

Welcome



Ross Butcher

National Chair of Modeshift

Nick Butler

Business Director

Rob Bounds

Equality, Diversity and Inclusion
Executive



Our purpose



Growing the number of sustainable travel journeys in the UK

Not for profit professional membership body

Support, inspire, and champion individuals and organisations, to deliver sustainable travel interventions and strategies, uniting them under our umbrella term 'Team Modeshift'

Provide professional membership services

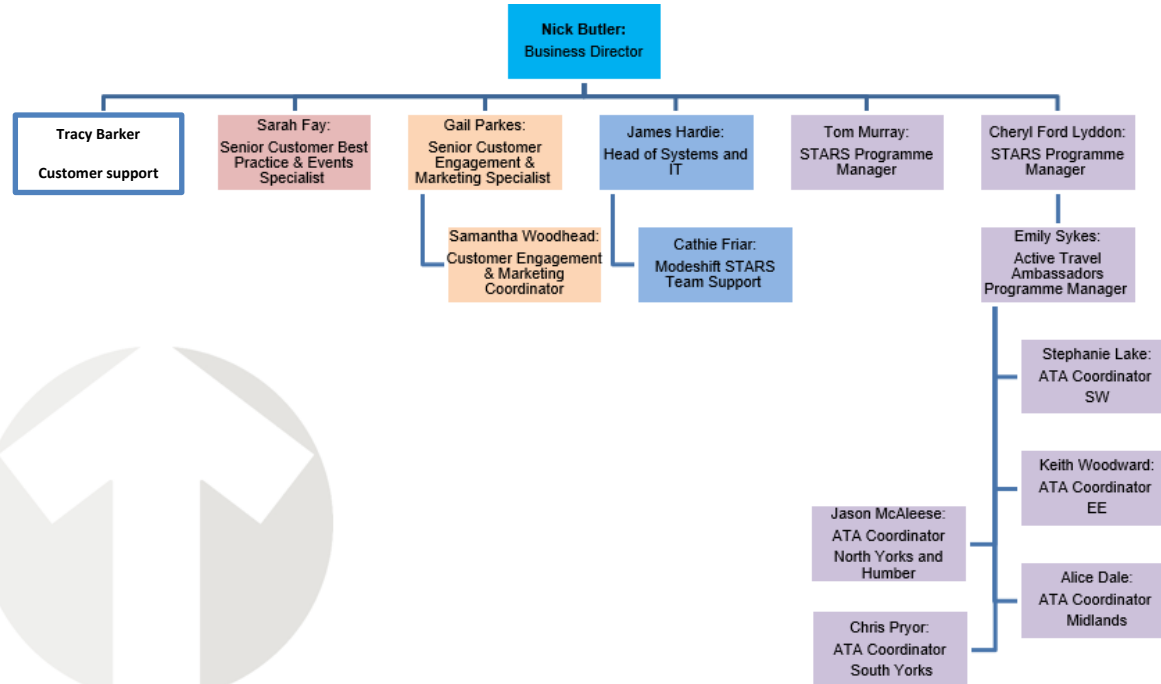
Influence national policy and guidance

Deliver and provide travel plan and behaviour change services

- A growing 'Delivery Team' of 15 staff
- Executive Board of 13 volunteer members
- 8 Associate Members
- Over 800 professional Members, partners and supporters, working with and supporting 1000s of individuals and 1000s of organisations
- Together we create



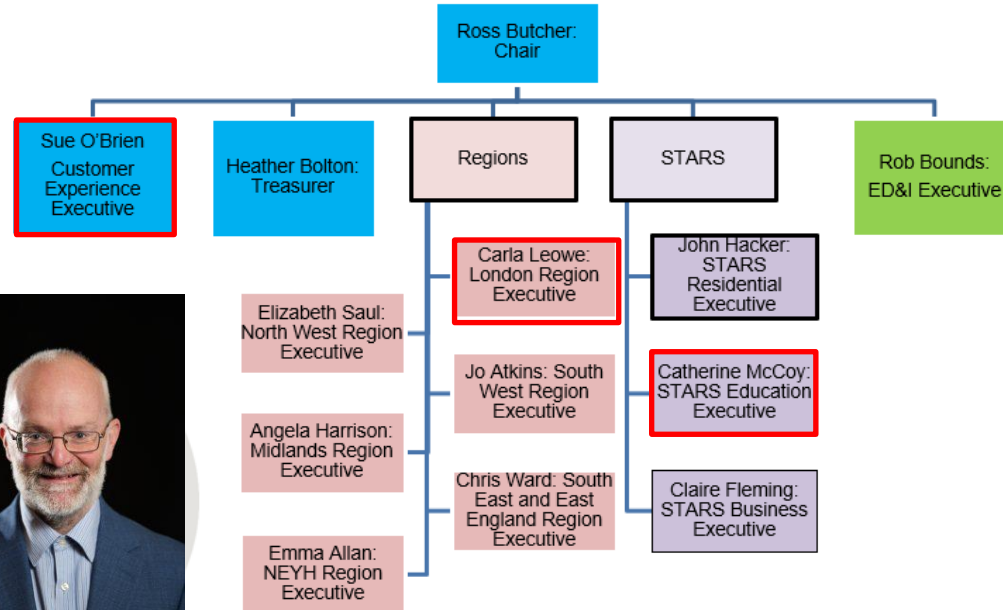
People – The Delivery Team



The Executive Board

Departing Board Members

Nicky Batkin
Denise Adolphe
David Shannon
Ian Skinner



Joining the Executive Board



Positions up for election in 2024

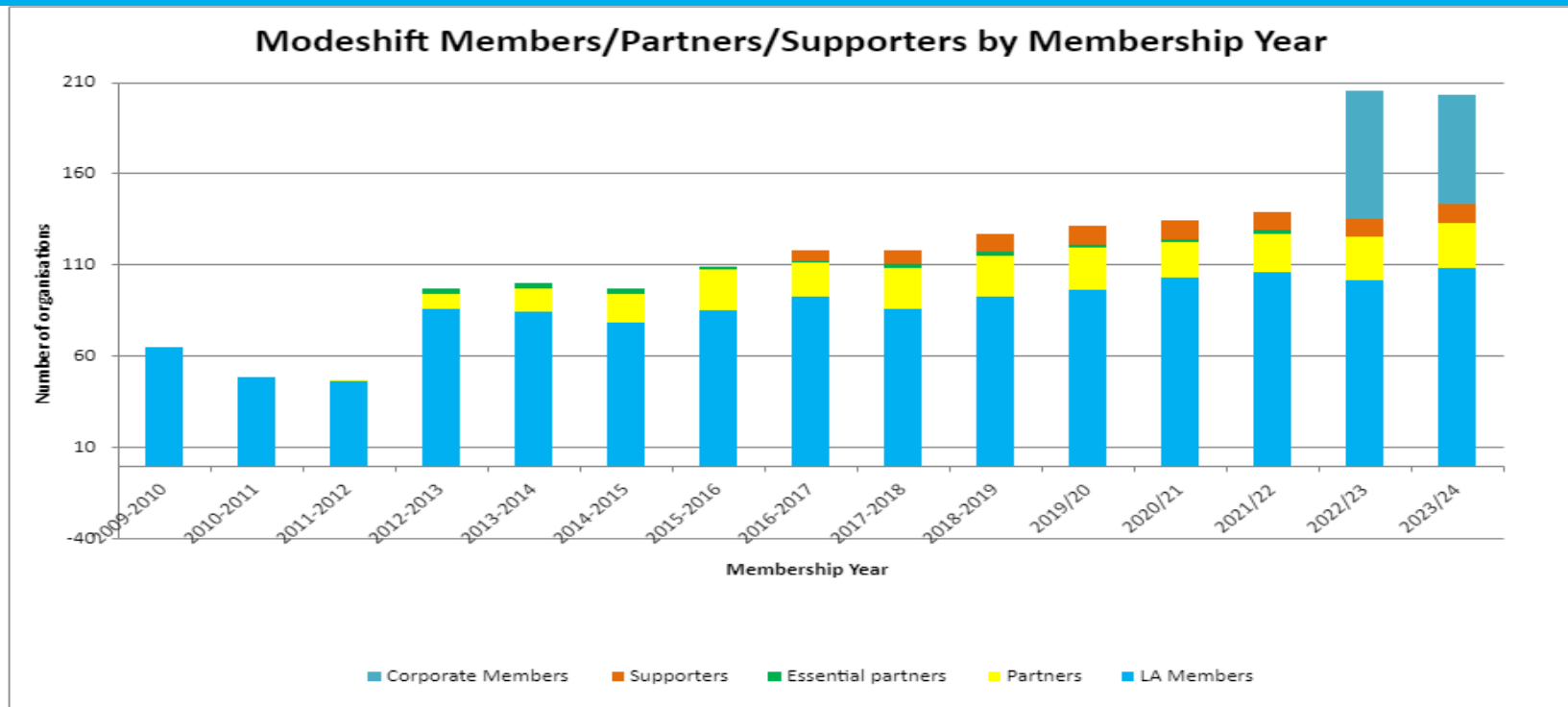
1. Regional Exec SE and EE
2. Regional Exec SW
3. Regional Exec London
4. STARS Residential
5. STARS Business
6. Equality, Diversity and Inclusion
7. Chair

**Application process
Opens in September 2024**

**2-year term
Approx. 1 day per month**

Member benefits apply

Members, Partners and Supporters

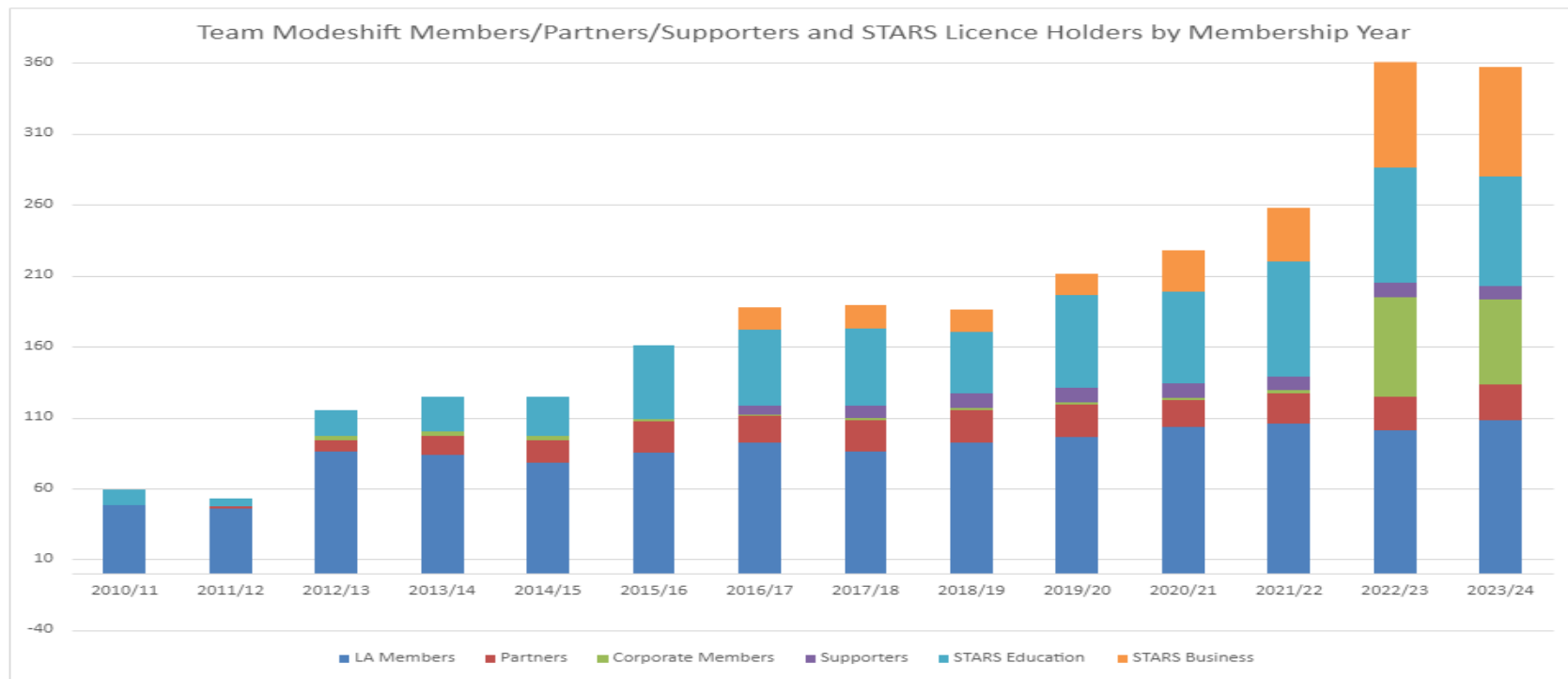


STARS licences

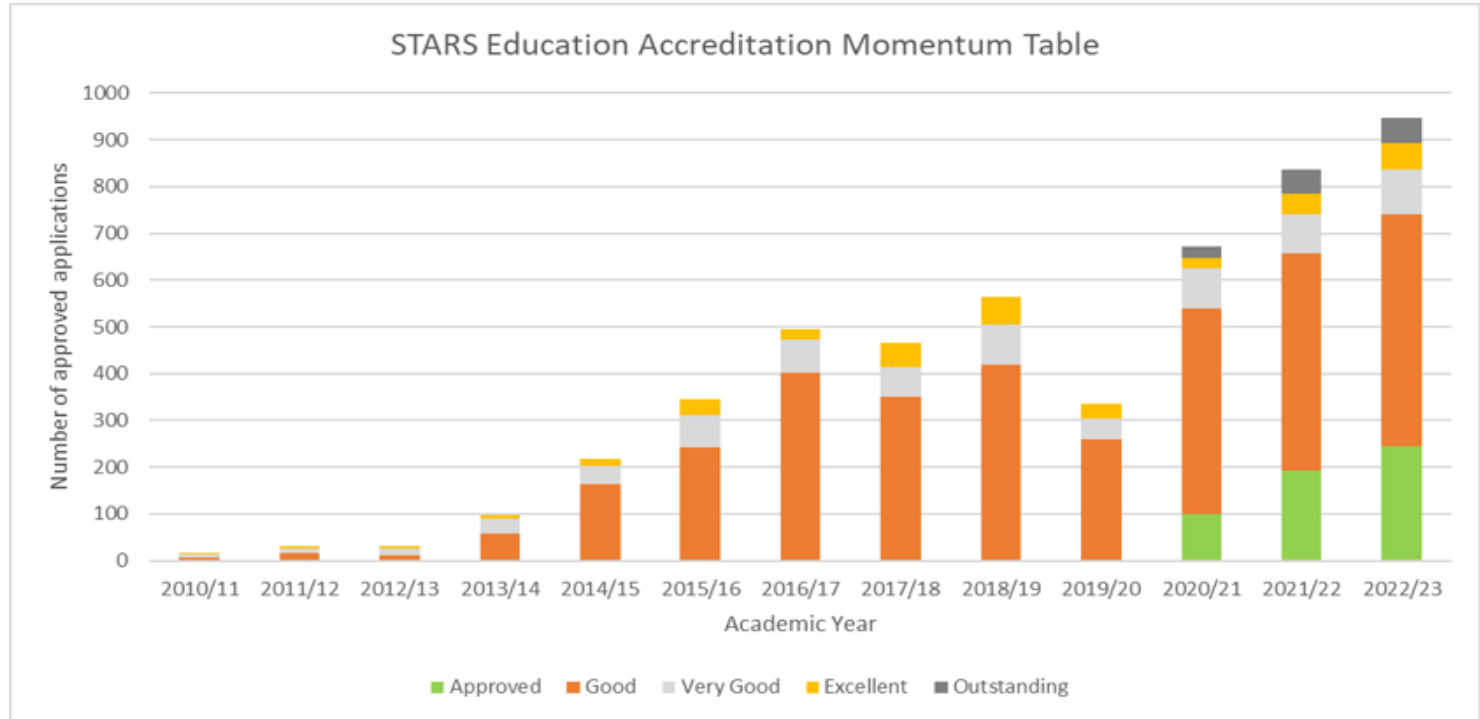
STARS Licences (Business & Education) by Membership Year



Membership and STARS combined



STARS Accreditation



Income	Expenditure	Notes
Member / Partner fees £84k	Staff - £353k	<p>Members account balance in 2021/22 stood at £60k. At the end of 22/23 it remained at £60k. Costs in 23/24 will outweigh membership revenue.</p> <p>Our STARS account for 22/23 was £400k (up from £220k in 21/22). Since did not account for £80k expenditure to cover investment in our website, ATA grants, salary increases etc and we will double up on our STARS awards events this financial year.</p> <p>Our reserve is c£300k. This provides job security for our staff and enables us to deliver services should we not secure a grant in 24/25</p>
STARS fees £160k (Business 116k and Education £44k)	Core activities ie website, comms, resources, awards etc - £75k	
	Rent, admin, tech, insurance etc - £59k	
STARS and ATA grant - £500k	STARS Delivery (excl staff) - £74k	
Events, training, consultancy and other fees - £57k	Training and Events - £57k	
Total income £801K	Total expenditure - £618k	

Membership fees

Local Authority

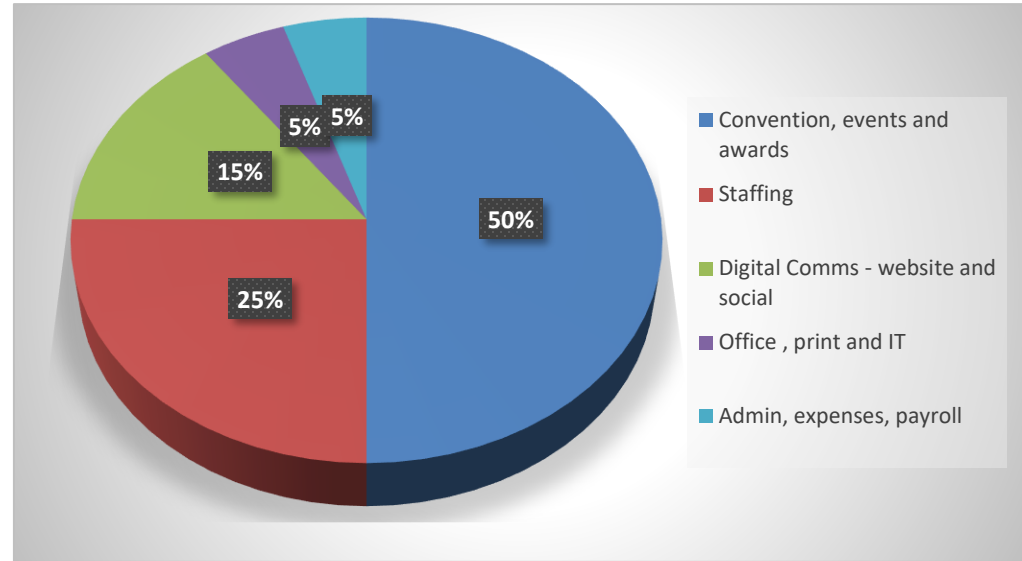
- Have remained frozen for seven years (2017/18)

Corporate members

- Have remained frozen for seven years

Partners

- Last increased in 2019/20



*Does not include value of the Executive Board = 2 x Full Time staff

LA Membership fees

Using the Bank of England inflation calculator, the LA member rate of £399 was worth £497 on March 2023. LAs have saved money every year

- Option 1 – Keep the current price with a reduction in services ie the two-day Convention does not include a hotel room
- Option 2 - Increase the 2024/25 fee to £499. This will include all the same member services. This fee will be locked in for a minimum of two years

LA Members will be able to vote online - link to follow

(Premium membership removed – LA Membership automatically includes TravelWise Week resources, awards and online services)

Corporate Member fees

- Option 1 – No fee increase
 - Four tiers retained
 - Membership will no longer include a conference space

Third sector	£250
1-4 staff	£250
5-50 staff	£375
51+ staff	£495

- Option 2 – Increase the 24/25 fee
 - Three-tiered membership
 - Delegate space for the ‘one day conference’ removed and replaced with a ‘two-day convention and awards evening’ (One large event for all members).
 - New fee will be locked in for a minimum of two years

Third sector	£450
1-9 staff	£450
+10 staff	£575

Corporate Members will be able to vote online - link to follow

Premium membership removed

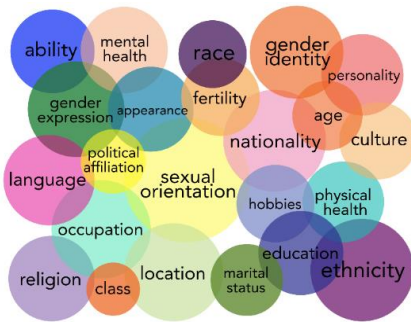
£50 increase across all packages. No changes to services.

- 1-4 staff or charity £749 to £799
- 5-50 staff £949 to £999
- +51 staff £1149 to £1199

Modeshift Action Plan 2023 -2026

Integrated and embedded in all
work streams

- Growth and retention
- Communication and collaboration
- Best practice and events
- STARS Schemes
- IT systems



Sustainable Travel for All

- Meet bi-monthly
- Attended by national bodies
- Collaboration, share resources, ideas and best practice
- Events calendar

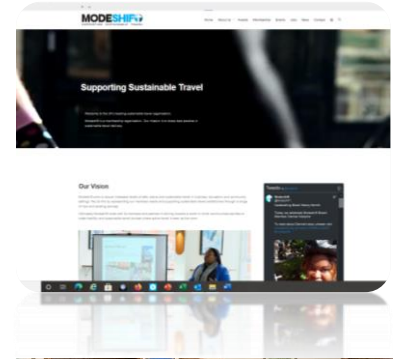
Best Practice and Events



- 2023 Convention in York – 23 & 24 November
- Regional meetings – Early 2024
- Tuesday 19 March - Modeshift TravelWise & STARS Business Conference - Travel Wiser: Effective behaviour change interventions in Workplace and Community Settings
- Wednesday 20 March - Modeshift STARS Education Conference & School awards
- Training – Spring/summer dates tbc
- Regional meetings- Summer 2024
- 2024 Convention, Leeds – 19 & 20 November

Growth and Retention

- Convention. Convention. Convention.
- Brand work and collaborative working with our internal and external colleagues
- Development of website and Members Area
- LA, Partner and Corporate calls and renewal (early 2024)
- Modeshift Matters – Partner and Honorary Member spotlight
- Team Modeshift social channels



Travel Plans and Behaviour Change: Modeshift STARS



In the latest round of accreditations, we received 1,096 applications. There were:

- Education – 948 applications; 56 Outstanding, 56 Excellent, 96 Very Good, 496 Good and 244 Approved.
- Workplace – 127 applications; 1 Excellent, 6 Very Good, 19 Good, 101 Approved.
- Residential – 21 applications; 1 Very Good, 6 Good, 14 Approved.

In total we have 1,895 sites currently accredited

	Outstanding	Excellent	Very Good	Good	Approved	Total
Education	59	53	88	485	395	1,080
Business		7	31	550	170	758
Residential			1	31	25	57



@ModeshiftSTARS



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- **SYMCA** – 18-month STARS Business pilot with the Active Travel Commissioner and South Yorkshire Mayor set to start soon
- **STARS Healthcare** scheme criteria has been finalised and signed off by NHS England aiming to launch in 2024/25
- **STARS Venues** – work has begun to develop a new scheme with a focus group drawn up from leading organisations in the sector.
- **TravelWise Week** saw a big increase in number participating compared to 2022. Evaluation currently taking place to inform plans for 2024.



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- 12 Oct 2023 - STARS Education Masterclass
- Meeting with Dept for Education and presenting on Modeshift, STARS and SMoTS, Sustainable Modes of Travel Strategy. Second meeting 26 Oct 2023.
- 2022/23 STARS Annual Report incoming
- STARS Regional Awards Events on the 7/8 Nov 2023.
- STARS Newsletter
- Update of resources



Active Travel Ambassadors



School Recruitment: 57 Schools on board as of 7/11/23, with additional 16 expressing interest/with inception meetings. Some Councils offering financial reward for signup and/or STARS accreditation. If you know of any school contacts, please let us know!

Programme Delivery: 8 first sessions delivered, 3 to first year schools & 5 to continuing schools. Partnerships and offers from Bikeability, Institute for Transport and Development Policy (Mexico), SAMHE, Met Office on top of other regional Council offers.

Programme Flexibility: We now have 3 SEND schools and 1 more interested. In the North East, ATA will be delivered to an entire year 9 group! We have also been to a Year Six open evening, on a rewards day bike ride, a local arena tour and a Midlands conference!



IT & Systems – Major system upgrades



General

- Number of minor bug fixes and background process improvements / Search results can now be downloaded as .CSV files so can be opened directly into Excel.

Site Level Changes

- Accreditation Progress is now first tab after the site tab to increase visibility / Travel & Transport Infrastructure is now called Site Audit. / Other tab names shortened, e.g., 'Appendix' dropped from titles to make the overall layout a little clearer.

Adding users

- Significant changes to how users are added to the system / School, Workplace, Residential user levels have been merged to a single Site user type / Users can be assigned (subject to access levels) to multiple sites – including a mix of site types, or multiple organisations (Local Authority, Corporate or Consultancy Administrators)

For Site Users:

- New site dashboard on logging in. Contains link to site(s); notice board; user guide and important information about the site's plan.

Workplace Surveys

- Fixes to improve resiliency / Corporate and Consultancy Administrators now have access to use Template surveys / Additional survey types are now available. Select from Resident, Visitor, Student, Guest, Passenger, Patient, Customer, Other
- New Commuter Carbon tracking survey *Note. This is still beta and more detail will follow*
 - For Staff surveys. Calculates CO2 emissions for the commute to work.



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Thank you and questions



Keep in contact

Ideas, comms, training, events, research, news, best practice, achievements, lessons learned, pilots, guidance.....

We are here to support you

Thank you

TEAM MODESHIFT