



## MEMBERS WELCOME PACK

**Thank you for becoming a member of Modeshift for 2017/18. Your membership runs until the 31st March 2018. This Welcome Pack provides you with information about membership of Modeshift and how to access the various resources and meetings available to you.**

### **About Modeshift**

Established in 2007, Modeshift is a not for profit membership organisation funded by the public, private and community sectors in the United Kingdom.

Modeshift aims to secure increased levels of safe, active and sustainable travel in educational establishments, businesses and communities thereby engendering widespread travel behaviour change in the long term. It seeks to do this by representing its members' needs and supporting sustainable travel practitioners through a range of new and existing services.

Using its position as a leading organisation in sustainable travel, Modeshift aims to be the centre of excellence for the promotion of sustainable travel choices in education, workplace and community settings by raising standards of industry delivery. This includes establishing a standard and level of implementation for travel plans, sharing best practice on the provision of travel choices information, and recognising excellence in the delivery of sustainable travel initiatives in schools and workplaces.

Ultimately Modeshift works with its members and partners in striving towards a world in which communities are free to make healthy and sustainable travel choices where active travel is seen as the norm.

### **Objectives**

- To offer services to schools, higher education establishments and workplaces to support sustainable travel delivery
- To celebrate and share best practice in the promotion of sustainable travel choices
- To support long term investment in sustainable travel nationally, regionally and locally
- To be recognised by practitioners as the leading sustainable travel membership organisation in the UK

### **Goals**

- Serve as a voice for its members and others working in the field who support and promote active and sustainable travel to school
- Provide a forum for its members to share ideas and best practice

- Deliver the national sustainable travel accreditation scheme Modeshift STARS (Sustainable Travel Accreditation and Recognition Scheme)
- Offer guidance and updates from Government/national legislation through papers, meetings and seminars
- Signpost funding streams and other forms of support to local authorities
- Secure discounts and offers for members through corporate sponsorship / partnerships

## The Management Board

Modeshift is led by a management board of thirteen voluntary members who are transport practitioners and leaders in the field of sustainable travel. Membership of the Board is open to Local Authorities and other agencies involved in the promotion and facilitation of safe, active and sustainable travel in educational establishments, businesses and communities. The Management Board includes a Chairperson, two Vice-Chairs, Treasurer, Administrator, Comms Officer, Workplace and Communities Officer and 6 Regional Representatives.

## Modeshift Regions

During the Travelling to School Initiative (TTSI) the DfE established Regional Advisors in England to help disseminate new policy and changes to the programme to LA officers. Modeshift feel there is benefit in continuing to offer a Regional Advisor service, with our Regional Representatives covering six areas in England. The six regions in England are as follows –

- North West (NW)
- North East/Yorkshire and the Humber (NEYH)
- East and West Midlands (Midlands)
- South West (SW)
- South East and East (SEandEE)
- Greater London (London)



## Your Regional Representative

Modeshift currently has six Regional Representatives covering all local authorities in England. Your Regional Representative is your local point of contact and starting point for any guidance, support or questions you may have related to Modeshift's services and sustainable school travel.

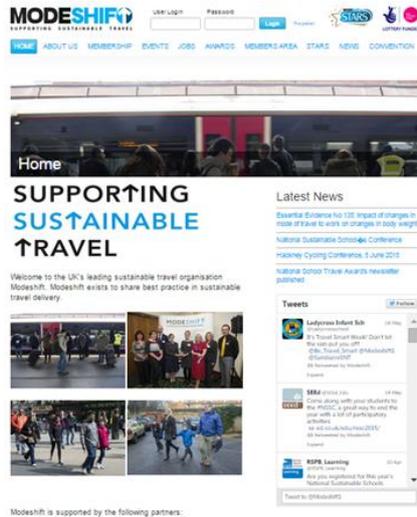
Contact details for your regional representatives can be found in the contacts section.

## Regional meetings

You will be invited to two regional meetings a year- usually January / February and June/ July. All attendees have an opportunity to provide a local update on projects and schemes in their Local Authority, providing a platform for learning about what's going on around your wider area.

We (Modeshift) will provide updates on national policy and schemes linked to active travel, behaviour change and schools, and organise presentations from partner organisations and other relevant bodies about campaigns, research, and new projects.

In our experience these events provide a networking opportunity that is second to none, supporting LA officers to be up to date with evolving policy and learning- keeping us ahead of the game.



## Website

The Modeshift website includes a news, resources and information for educational establishments, workplaces and communities. Local Authority members have a profile with access for unlimited number of users.

### There is a 'Members' area with Knowledge Share and Forum.

Members and Partners can add articles and good practise examples, or ask questions of others. Please email [admin@modeshift.org.uk](mailto:admin@modeshift.org.uk) if you have any queries.

To register for access to the website please go to [www.modeshift.org.uk](http://www.modeshift.org.uk)

## Newsletters

### Modeshift STARS newsletter

Three STARS newsletter will be published each year. They are available for LAs and schools registered for STARS. It includes information and articles to help you communicate with schools about sustainable travel, summarising relevant articles and research that support schools work on active travel – providing information linked to obesity, healthy lifestyles, the environment and road safety. The schools newsletter will also include competitions and offers from partners and supporting organisations.



### Modeshift members weekly digest

Sent every Friday, our digest contains latest news articles, job posts and forum discussions. From time to time the digest will include information from our partners and we welcome articles from members too. The Comms Officer [info@modeshift.org.uk](mailto:info@modeshift.org.uk) produces the weekly digest.

## Free job advertisements

Members and Partners can advertise travel and transport vacancies on our website, reaching an audience of professionals involved in the delivery, promotion and planning of safe, active and sustainable travel in educational establishments, businesses and communities. Simply email [admin@modeshift.org.uk](mailto:admin@modeshift.org.uk) with details of the vacancy.

## National Convention/ Annual General Meeting



**Your membership includes one space at the National Convention.**

This year's Convention will be hosted on the 9th and 10th November 2016 at Sheffield City Hall, Barkers Pool, Sheffield S1 2JA. Registration for the Convention usually begins at 10.30am, with the second day finishing mid-afternoon to allow for your return travel at a reasonable time. The awards dinner and ceremony will be on the evening of 9th.

**Your membership includes one space at the Convention, including all catering and accommodation.** To guarantee your space you must register at the Modeshift website (events section) by the end of September. If you fail to register in time, then the space included with your membership will be offered out. Local Authorities who have paid for additional spaces must also register by the end of July. There is a 50% cancellation fee on all additional spaces.

## National Sustainable Travel Awards

Our Annual Awards are designed to recognise and reward Modeshift Members for schemes, projects or other activities that support and encourage sustainable travel, by highlighting best practice, showing innovation and being inspirational.

Members are invited to nominate initiatives they have been involved with, or those that have been undertaken in their area, that demonstrate the sustainable travel work of education providers (schools, colleges, universities), workplaces and community groups.

Categories normally include;

- Excellence in walking
- Excellence in cycling
- Best partnership
- Contribution to sustainable travel
- Best sustainable travel initiative

The Awards nomination process usually begins in May.



## **Modeshift STARS – Sustainable Travel Accreditation and Recognition Scheme**

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 is specifically designed to maintain school engagement and enthusiasm in travel planning and help your local authority monitor changes in modal shift and delivery of initiatives.

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

For more information about Modeshift STARS please contact [stars@modeshift.org.uk](mailto:stars@modeshift.org.uk)

## **Modeshift STARSfor**

Modeshift STARSfor (Sustainable Travel Accreditation and Recognition Scheme for...) is the national travel plan accreditation scheme that has been established to recognise excellence in supporting walking, cycling and other forms of sustainable transport.

It is an online system that supports the development of a full Travel Plan for:

- Workplace Travel Plans
- Development Control (Business, Residential and mixed use)
- Universities and Colleges
- NHS Trusts
- Non-residential institutions and leisure sites

STARSfor is only available to Modeshift members. For more information contact [admin@starsfor.org](mailto:admin@starsfor.org)

## **Partners and Supporters**

For information on our Partners and Supporters please go to our website

[www.modeshift.org.uk/partners](http://www.modeshift.org.uk/partners)

## **How to register to access the Modeshift website**

- Simply go to [www.modeshift.org.uk](http://www.modeshift.org.uk)
- Select your organisation from the drop-down list.
- If your organisation is not listed and you are from a Local Authority please contact [treasurer@modeshift.org.uk](mailto:treasurer@modeshift.org.uk) to check that your membership is enabled.
- If you have any queries or questions please contact [admin@modeshift.org.uk](mailto:admin@modeshift.org.uk)

## Modeshift contacts

Name	Position	What for	Email /telephone
Ross Butcher	Chair	For general queries about the management of Modeshift or partnership opportunities	<a href="mailto:chair@modeshift.org.uk">chair@modeshift.org.uk</a> 07590 600905
Sarah Grattage	Vice chair	Schools and education focus	<a href="mailto:vice-chair@modeshift.org.uk">vice-chair@modeshift.org.uk</a>
Steve Glazebrook	Vice chair	Business and communities focus	<a href="mailto:vice-chair2@modeshift.org.uk">vice-chair2@modeshift.org.uk</a>
Heather Bolton	Treasurer	Membership and STARS fees	<a href="mailto:treasurer@modeshift.org.uk">treasurer@modeshift.org.uk</a> 07800 671804
Nicky Batkin	Administrator	General queries, website, Awards, Management Board support	<a href="mailto:admin@modeshift.org.uk">admin@modeshift.org.uk</a>
Denise Adolphe	Communications	Member's newsletter, Marketing	<a href="mailto:info@modeshift.org.uk">info@modeshift.org.uk</a>
Dominique Humbert	Workplace and Communities	Liaison with workplaces and communities	<a href="mailto:business@modeshift.org.uk">business@modeshift.org.uk</a>
Rob Bounds	Regional representative for the East & West Midlands	Local point of contact and starting point for any guidance, support or questions you may have related to Modeshift's services and sustainable school travel.	<a href="mailto:midlands@modeshift.org.uk">midlands@modeshift.org.uk</a>
Janine McCretton	Regional representative for the South West		<a href="mailto:sw@modeshift.org.uk">sw@modeshift.org.uk</a>
Kat Harrison	Regional representative for the North East, Yorks and Humber		<a href="mailto:neyh@modeshift.org.uk">neyh@modeshift.org.uk</a>
Patrick Donnelly	Regional representative for Greater London		<a href="mailto:london@modeshift.org.uk">london@modeshift.org.uk</a>
Jen Anders	Regional representative for the North West		<a href="mailto:nw@modeshift.org.uk">nw@modeshift.org.uk</a>
Polly Stebbens	Regional Representative for the South East and East of England		<a href="mailto:seandee@modeshift.org.uk">seandee@modeshift.org.uk</a>