

## Record funding levels for Modeshift in 2022/23

In July 2022, Trudy Harrison MP, the former Active Travel Minister at the time for the Department for Transport, announced £2.5 million additional revenue funding for walking and cycling in 2022- 23.

Speaking at Living Streets’ National Walking Summit, she announced that the further funding would allow for the continuation of some key active travel behaviour change outreach programmes. £2 million will fund Living Streets’ Walk to School Outreach project to run in over 1,000 schools in England. The Walk to School Outreach programme has led to 17 million new walking journeys and 1.8 million fewer car miles since 2017, supporting the Government’s objective that 55 per cent of primary school children walk to school by 2025.

Further funding announced will also support the expansion of the successful Modeshift STARS programme in 2022/23, allowing more schools and businesses to promote more sustainable and active modes of travel. And a new Active Travel Academies pilot, delivered in partnership by Modeshift and the Bikeability Trust, will support young people to become Active Travel Ambassadors as well as

providing the skills and infrastructure to walk and cycle to school.

Speaking at the National Walking Summit, Trudy Harrison MP, Parliamentary Under Secretary of State, Department for Transport said: “Behaviour change outreach programmes are key to giving people the inspiration, information, skills and confidence to enable them to choose to walk, wheel or cycle more of their everyday journeys.

“The funding I was pleased to confirm today will allow Living Streets, Modeshift and Bikeability Trust to ramp up activity and work with partners to remove even more barriers to walking and cycling.

I’m particularly keen to see progress in including those from more deprived communities in these programmes.” Nick Butler, Business Director, Modeshift said: “The Modeshift STARS scheme has seen incredible growth over the last 2-years with two thirds of local authorities in England now engaged in the programme. Since the scheme began, we have seen over 4,000 sites successfully apply for STARS accreditation, and this additional funding will enable us to further expand our reach.



“We’re thrilled to be working alongside our partners, Living Streets and The Bikeability Trust, on developing exciting new offers for education settings, businesses and communities to support and enable more people to choose sustainable and active travel options for everyday journeys. We’re particularly excited about the new Active Travel Academies pilot that will empower young people to take action in their own communities to deliver positive local impact.”

### The results are in...

In the two ‘Top 5’ tables you will find the top five local authorities (by size) in terms of the total percentage of schools in their area that currently hold STARS accreditation.

Top 5 Small LAs (<100 schools)			
Local Authority	Total Schools	Total Accredited	% Accredited
Thurrock	58	16	27.59%
Rutland	29	4	13.79%
Southampton	89	12	13.48%
Wokingham	87	9	10.34%
Solihull	99	9	9.09%

Top 5 Large LAs (>100 schools)			
Local Authority	Total Schools	Total Accredited	% Accredited
Buckinghamshire	290	60	20.69%
Sheffield	210	43	20.48%
Bedford	113	22	19.47%
Barnsley	100	19	19.00%
Hertfordshire	617	99	16.05%

# Sheffield leads the way with 'Outstanding Travel Plan' accreditation success

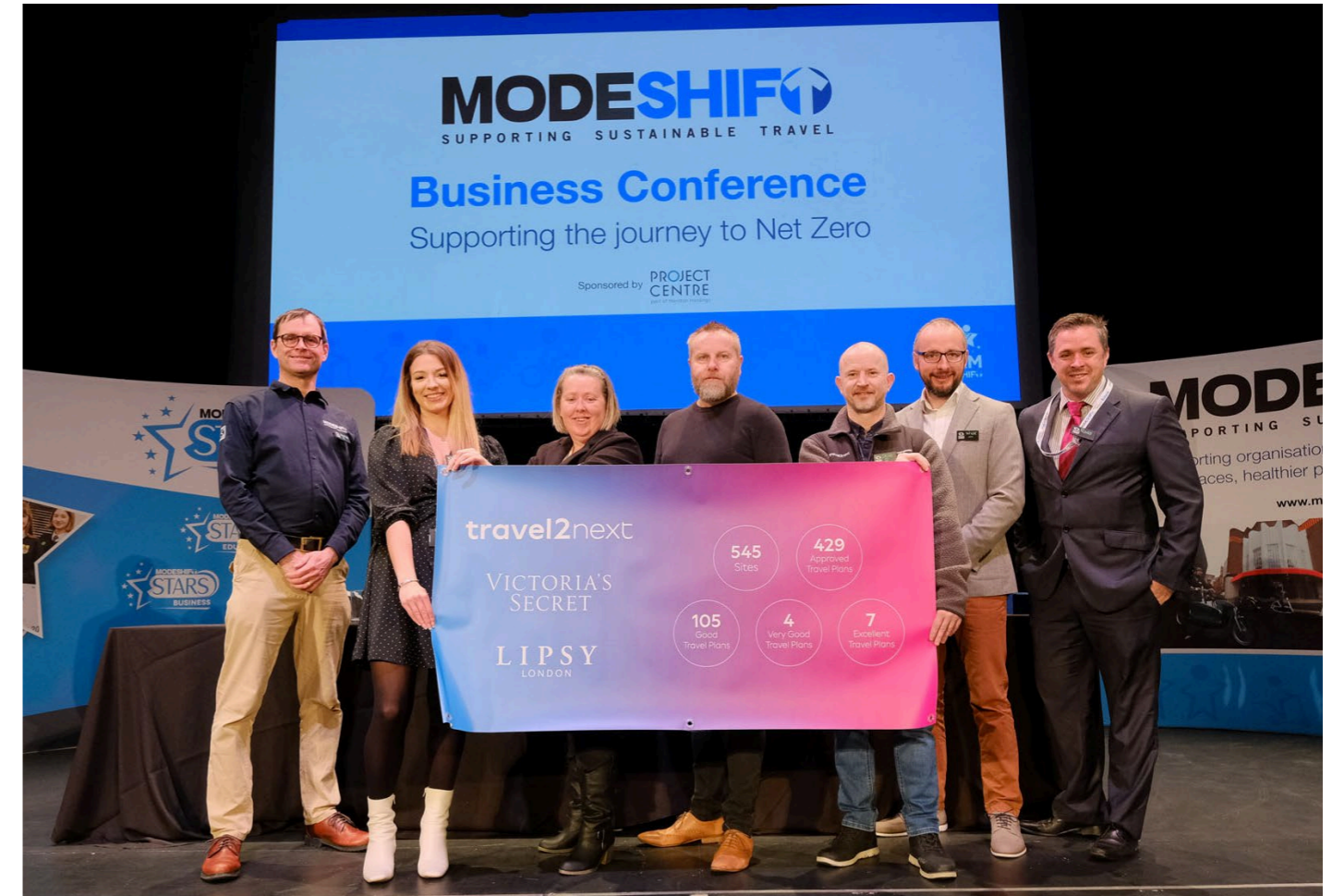


The 'Accredited Travel Plans' table shows all local authorities that currently have a minimum of one school with STARS accreditation at any level, sorted, first by total number of 'Outstanding Travel Plans', then 'Excellent', 'Very Good', 'Good', and 'Approved'.

These tables are correct as of correct as of September 2022.

	★	★	★	★	★	Total
Sheffield	10	4	6	23		43
Hampshire	8	9	7	58	7	89
East Riding of Yorkshire	3	9		11	4	27
Buckinghamshire	3	7	8	31	11	60
Hertfordshire	3	5	16	68	7	99
Rotherham	3	3	3	7		16
Birmingham	3	1	3	15	26	48
Cambridgeshire	3	1		17	17	38
Northumberland	3		2	5	7	17
Surrey	2	1	3	52	3	61
Barnsley	2	1	1	13	2	19
Southampton	1	2	2	4	3	12
Kirklees	1	1	4	9		15
South Gloucestershire	1	1	2	15	2	21
Doncaster	1	1	1	9		12
Stoke-on-Trent	1	1	1	2		5
Bath and North East Somerset	1	1		3	1	6
North Yorkshire	1		1	1	1	4
North Somerset	1			3	1	5
Bedford		5	1	10	6	22
Thurrock		3	3	10		16
Staffordshire		2	2		2	6
Leeds		2		2	2	6
Milton Keynes		1	2	3	1	7
Wokingham		1	1	1	6	9
Luton		1	1		4	6
Derbyshire		1		8	5	14
Brighton and Hove		1		2		3
Reading		1			3	4
Gloucestershire			2	2	7	11
Suffolk			1	9	5	15
Nottingham			1			1
Northamptonshire			1			1

	★	★	★	★	★	Total	
Bristol City of					11	7	18
Central Bedfordshire					8	1	9
Wigan					7	2	9
Essex					5	8	13
Kingston upon Hull City of					4	8	12
Wirral					4	3	7
Gateshead					3	1	4
Newcastle upon Tyne					2	3	5
Leicestershire					2	2	4
Solihull					1	8	9
Norfolk					1	3	4
Isle of Wight					1		1
Slough					1		1
Oldham					1		1
Cheshire West and Chester						10	10
Oxfordshire						6	6
North East Lincolnshire						5	5
Rutland						4	4
Worcestershire						4	4
Durham						3	3
Windsor and Maidenhead						2	2
Cumbria						2	2
Telford and Wrekin						1	1
Bury						1	1
Cheshire East						1	1
Wiltshire						1	1



## The latest figures from Next

Since achieving its first Modeshift STARS accreditation, Next Plc has gone from strength to strength in promoting active travel within the team through its Travel2Next scheme. This year, the company has achieved a tremendous feat in gaining accreditation at all of its 545 sites in the UK and Eire. Here, Travel2Next Facilities Coordinator Sarah McAlinden shares more about the company's journey.

**What inspired you to start your Modeshift STARS journey and apply for accreditation?**  
I first heard of Modeshift in 2017 at a planning meeting for our new store at Fosse Park which opened in April this year. This store is the first Next store to achieve a Gold accreditation. In 2020, when some of our other stores achieved accreditation, it was decided that Travel2Next would work towards getting every site and store accredited by the end of 2022.

**What are the top 3 keys to your Accreditation success?**  
1. Communication and engagement with staff is crucial. This could be through emails, social media, printed posters, newsletter or a website. I find a combination of all of these works well for Next.

2. Incentives - Offering an incentive will encourage staff to work with you. That incentive could be a free coffee or piece of fruit, dedicated parking bays for car sharing or attractive prizes for competitions.  
3. Dedicated staff - Having an employee that staff can reach out to, is key. There is no point spreading the message for staff to travel sustainably, if they don't have someone they can fire questions to. This doesn't need to be a dedicated role, but could be incorporated into an existing role.

**What improvements have you seen around your business setting since you started your Modeshift STARS journey?**  
I have seen an increase in staff walking and cycling to work, throughout the

business as a whole. Many more staff are entering our competitions. Pre-pandemic, entries were around 200 per month, rising to approximately 600 during the pandemic. For those that drive, more staff are converting to electric or hybrid cars. We currently provide 95 charging points at various sites which are free for staff to use and we have plans to increase this by a further 166 points over the next 5 years.

**What would you say to anyone thinking about starting their Modeshift STARS journey?**  
The platform is very easy to use. Next has a huge number of sites so the platform is great for being able to see all the Travel Plans in one place. It will alert you to various things such as when an item is overdue. And of course, you can submit your plan for accreditation which is always something good to shout out about for your business!



# Get ready for the Active Travel Ambassadors programme!



Over the past 2-years, Modeshift has been developing and testing a new suite of Active Travel Ambassador resources for secondary schools to boost participation in the Modeshift STARS programme and grow levels of active travel.

The scheme involves training, resourcing, and supporting students to deliver actions in the school, to their peers and teachers. This approach is welcomed by teachers, it contributes to student leadership skills and academic results. Over the course of a school year, with the support from designated staff, Active Travel Ambassador (ATA) teams research and develop behaviour change campaigns focussing on active travel, road safety and improving passenger experience. In March 2022 Modeshift, in partnership with The Bikeability Trust, was awarded funding by the Department for Transport to deliver a pilot National Active Travel Academies programme across England as a means to increase walking and cycling levels and encourage more secondary schools to produce a Modeshift STARS Accredited Travel Plan.

### ATA Pilot scheme

Modeshift will deliver a new Active Travel Ambassadors pilot scheme that will provide secondary schools with a package of measures to offer pupils the skills, information and motivation to walk and/or cycle to school and for future. Using the Active Travel Ambassadors youth engagement model, Modeshift will recruit 5 ATA Coordinators who will work with selected secondary schools to recruit between 6 and 12 Active Travel Ambassadors (ATAs) to deliver behaviour change campaigns to their peers, over the course of an academic year. Campaign initiatives can include themed assemblies, walking and cycling competitions and community events. In order to give ATA groups the opportunity to develop and deliver effective campaigns they will be given



the opportunity to present and receive feedback from transport professionals via a Dragons Den style event. Students will have the opportunity to pitch for funding of up to £250 to support their campaign ideas.

## National e-cycle Support Programme

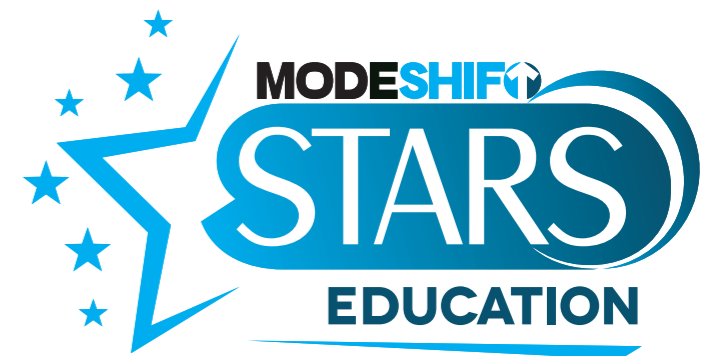
Modeshift is really excited to share information regarding the national e-cycle support programme, piloting in 2022 the programme launched in Manchester on the 12th May. Designed to increase awareness of e-cycles, get more people on them and accelerate uptake, the programme will be free to access and work directly with underrepresented groups and those who would not normally consider cycling. With over 140 years of experience Cycling UK, the UK's national cycling charity, has brought together a

consortium of 12 leading partners from the cycling industry including manufacturers, training providers and specialists in the field. Delivered across five locations throughout England, a key area of focus is on engaging with workplaces and employers. Cycling UK is looking to establish an e-hub directly in a workplace offering capability and opportunity sessions as well as long-term access to e-cycles for employees and staff to travel to, from and for work purposes. Working with Cyclescheme, Modeshift

and Tier Mobility, as key workplace partners, we will deliver a targeted campaign demonstrating the health and wellbeing benefits of e-cycles alongside a range of events, bespoke live webinars, on-site training, test rides, demos and local retailer support. In addition, each workplace will have access to a dedicated fleet of 70 e-cycles (including adaptive) as well as a dedicated member of the staff from the e-cycles programme team to provide support, business engagement, and embed long-term behaviour change.

# STARS Schools of the Region 2022

March saw the return of Modeshift's annual National School Travel Awards, which took place at Recognition PR Studios in Darlington in the North East of England. Hosted by the always-amazing Histrionics, eighty nominated schools from all five regions were celebrated across a series of four on-line events. Thirty-five schools were announced as Local Authority Schools of the year and of those, eleven went on to be crowned as our new STARS Schools of the Region. Read on to find out how these schools achieved their awards:



### STARS South East Early Years Establishment of the Region 2021/22

**Brighton Waldorf School Early Years, Brighton and Hove Council**

They have embedded the use of sustainable transport, the importance of movement in the outside environment and the ecological gain of both within the ethos of the school and the experience of the children in the kindergartens. They hope to continue this into the future, and are already making plans for the next academic year, and hope that this focus on walking will give the children in their care the best foundation for lifelong health.

### STARS South East Secondary School of the Region 2021/22

**Thorp House School, Buckinghamshire County Council**

This is one of few schools in Buckinghamshire that have pupils from age 4 to 16, the school does its best to include everyone of all ages in their STP. The fact that as a school they keep locals up to date and included in the work they are doing on their STP shows they think about not just the pupils, parents and staff. As a school they cover all aspects of what a School Travel Plan should be, from road safety to the environment and linking this all with the health of their pupils.

### STARS South East Primary School of the Region 2021/22

**Sholing Junior School, Southampton City Council**

Sholing Junior School recently gained their Platinum accreditation from Modeshift STARS, becoming the first school in Southampton to scoop the top award for active travel. The school's drive and determination to change the behaviour and attitude of pupils and families is outstanding. They are continuously thinking outside of the box when promoting initiatives and getting their message out to the local community!

### STARS East of England Primary School of the Region 2021/22

**Woodville Primary School, Essex County Council**

Woodville have been the exemplar school in the whole of Essex, amongst all 550+ in the state sector. They've never been happy to tread water on the early accreditations, and have sought to engage with other parties in the community to support more pupils travelling actively. They've also successfully handed over the role of Travel Plan Champion to a new member of staff, who wants to keep all this rolling.

## STARS South West Primary School of the Region 2021/22

**Chew Stoke Church School,  
Bath and North East Somerset Council**

Chew Stoke Church School have been striving to promote cycling and scooting across the whole school. Their PE Council have also led their own project to increase the number of children cycling and scooting to school and as a result more than tripled the number of children actively travelling to school in both EYFS/ KS1 and KS2. We are especially proud of all the work which has taken place since March despite a global pandemic!

## STARS Midlands Secondary School of the Region 2021/22

**Moseley School and Sixth Form,  
Birmingham City Council**

This school are always looking for new ways to convey this message and like to include the pupils as much as possible. Following Bikeability training, the school applied for funding to implement a pool bike scheme for those pupils that wish to cycle to school. Its great see the champion continuing to be creative in how they promote their messages and by involving the pupils means they are pitching their message correctly.

## STARS Yorkshire & The Humber Secondary School of the Region 2021/22

**St Augustine's Roman Catholic School,  
Scarborough, North Yorkshire County Council**

St Augustine's School have been recognised because of the amount of hard work and dedication from school staff and pupils to drive Sustainable Travel to the forefront of their school and whole community, resulting in more people using Active Travels modes. Seeing the percentage of people using Active Travel modes increase, in both walking and cycling, will have an immediate effect on people's health and mental health, whilst also helping to improve the environment by reducing greenhouse gases.

## STARS North East Secondary School of the Region 2021/22

**Tweedmouth Community Middle School,  
Northumberland County Council**

Tweedmouth Middle School are committed to delivering a programme of initiatives and embedding these into the school year and curriculum including Bikeability, scooter training, walk to school weeks, Bike Week and the Big Pedal. The school's aim is to promote active travel to encourage pupils to get fit, healthy and show why this is so important to help reduce car use and pollution near their school to create a safer, healthier environment, but also for their pupils to enjoy the experiences and have fun!

## STARS Midlands Primary School of the Region 2021/22

**Heath Hayes Primary Academy,  
Staffordshire County Council**

This school began their Active Travel journey almost four years ago, and what a journey it has been! The children understand what it means to be an 'Active Travel School' and they celebrate this by sharing with prospective new parents during open evenings and induction meetings. The school will continue to educate the next generation of the importance of sustainable travel and looking after our environment, and know they are making a huge difference.

## STARS Yorkshire & The Humber Primary School of the Region 2021/22

**Phillimore Community Primary School,  
Sheffield City Council**

Active travel compliments and links with the wider aims and ethos of the school in terms of tackling childhood obesity and levels of inactivity amongst pupils and families. They have focussed on promoting the benefits of walking and these interventions and activities have helped see levels of walking journeys to school increase year on year from 56% to 65% while car journeys have reduced from 39% to 23%.

## STARS North East Primary School of the Region 2021/22

**Allendale Primary School,  
Northumberland County Council**

This year the school have shifted focus and have promoted cycling and scooting, as well as walking to school. They have been successful in having traffic calming measures of speed humps, a 20 MPH Zone, road markings and parking restriction signs installed and in operation outside school. This has made a difference to the start and end of the day and made the area immediately outside the school gates less congested and traffic more visible to road users and pedestrians.

The Modeshift STARS National School Travel Awards Celebration event took place on Thursday 20th October, where our STARS School of the Region winners headed to London and hopped on-board a 'RiverRunner' for an epic adventure on the River Thames hosted by the amazing Histrionics!

The Team Modeshift National Sustainable Travel Awards recognise Modeshift Members and Partners for their outstanding contributions to increasing levels of sustainable and active travel. Organisations are invited to nominate initiatives they have been involved with, or that have been undertaken in their area, that demonstrate best practice, innovation, and can prove impact. We were pleased to receive such a high number of outstanding nominations across our award categories. All nominations were received and shortlisted by the Modeshift Executive Board and Associate Members, with the shortlisted nominees then being passed on to our external judging panel. This was a fantastic celebration day for all involved, we would like to congratulate all of our finalists for taking part in the event but most importantly thank them for all their hard work, creativity and commitment in continuing to develop their sustainable travel journey and achieve their Modeshift STARS accreditation success.



## Modeshift STARS National School Travel Award winners 2021/22

**National STARS Early Years Establishment of the Year 2021/22**

**Brighton Waldorf School Early Years (Brighton & Hove)**



**National STARS Primary School of the Year 2021/22**

**Phillimore Community Primary School (Sheffield)**



**National STARS Secondary School of the Year 2021/22**

**Moseley School and Sixth Form (Birmingham)**





**Bikeability**, the government's national cycle training programme, is about so much more than teaching children how to cycle.

Bikeability training gives children confidence, boosts self-esteem and helps them become more independent. As well as teaching them how to cycle safely on roads, Bikeability also gives children a better understanding of the benefits of activity on their physical

health and mental wellbeing. And most importantly, children have fun during Bikeability! Bikeability starts on the playground, where instructors teach basic cycle handling skills, before children head out on to the roads for Bikeability Level 2. During this course children get to grips with simple junctions and communicating with other road users - all essential skills and experience to keep them safe on their journeys. Older children are then introduced to more complex junctions during Level 3, all under the watchful eyes of

Bikeability's fantastic instructors. It is Bikeability's ambition to give every child the opportunity to learn how to cycle and through our Widening Participation Fund we are welcoming organisations across England to bid for funding for schemes that will help more children access Bikeability cycle training. Our latest video for schools explains how cycle training goes beyond the classroom and equips children with lifelong skills that will help them become happier and healthier. Find out more about Bikeability on our website, or by following the links below:

1. Bikeability
2. Cycle Training for Adults



## Elaine's e-cycle story

The wonderful Oncology Clinical Specialist Nurse, Elaine has recently ventured into the world of electric cycles!

As we've been trying to encourage this sort of thing through our Leave Your Car At Home days and other similar events at #nuffieldhealthbrightonhospital, I thought I'd do a little spotlight interview with her, just to demonstrate how easy it is to take advantage of. Here are Elaine's answers: "I've worked at The Nuffield Brighton Hospital as a Macmillan Clinical Nurse Specialist for the past four and a half years, prior to coming here I spent twenty years as a cancer/Macmillan Nurse in the NHS. I live quite close to the hospital - about 2 miles away near Preston Park. Over the years (on sunny days!) I've tried cycling or walking in...but there's Bear Road to contend with. It's such a steep hill and



I feel exhausted by the time I get to the top, not a great way to start a day at work. I feel that with such a short journey I really shouldn't be using my car, if it was flat I would be walking in. After several unsuccessful attempts to cycle on a 'normal' bike I started to think about looking at electric ones. I'd heard about the 'cycle to work scheme' and did some investigating, looking at the options online. Once I realised what a big financial saving I could make I applied and bought myself a folding electric

bike from a small online company called Estarli. I hadn't realised how much I'd enjoy the ride to work. The hills are so easy now and I can keep up with my family on a bike ride, I still have to pedal and can make my cycle harder or easier depending on how I'm feeling. I would definitely recommend the scheme to colleagues who are thinking of getting a new bike as the money saved is really noticeable and you can spread the cost over several years."

# The Highway Code

Following a consultation, there have been a number of important changes to the Highway Code which will affect all members of the public. Here, the Department for Transport explains the latest updates:

Department for Transport

## Changes to The Highway Code

The changes follow a public consultation on a review of The Highway Code, which received more than 20,000 responses from the public.

### Hierarchy of road users

The hierarchy places those road users most at risk in the event of a collision at the top of the hierarchy.

More likely to be injured

- People walking (including children, older adults and disabled people)
- People riding horses  
People cycling  
People driving horse-drawn vehicles and motorcycles
- People driving cars and taxis  
People driving vans and minibuses  
People driving large goods and passenger vehicles

Greater responsibility

### Safe passing distances

We're updating guidance on safe passing distances and speeds for people driving when overtaking more vulnerable road users.

When overtaking people walking in the road:  
Allow at least 2 metres (6.5 feet) and keep to a low speed

When overtaking people cycling:  
Leave at least 1.5 metres (5 feet) at speeds of up to 30 mph

When passing people riding horses or driving horse-drawn vehicles:  
Allow at least 2 metres (6.5 feet) at speeds of less than 10 mph

### Priority at junctions

When people are crossing or waiting to cross at a junction, other traffic should give way.

Old rule

New rule

### Safely opening doors

People driving and passengers should open the door using their hand farthest to the door they are opening. This will make them turn their head to look over their shoulder. They're then less likely to cause injury to other road users or people on the pavement.

Learn more: [gov.uk/dft/highwaycodechanges](https://www.gov.uk/dft/highwaycodechanges)

## www.modeshiftstars.org



# Suffolk County Council

West Suffolk developments among residential projects recognised with Modeshift STARS award for sustainable travel arrangements.

Over 20 residential developments across the region have received an award for planners' work in promoting sustainable and active travel.

The Modeshift STARS scheme recognises positive contributions to sustainability made by organisations nationwide.

This can include initiatives encouraging stakeholders to cut down on car use, or promoting bike travel to and from the site.

Such schemes are put into effect through 'Residential Travel Plans' drawn up by organisers.

A number of the residential projects recently recognised with a 'bronze' award are in West Suffolk.

They include:

- Hunters Chase, Red Lodge
- Harp Close Meadow, Sudbury
- Trinity Meadows, Stowupland
- Chancery Park, Exning
- Marham Park, Bury St Edmunds
- Kings Warren, Red Lodge
- St John's Meadow, Elmswell
- Thurston Park, Thurston
- Boyton Place, Haverhill
- Persimmon Grange, Framlingham
- Sycamore Park, Beck Row
- Woodland Rise, Great Cornard
- Castle Keep, Framlingham



- Kingsbrook Place, Elmswell
- Lark Grange, Bury St Edmunds

The council's cabinet member for economic development, transport strategy and waste, Councillor Richard Smith, said: "Congratulations to all these development schemes for their hard work in earning these accreditations. "Modeshift STARS is an ideal way for communities to come together and reduce the impact of car use by making active travel an attractive alternative."

Modeshift's business director, Nick Butler, said: "Suffolk County Council is really leading the way when it comes to securing effective Residential Travel Plans.

"This outstanding achievement is testament to their commitment to ensuring developers are committed to promoting and enabling sustainable travel.

"These results are an inspiration for local authorities across the country that are looking to achieve similar outcomes.

**“Suffolk County Council is really leading the way when it comes to securing effective Residential Travel Plans.**

## Dates for your diary

**Love to Ride's Winter Wheelers**  
1st-25th December

**Christmas Jumper Day**  
8th December

**Disability History Month**  
Until 16th December

**STARS Accreditation deadline**  
31st December 2022

**Big Energy Saving Week**  
17th January

**International Day of Education**  
24th January

**STARS Accreditation deadline**  
31st March 2023

**STARS Accreditation deadline**  
31st July 2023



Team Modeshift Events Calendar November 2022

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		2	3 Modeshift Annual Convention 2022	4	5	6
7 International Stress Awareness Week	8	9	10	11	12	13
14 National Anti-Bullying Week	15	16	17	18	19	20
22 Brake Road Safety Week	23	24	25	26	27	
	29	30				

What's coming up: December

- Modeshift Christmas Advent
- 2nd December 23 Day - Alzheimer's Society
- 3rd December International Day of Persons with Disabilities
- 8th December Christmas Jumper Day
- 16th November to 16th December Disability History Month

## The Let's Go Zero supporter pack is here!

We're proud to support the Let's Go Zero campaign, uniting UK schools working together to be carbon zero by 2030.

Led by a powerful coalition of sustainability organisations, the campaign supports schools to set zero carbon targets, develop roadmaps for delivery, share their learnings with staff, students and families, and work together with local councils and government to make it happen. Find out more about the Let's Go Zero campaign here: <https://letsgozero.org/>






**MODESHIF**  
SUPPORTING SUSTAINABLE TRAVEL  
Convention 2022

