

Welcome



Ross Butcher
National Chair of Modeshift



- A club/membership society formed in 2001
- Executive Board of volunteer members
- A Delivery Team of 15 FT and PT staff
- Not for profit



Serving its members and customers to grow levels of sustainable travel

People – The Delivery Team



Nick Butler
Business Director



James Hardie
Head of IT & Systems



Sarah Fay
Senior Best Practice & Events Specialist



Gail Parkes
Senior Customer Engagement & Marketing Specialist



Cheryl Ford Lyddon
STARS Programme Manager



Cathie Friar
Team Support Officer



Tom Murray
STARS Business Specialist



Janine McCretton
TravelWise Events & Training Specialist



Emily Sykes
Active Travel Ambassadors Programme Manager



Melanie Clare
Customer Support Officer



Chris Pryor
Active Travel Ambassadors Coordinator



Jason McAleese
Active Travel Ambassadors Coordinator



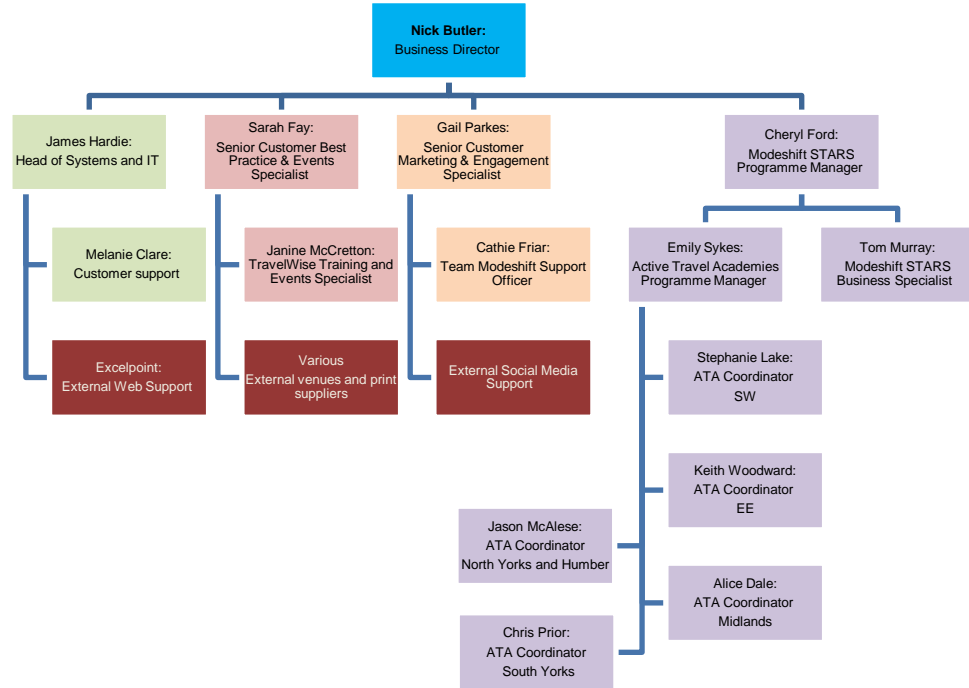
Keith Woodward
Active Travel Ambassadors Coordinator



Alice Dale
Active Travel Ambassadors Coordinator



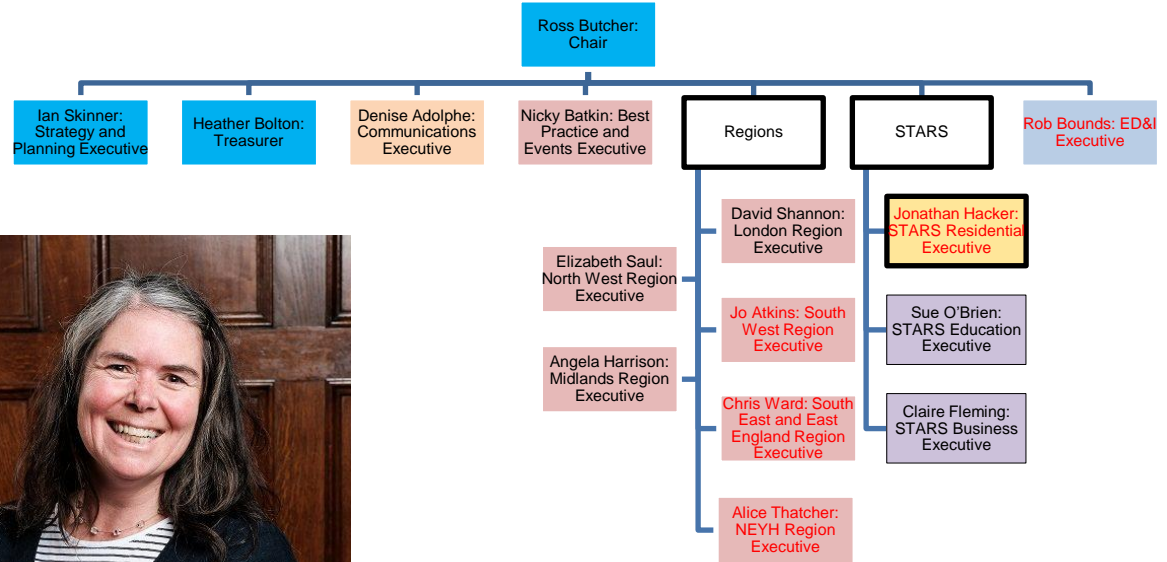
Stephanie Lake
Active Travel Ambassadors Coordinator



The Executive Board

Departing Board Members

Ben Stokes
Aimee-Claire Eyermann
Polly Stebbens



Executive Board Changes

Ian Skinner
Transport and Environmental
Policy Research (TEPR)
Strategy and Planning Executive



Elizabeth Saul
Transport for Greater
Manchester
North West Executive



Alice Thatcher
York City Council
North East, Yorks and the Humber
Executive



Chris Ward
Ipswich Borough Council
East England and South East
Executive



Newly elected Executive Members

Jo Atkins
South Gloucestershire
South West Executive



John Hacker
TPS Consultants
STARS Residential Executive



Rob Bounds
Derbyshire CC
Diversity, Equality and Inclusion
Executive



Positions up for election in 2023

- Regional Exec Midlands
- Regional Exec NW
- Regional Exec NEYH
- Best practice and events Exec
- Strategy and Planning Exec
- STARS Education Exec
- Treasurer

**Application process
Opens in September 2023**

**2-year term, approx.
1 day per month**

**Some member benefits
included free of charge**

Our Associates



Jon Foley

Place of work: In The Round

Associate Member: Travel Demand Management and Behaviour Change



Tyler Linton

Place of work: Hackney Council

Associate Member: School Streets



Jen Holden

Place of Work: Department for Transport

Associate Member: North West Region



Sarah Mcalinden

Place of Work: Next Plc

Associate Member: STARS Business Expert



Gill Hunt

Place of Work: Transport for West Midlands

Associate Member: STARS Travel Demand Management Expert



Carla Leowe

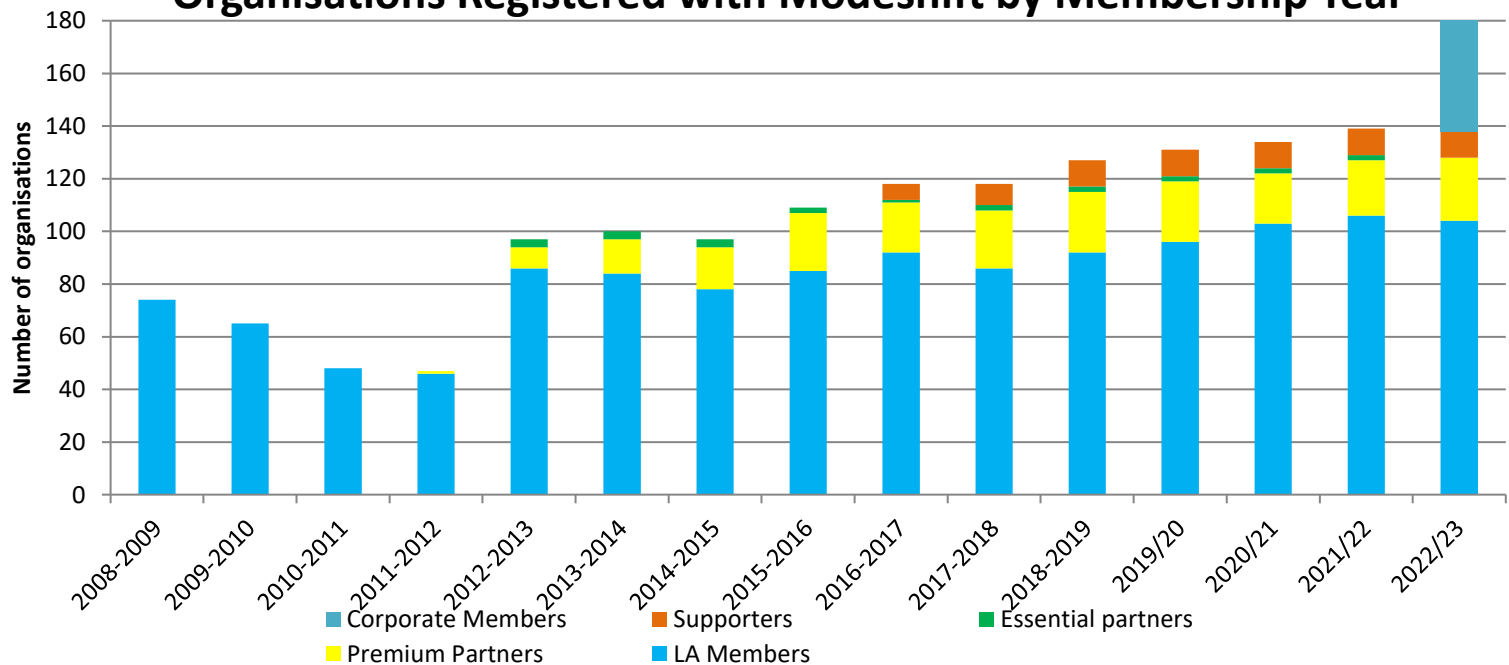
Place of work: Westminster City Council

Associate Member: London Region

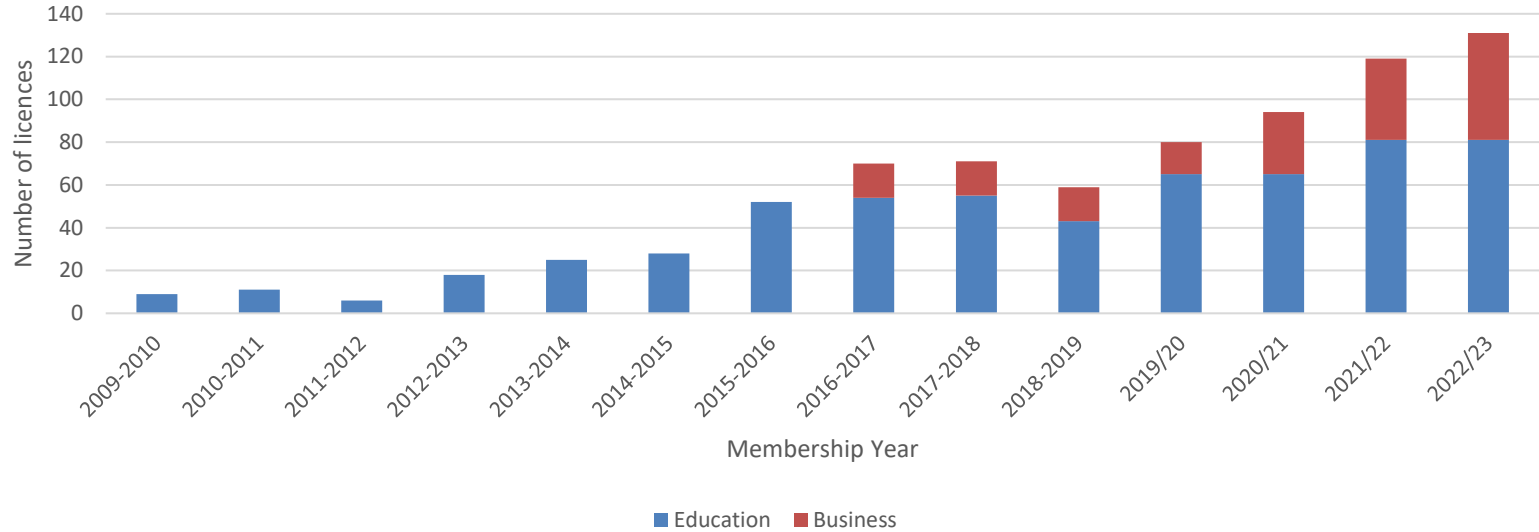
Kate Pangborne
University of Leeds

Don Kent
Living Streets

Organisations Registered with Modeshift by Membership Year

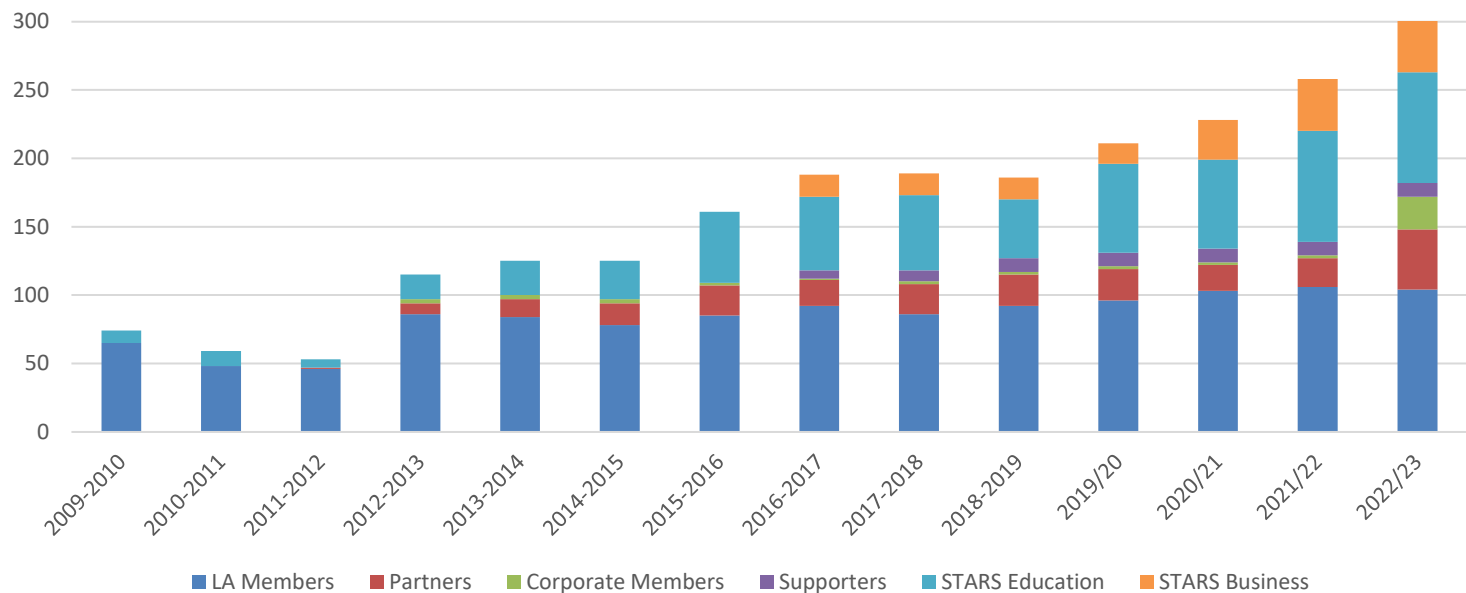


STARS Licences (Business & Education) by Membership Year



Membership and STARS combined

Members and STARS licence



Finance 21/22 (Modeshift only)

Income	Expenditure	Notes
Membership fees £32k	Staff , expenses, online training, HR and website etc £29k. Conference £70k	Membership fees £18 lower vs 2021 due to cancelled convention in 2020
Training £5k		
Events and other £19k		
STARS fees £80k (Business 54k and Education £26k)	STARS scheme delivery and expenses (staffing, events, awards, website and comms - £176k	STARS grant £34k lower vs 20/21 due to end of funding
STARS grant - £70k		
Total income £206k	Total expenditure - £246k	Less £40k vs 20/21
		Costs covered by built up reserves

Predicted income	Notes
Membership fees £68k	Includes Act-TravelWise income, Cycle-easier project, TravelWise resources.
Training £5k	
Events and other £130k	
STARS fees £120k (Business 80k and Education £40k)	
STARS grant - £200k	
ATA grant - £300k	
Total income £823k	

2023/24 membership fees

Local Authority

- Price freeze (7th year running)
- Introduction of a new premium membership – includes all TravelWise services @ £599

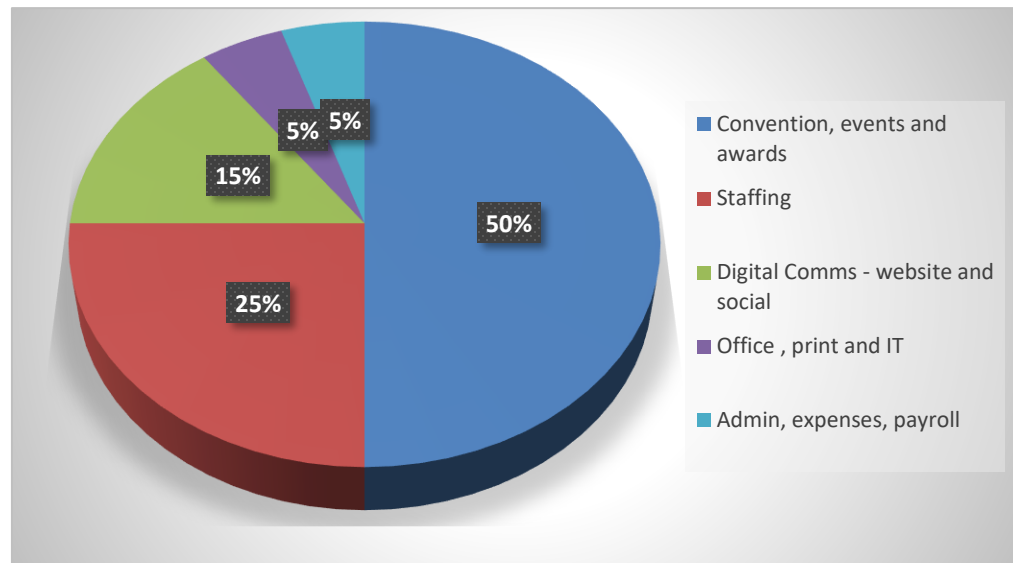
Corporate members

- Price freeze –from £250 and includes discounted Modeshift services ie Convention

Partners

- Improved package, includes TravelWise services and discounts to TravelWise Conference

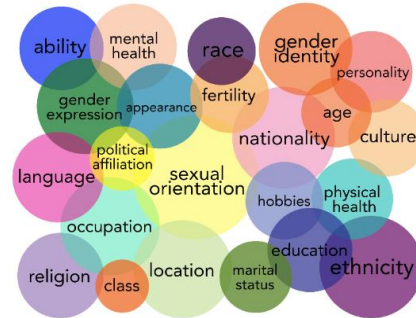
Renewal reminders - early 2023



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

Modeshift Action Plan 2020-2023

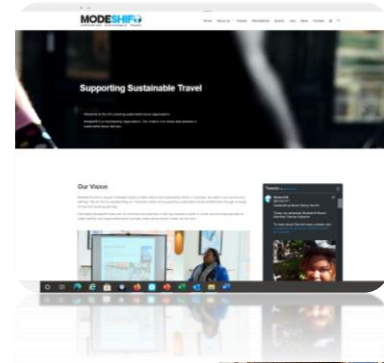
- Governance, Culture and the Exec Board
- Delivery Team
- Communications
- Events and Activities
- Our Modeshift STARS Scheme



Sustainable Travel for All

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

- Modeshift Events calendar remains popular, Christmas advent is coming up
- LA, partner and corporate calls and renewal (early 2023)
- Modeshift Matters – Partner and Honorary Member spot light
- Team Modeshift social channels
- Honorary Members 2023



- 2022 Convention – Nov 3rd and 4th
- Regional meetings – Early 2023
- Training – Returning in 2023
- Webinars - Look out for updates in Modeshift Matters
- TravelWise Conference and Awards
 - Taking place at the Park Inn by Radisson, York on March 16th 2023. We are looking for speakers for the Conference, focussing on the theme
 - **Switchable trips: from private car to active travel and public transport**
 - Call for papers email deadline December 16th



Dept for Transport continue their support of Modeshift as funding partners for ATA and STARS Education and we are now working together sharing data to develop a greater understanding of the travel demands of education establishments.

Dept for Education are working with Modeshift on consultation documents including, Sustainable Modes of Travel Strategy (SMOTS) and home to school transport documents to promote travel planning.

STARS Accreditation numbers for 2021/22. Total across all 3 areas **1555**. This breaks down as:

- STARS Education – 51 Outstanding; 66 Excellent; 75 Very Good; 449 Good; 221 Approved
- STARS Business – 4 Excellent; 23 Very Good; 547 Good; 77 Approved
- STARS Residential – 27 Good; 14 Approved



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STARS Programmes – coming up



Future QA

- Next deadline 31 December. Modeshift QA to run mid-end January

New STARS Schemes

- STARS NHS England; 31 new trusts have come on board to develop travel plans through STARS
- STARS Venues – in development

STARS National School of the Year 2023

- Regional events to return in Spring 2023
- School of the Year event to take place in Summer 2023

Focus groups

- There are three Focus Groups for STARS – Education, Business and Residential



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Active Travel Ambassadors Programme



- New Secondary School Modeshift STARS Programme
- Min 80 schools recruited by 16th December 2022 (38 recruited to date)
- 80 active travel campaigns delivered by Summer 2023
- All schools to be Modeshift STARS Accredited by Summer 2023
- Measured increase in active modes to school on completion of the campaign

Region	Local Authority
South & West Yorkshire	Sheffield
	Rotherham
	Leeds
	Doncaster
North & East Yorkshire	East Riding of Yorkshire
	North Yorkshire
	York
Midlands	Solihull
	Birmingham
East of England	Norfolk
	Essex
<u>South West</u>	South Gloucestershire
	Bristol

And Suffolk



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Cycling Made E-asier

- Launched in Greater Manchester (Leicester, Luton and Dunstable and Sheffield to follow)
- Modeshift role - Support the development of workplace e-cycling resources , upskill the Cycling UK project officer team to engage workplaces and use the STARS Business platform

Central Park Travel Plan (Darlington)

- Modeshift were appointed as travel plan co-ordinator by Darlington Borough Council in 2022
- Central Park is home to Teesside University, Darlington College, the £6.6m Business Central and the £38m National Biologics Manufacturing Centre



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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