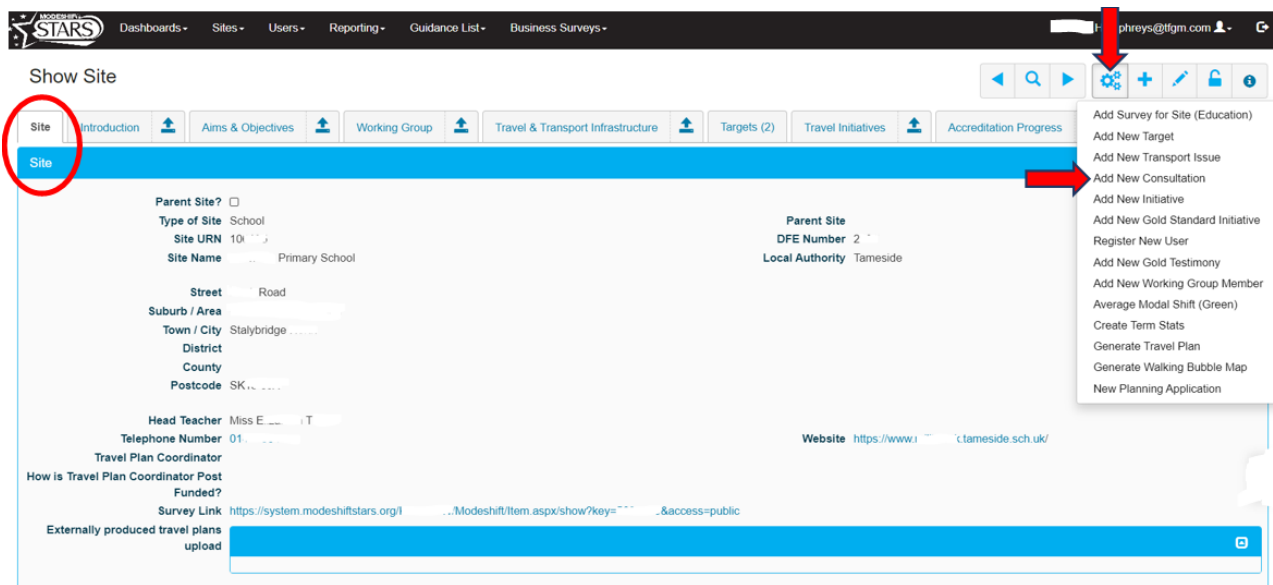
5) Work your way through the boxes
    a. "**Type**" and "**Consultation**" are drop down options
    b. "**Consultation title**" should be short, simple and clear (and *could* be the same as the "consultation" type)
    c. "**Person(s) responsible**" is the name of the member of staff (or third party) who delivered the consultation (if you are not sure, just put your name)
    d. "**Completion date**" is the final date of the consultation (if you can't remember the exact date, put your best guess)
    e. "**Students Consulted**" and "**adults consulted**" are OPTIONAL
    f. "**Status**" should be "completed" (if the consultation has not been completed, please wait until it has been completed).
    g. "**Evidence Upload**" – it is always best practice to add evidence (a copy of the consultation, or its results, or a picture of it taking place) but it is not compulsory for "Good" level of accreditation.

9

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     h. **"Add Another"** is for if you are uploading more than one consultation (if so, select "yes")

6) Don't forget to **press save**.
7) Press the arrow to return to the school dashboard →
8) Repeat steps 1-7 for your other consultations as needed.
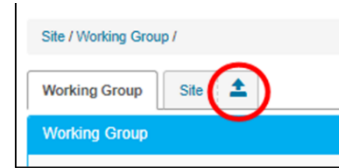
Modeshift STARS Guidance Documents

1) Click on "**Guidance List**" on the black bar at the top of the page and **select "Resources"**
   a. We focus on one specific "resource" here, but the "Guidance" and "Resources" tabs have lot of useful information you might wish to read.
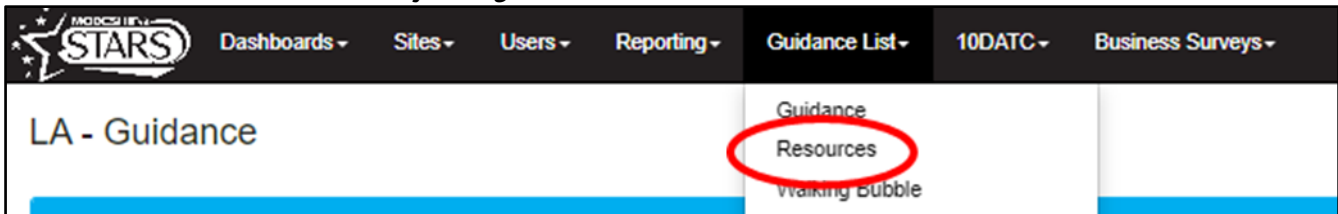
2) A whole range of Resources will appear. **Find "Initiatives and Consultations for Schools"**
3) Click the **blue *page* icon** →
4) Then, either:
   a. **View online** by clicking the **blue *eye* icon** (eyecon...?) or,
   b. Download to your computer by clicking the blue *download* icon
5) **Navigate to the relevant section** (pg 24 onwards) and decide on some consultations you would like to do.
   a. Parents, pupils and staff are the easiest targets.
   b. The guidance mentions "in-depth surveys". This could be a simple 5 question survey
   c. Microsoft Forms is a good way of collecting data – additional guidance available on request. Or click here for an Introduction to Microsoft Forms - Microsoft Support
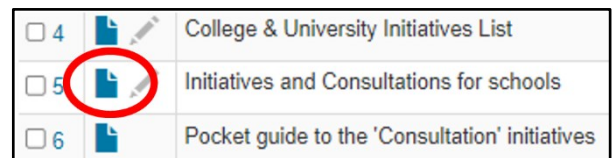
6) **Once you have conducted a consultation**(s), complete steps 1 to 8 above.

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7) The Introduction Tab

This tab sets out the background to your school and should contain sufficient detail for someone who is not familiar with your school to understand. It needs to be reviewed at least once a year. Completing this tab should be very self-explanatory and there is guidance on the system (click the blue "i" icon next to the boxes), but here are some other tips:

1) Click the pencil icon to edit.
2) It is recommended that you do NOT include a **site logo.**
3) If **the map** is no centred correctly, remove the postcode and retype it. When you save it should centre correctly. If not, remove the spaces and try again.
4) "**Introduction to our site**" and "**local amenities**" should both be at least **two sentences long**. The introduction box is for the catchment area in general while amenities is about specific facilities close to school.
5) The **school travel policy** is optional and is something you might want to return to following accreditation/ later in the process.
6) **Number of volunteers** is only to include those volunteers who are regularly (at least once a week) involved in the school's operations (this number is included when calculating hands up survey responses – section 3)
7) **Opening hours**: if an external group uses your facilities (eg school hall) this should be reflected in the "other timings" box.
8) **Site planning details** are NOT required
   (Unless you are gaining your accreditation as part of a planning condition)
9) **Additional information** is NOT required.

8) Identify Travel and Transport issues

Your travel plan is designed to improve the lives of the pupils, staff and any other local stakeholders. Hence identifying issues and planning ways to overcome them is vital. This links into setting your aims, objectives, targets and initiatives. The consultations you have conducted might identify new issues, but you can also use a known, ongoing issue too.

To gain Good level of accreditation you must have identified at least one **current** issue. *Resolved* issues do not count towards accreditation.

1) Log in to Modeshift STARS:
2) Make sure you are on the **"site" tab.** Click the **cogs icon.**
3) Select "**Add new Transport Issue**"
4) Work your way through the boxes. It should be self explanatory. It can be a simple/generic issue.
   a. **Only enter a date in the "resolution date" box if the issue has been resolved.** If the issue has been resolved it will NOT count towards your travel plan/accreditation. So once you have resolved the issue you will need to repeat steps 1-4 with a new issue.
5) **Evidence is mandatory**. A picture of the issue works well, or a copy of an email/complaint/feedback.
6) When ready, press **save**.
7) In a year's time you will need to review the issue to see if you have resolved it.

Click here to return to the top of the document

9) Setting Aims and Objectives for your School

You should by now have data on how pupils and staff travel to school (section 3 – hands up survey) and understand the barriers and opinions stakeholders have regarding active/sustainable travel (section 6 – consultations). This should guide you in setting your aims, objectives and targets for your school. Your Working Group (section 5) should be included in deciding these. You might already have pre-existing aims/objectives which you can use.

- **Aim(s)**: the overall goal your organisation wants to achieve eg "reduce congestion around school".
- **Objectives**: general actions you will undertake to achieve the aim, eg "develop a School Steet" and "take part in Walking Month (October) to promote active travel instead of driving".
- **Targets**: Milestones you will achieve on the way to meeting your aims and objectives, eg "reduce car usage by 5% by July 2026". Targets should be Specific, Measurable, Achievable, Relevant and Timed (SMART), and link to your aims and objectives.

1) **Log in** to Modeshift STARS and click the "**Aims and Objectives**" tab
2) Click the **pencil icon** (top right of the screen)
3) State your aim. This is a general/broad statement around active travel/sustainability/air quality/ wellbeing that you wish to achieve
4) State your objectives. You should have at least two. These can be bullet points and should link to the objective. It should link to your school's wider objectives and there should be sufficient detail.
5) Press save and click the "up arrow" icon to return to your school's dashboard.
6) You should review your aims and objectives at least once a year to make sure they are appropriate.

10)   How to set targets for your school

To get *Good* level accreditation you need to have two targets which you have not yet achieved. It is suggested that only one of these is a "Student Mode of Travel" target (i.e., changing the behaviours of how pupils get to school). The other could be focused on staff's travel habits, or the more general ethos of the school (e.g., "take part in Road Safey Awareness Week (November)" or another campaign, or "establish an Eco or Transport-Council" or "take part in the Living Streets WOW Travel Tracker". All targets should be achievable within 3 years, if not quicker. Some could be achieved within a term, there is no right or wrong.

1. **Log in** to Modeshift STARS. Make sure you are on the "**Site**" tab.
2. Click the **Cogs** (top right of the screen) and select "**Add new Target**"
3. Work your way through the boxes:
   - **"type":** who is the target aimed at? "Mode of travel" means changing the travel habits eg "increasing walking rates by 10% within 2 years".
   - If you select a "mode of travel" target, more options will appear. When you select the mode of travel, it will automatically populate "this year's %" and "preferred %" (this comes from the hands up survey, hence why its important to do this first). **Use these numbers to guide your "target %".** There is no point having a target of 80% of pupils walking to school if only 50% currently walk.
   - **"description":** a brief description usually suffices, unless your target is complex, or you selected "**other**" as your type of target.
4. Don't forget to **press save.**
5. Repeat steps 1 to 4 for your other target(s).

IMPORTANT NOTE: if you have achieved your target/ the "due date" has passed, **the target will no longer count** towards your two targets required for *Good* accreditation. If this happens, this is a good thing! Simply add a new, more ambitious target or update the date for a realistic future date.

Click here to return to the top of the document

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11) Identifying, planning and delivering Modeshift Initiatives

This is _**the**_ **key part of Modeshift STARS**. The initiatives are things you can do as a school to try and change the way people come to school, and how they view active travel and sustainability issues more broadly.

To get your _Good_ level of accreditation you need to have _completed_ 10 **travel initiatives** (yellow boxes below) and 5 **supporting initiatives** (green boxes below). You are likely already doing a lot of things which count towards your accreditation. Anything which you have done in the past two years can count toward your accreditation. Any initiatives you do, try to capture evidence of (a photo of it in action, the PowerPoint, a copy of an email/letter etc) – save these in your Modeshift folder.

The document you viewed/downloaded when doing you Consultations (see Section 6, Step 9) has more detail and examples of what you could do (pages 3 to 23) but a summary of the initiatives can be found below.

NOTE: Each section has an "other" option, so if you do something that is not listed it probably still counts as "other".

Sometimes doing one activity can tick off multiple initiatives, which is encouraged.

TfGM have created an "Active Travel School Calendar" which lists national campaigns and when they happen. Often these campaigns have lots of free resources you can use, and participation counts towards your accreditation. If you do not already have a calendar, please email active.travel@tfgm.com to get one.

IMPORTANT: Each initiative code (eg "W1") will only ever be counted once towards your total number of initiatives delivered, even if you completed it multiple times per year but with different year groups, or log it every year.

Modeshift STARS Education Initiatives Guide

MODESHIFT STARS EDUCATION

Walking & Scooting—Travel

Code	Description
W1	Living Streets WOW Campaign
W2	Living Streets Next Steps to Secondary campaign delivered
W3	Local Walking Reward Scheme
W6	Living Streets Walk to School Week
W7	Walk to school month
W8	5 / 10 Minute walking zone in place
W9	Educational / Curriculum Walks
W10	Walking bus in place
W11	Walking trips
W12	Scooter storage installed
W13	Scooter club
W14	Active travel breakfast
W19	Parent shelter installed
W25	Secure buggy storage installed
W16 - 18	Other walking/scooting initiative

Cycling—Travel

Code	Description
C1	Dr Bike/cycle maintenance sessions
C2	Cycle parking installed
C3	Bikers Breakfast
C4	Opportunity to practice cycling skills at break time
C5	School takes part in Sustrans Big Walk & Wheel
C6	Cycle competitions/ schools cycle challenge
C7	Cycle reward scheme
C8	Bike week
C9	Cycle club in place
C10	Pool bike system in place
C11	Cycle purchase scheme for staff
C12	Bicycle Security Marking
C13	Cycle rides/excursions
C14	Cycle Train / Bike Bus in place
C15	Bling Your Bike Day
C20	National Cycle Challenge
C16 –18	Other cycling initiatives

Road Safety & Training—Travel

Code	Description
R1	Cycle training for pupils (E.g. Bikeability)
R2	Learn to Ride
R3	Balance Bike Training
R4	Scooter training
R5	Pedestrian skills training
R6	Independent travel training
R7	Young Driver Training
R8	Cycle training for staff and / or parents
R9	Road Safety assembly/ presentation
R10	Be Bright Be Seen Activities
R11	School invites experts/organisations to talk about personal safety
R12	Safety around large vehicles training
R13	Use of transition resources
R14	Pupils monitoring traffic
R15	School has lobbied for installation of traffic calming outside of school
R16	School has lobbied for installation of safer crossings on the route to school
R17	School has lobbied for installation of 20mph zone outside of school
R18	Road Safety Day/Week
R23	In car safety training for young adults
R24	Nursery teaches road safety & active travel messages
R19 - 21	Other Road Safety & Training initiatives

Air Quality—Travel

Code	Description
AQ1	School promotes car sharing
AQ2	Car free days
AQ3	Car free zone in place
AQ4	Park and walk/stride scheme
AQ5	Removal of car parking spaces
AQ6	Highway code is promoted to students, staff and parents
AQ7	Parent parking campaign
AQ8	Parking Pledge Scheme
AQ9	Eco Driver Training
AQ13	Anti Idling Initiative
AQ14	Air Pollution Promotion
AQ15	National Clean Air Day
AQ10 - 12	Other Air Quality initiatives

Public Transport—Travel

Code	Description
PT1	Public transport used for school trips
PT2	School promotes public transport
PT3	School promotes responsible behaviour on public transport / has bus behaviour policy
PT4	Private coaches for school trips pick up and set down in safe / accessible places.
PT5	School promotes young person's travel card scheme
PT9	Catch the bus week
PT10	School has anti-bullying policy for school transport/public buses
PT11	Hop Off - get off two stops early
PT6 - 8	Other public transportation initiatives

Promotion—Supporting

Code	Description
PR1	Newsletter
PR2	Info sent to residents / School communicates with residents
PR3	Local media / Schools gets local media attention
PR4	Presenting to/ sharing ideas with other schools
PR5	Distributing cycling and public transport maps
PR6	School has an active travel policy
PR7	Travel information on notice board
PR8	Competitions run & promoted within school
PR9	Assembly
PR10	Social Media Campaign
PR11	Sponsored events
PR12	Parents' evenings/ Induction evenings
PR13	Information on website
PR14	Councillor/ MP/ Mayor invited to an event
PR15	Within the Prospectus
PR16	Letter from Head Teacher to Parents
PR17	New parent pack
PR18	Transition activities
PR19	School Railing Banners
PR20	JTA/YTA/JRSO in place
PR21	Travel to school information maps created
PR27	Active travel shop/enterprise
PR22 - 24	Other Promotion method

Curriculum—Supporting

Code	Description
CU1	School takes part in competitions promoted by others
CU2	School teaches the health benefits of safe / active travel
CU3	School teaches environmental benefits of active travel
CU4	Theatre in Education on sustainable travel or road safety
CU5	Bike maintenance lessons
CU6	Cycling lessons (PE)
CU7	Road safety lessons
CU8	Pupils use school travel survey data from STARS in lessons
CU9	School uses Living Streets WOW Travel Tracker to collect data
CU13	School collects postcode data
CU10-12	Other Curriculum initiatives

Partnerships—Supporting

Code	Description
P1	School works with Police/ Safer Neighbourhood Team/ PCSO to promote safe & sustainable travel
P2	School works with other schools to promote safe and sustainable travel
P3	School presents their work to other groups
P4	School works towards the Sustainable Schools Framework
P5	School works with Local Councillors/Mayor/MPs
P6	School has achieved Eco School status
P7	School works with local residents/ resident associations to promote safe and sustainable travel
P8	School works with local charities/ NGOs to promote safe and sustainable travel
P9	School works with local sport/ health partnerships to promote safe and sustainable travel
P10 - 12	Other Partnership initiatives

Supported by **Department for Transport**

12)   Logging Completed Travel or Supporting Initiatives

Once you have completed an initiative (or several) you will need to log it on the Modeshift System. The process is similar to logging completed consultations.

You need to have <u>completed</u> 10 Travel *and* 5 Supporting Initiatives (ideally all with evidence) to get your *Good* accreditation. See above for the full list.

Initiatives can be backdated but do expire after three years.

1) **Log in** to Modeshift STARS and make sure you are on the "**Site" tab.**
2) Click the **cogs icon** and select "**add new initiative".**
3) Work your way through the boxes. If you have more than one initiative to log, make sure you check "yes" to "add another initiative?" at the bottom <u>before</u> saving**.**
    a. "**Type**" relates to the headings in the image in Section 11 (eg "Walking and Scooting – Travel")
    b. "**Action**" relates to the items listed in the image.
    c. "**Action title**" is optional but if you select "Other" in your action please include a brief title.
    d. **"Person responsible"** is the person or third party who delivered the initiative (eg Head of Year for an assembly)
    e. **"Target Date"** is when you hoped to compete the initiative. If already complete put the same date as the **"completion date"** (can be approximate if you can't remember exactly when you completed it). Initiatives expire 3 years after this date.
        i. **If you have not completed the initiative, you can mark it as "Planned" in the "status" box.** Planned initiatives do not count towards your *good* accreditation. This can be useful but it is usually better to wait until the initiative is completed before logging it.
    f. **"Reporting"** should include what you did, who took part, what successes/feedback there was. <u>You should write between two and five sentences</u>. If you have not completed the initiative, here is where you write what you *intend to do.* (although "planned" initiatives are not best practice).
    g. **Students/Adults involved** include those who organised AND benefitted from the initiative.
    h. **Evidence Upload** is optional (but <u>strongly</u> encouraged). A picture of the initiative taking place or PowerPoint will be perfect. Save this evidence in your Modeshift folder to find it easily.
    i. "**Status**": Planned = not completed and will **not** count toward your accreditation. Once completed you will need to return and change the status to "complete" and add you evidence.

IMPORTANT: **Any initiatives without evidence will NOT count toward your *Very Good* level of accreditation.** They do still count towards you *Good* level of accreditation but it is always best to try and include evidence if you can, especially if you have future plans to move up the accreditation ladder.

To view and edit your initiatives, navigate to the "Travel Initiatives" or "Supporting Initiatives" tab and select the initiative you want to review. Use the pencil icon to edit. You can add evidence to old initiatives in this way too.

13)   Communicating successes

Keeping people up to date with all the progress and activities you have done to address the transport issues is really important and it counts towards your "supporting" initiatives. Keeping people up to date will mean they are more likely to change their behaviour, resulting in better outcomes for parents, pupils, the school and residents. Try and promote something every term either in a letter/newsletter, assembly, at parent's evenings or other parent meetings. The more you normalise active travel, the more it will become embedded in the ethos of the school. If you want, you can tag @BeeNetwork to your social media posts!

14)   Sign off and Accreditation

Once you have completed everything for a certain level of accreditation (use the accreditation progress tab to check), you will be able to "submit" your application. You can do this **at any time.** When you submit your application, you will need a "statement of endorsement" from someone in the Senior Management Team. This is a short paragraph about the work you have completed and the impact it has had on the pupils, staff and wider community. Reasons for your motivation to gain accreditation are also good to include. Future plans could also be included.

Once this is done, it will then go to your Local Authority representative who will review everything and then approve your application. The LA rep will review applications in the two weeks after the three annual "accreditation windows": 31st December, 31st March, and 31st July. Approved applications then go to Modeshift STARS for processing and final checks. Your school will gain its accreditation about 1 month after the accreditation window closes. If you miss the date you will have to wait until the next window to gain accreditation.

You will also receive a certificate for you to display. Your local authority rep should keep you updated about this. The certificate could be presented as part of a photo shoot too, and shared.

15)   Build on these successes and maintaining your accreditation

Well done on gaining your accreditation! The hard work you have put in will have positive impacts in many areas! Make sure you publicise the fact that you have your accreditation and what it means to the school.

To ensure you continue to have a positive impact on pupils, staff and the wider school community there are few things you should do every year to maintain your accreditation. Maintaining your accreditation is a simple process. **Every year you should complete:**

- at least one hands up survey so you build up a record of data and can see the change you are having on travel habits.
- *at least* three new initiatives and *at least* one new consultation
    - *You should log ALL initiatives/consultations you do each year. Accreditations will expire after 3 years*
- review the *introduction* tab to ensure that it is up to date (especially number of pupils/staff)
- review aims, objectives, targets and current transport issues
    - Remember, if your transport issue or target has been completed/resolved then it will not count.

This should take no more than 1 hour in total across the academic year. Ask your LA Modeshift Rep for help if you need it.

We hope you want to aim for your "very good" or even "excellent" or "outstanding" levels of accreditation to keep having an impact on travel habits. If so, get in touch with your local authority to see how they can support you. They can also talk you through the requirements of these levels. A brief outline is provided in appendix 3.

Click here to return to the top of the document

Appendix 1: Modeshift STARS Hands Up Survey – Paper Version

We are on a journey to understand and improve how our pupils (and staff) travel to school and are using the Modeshift STARS platform to help us.

An important step is understanding two things:

1) How do we currently *usually* get to school?
2) In an ideal world, *how we would like* to get to school?

Please ask all pupils to say how they currently get to school, then ask them all to say how they would like to get to school.

This is also a good opportunity to open up a discussion about physical exercise, using a map/planning a journey, road safety and how to cross a road/travel independently (if appropriate), mental health/wellbeing, the environment/air quality or any other transport or environment topic if you wish.

Date:		Class: (or Teacher)	
Mode of transport	Usual mode of transport		Preferred mode of transport
Walk			
Cycle			
Scooting/Skating			
Public Bus			
School Bus			
Park & Stride/walk			
Train/Tube/Metro			
Car Share			
Car			
Motorbike/motor scooter			
Unknown			
TOTAL (**must** be the same totals)			

Staff Response(s): Please write your current/preferred mode:		

Weather conditions:

Any other comments/observations from pupils or teacher?

Click here to return to the top of the document

Appendix 2: Modeshift STARS Site Audit

A site audit is an investigation of your local area to assess how suitable it is for walking, cycling and other modes of active travel. The findings can be really helpful in identifying issues and in working out what can be done to help people walk and cycle to the site.

Name of School:	
Name of road outside main gate:	
Name(s) of other road(s) surrounding the school:	
Date of audit:	

1. **How can the site be accessed by:**

Walking	....
Cycling	....
Bus	....
Rail	....
Road	....

2. **On Site Facilities:**

Active Travel facilities	
Number of student cycle parking spaces	
Number of staff only cycle parking spaces	
Number of visitor cycle parking spaces	
Are any of these areas protected from the rain?	
Other details of the cycle parking? (eg CCTV coverage? Is it easily accessible? It is well used?)	
Number of scooter parking spaces	

Click here to return to the top of the document

Is there a shelter or covered space for parents to wait in before/after pick-up and drop-off times?	
Are there any storage lockers for those who cycle in to keep equipment (eg spare clothes, a helmet)	
Are showers available for those who cycle in? Are they good? Clean? Big enough?	

Bus and Coach Facilities	
Number of coach/bus parking spaces on school site	
Details of coach/bus parking facilities (include any off-site locations where coaches park for school trips etc)	....
Motorcycle parking spaces	

Car Park Facilities	
Number of accessible/disabled car parking spaces	
Number of car share only parking spaces	
Number of car club only parking spaces	
Number of electric vehicle parking spaces	
Number of electric vehicle charging points	
Number of staff parking bays	
Number of visitor parking bays	
Any other car parking details (is it secure? Is it big enough for all the staff who need it? It is a good/efficient use of space?)	

Fleet Vehicles	
Does the school have its own bus/minibus?	(how many?)
Does the school have its own pool bikes? Are any of them electric?	(how many?)
Does the school have any other fleet vehicles?	

Click here to return to the top of the document

Any other details about the fleet vehicles? (are they well used? Are they well maintained? Are there enough? Why might people choose to use or not use them?)	

Sustainable Travel and Road Safety Audit

What is the speed limit of the road outside the school gates?	20mph	30mph	40mph	50mph	60mph	70mph

What is the speed limit on the other roads surrounding your school?	20mph	30mph	40mph	50mph	60mph	70mph

How many of the following crossing facilities are present within 500m of your school?	
• Pelican Crossings (older style, green man on other side of road)	
• Puffin Crossing (green man signal on same side as button)	
• Toucan Crossing (for cycles and pedestrians – "two can cross")	
• Zebra Crossing	
• School Crossing Patrol (lollypop person)	
• Pedestrian Refuge (island in middle of road to help crossing)	

Is there any traffic calming within 500m of the school? E.g. speed humps or buildouts. • Add details:	Yes	No

Is the main vehicular entrance used for pedestrians and cyclists as well as for cars?	Yes	No

Does the school have a dedicated car park for parents (not teachers)?	Yes	No

Are there any dedicated cycle lanes leading to the school? • Add details:	Yes	No

What is the quality of the pavements like within 500m of the school?	Outstanding	Good	Average	Poor	Inadequate

Any other obstacles or road layout issues within 500m of the school? Any other comments?	

19

Appendix 3 – Requirements for each Accreditation Level

There are 5 levels of Modeshift STARS Accreditation. Approved is the entry level version but we strongly encourage all schools to aspire to the "good" level. Once you have gained "good" then you can set your sights on the more advanced levels! Your local authority/TfGM will be able to support you on your accreditation journey.

	Approved	Good	Very Good	Excellent	Outstanding
Introduction	Y	Y	Y	Y	Y
Aims and Objectives	Y	Y	Y	Y	Y
Site audit	Y	Y	Y	Y	Y
Target (SMART)	2	2	2	2	2
Consultations	2	2	7	10	10
Travel Initiatives	10	10	20	25	25
Supporting Initiatives	5	5	10	15	15
Pupil hands up survey (≥70% / ≥80% response rate)		Y Inc. current academic year	Y Inc. current academic year	Y Inc. current academic year	Y Inc. current academic year
Staff hands up survey (50% response rate)		Y Inc. current academic year	Y Inc. current academic year	Y Inc. current academic year	Y Inc. current academic year
Transport issue identified		At least 1	At least 1	At least 1	At least 1
Working Group			Y	Y	Y
School travel policy			Y	Y	Y
Historic hands up surveys			2	2	3
Reduction in car use			≥1%	≥5%	≥5%
Increase in active travel					≥5%
Excellent/outstanding delivery				Y	Y
Excellent/Outstanding testimony				Y	Y

Click here to return to the top of the document