

Modeshift STARS Education Annual Report

2022/23



Department
for Transport



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EXECUTIVE SUMMARY

The Modeshift STARS Education scheme has had its most successful year since the inception of the programme in 2008. In this report we will present the results of the Modeshift STARS programme for the 2022/23 accreditation year which runs from 1st September 2022 to 31st August 2023, including delivery across local authorities, schools and businesses.

Over two thirds of local authorities in England (excluding London boroughs and district councils), have participated in the Modeshift STARS Education scheme in 2022/23 with a total of 81 local authorities out of 118. A further 77 organisations were signed up to operating the STARS Business scheme, including 40 local authorities, 34 Corporate organisations, and 3 transport consultancies.

1,096 STARS (Education, Business, & Residential) accreditation applications were approved between September 2022 and August 2023. As a result, 1,895 schools, businesses, and residential sites held a level of STARS accreditation on 1st September 2023. Across these sites a total of 1.68m individuals (pupils and employees, excluding parents/guardians) are directly impacted by Modeshift STARS School and Workplace Travel Plans.

The modal shift results for our top schools, i.e. those that have achieved the 'Very Good Travel Plan' level of accreditation and above are quite remarkable. On average, schools accredited at this level in the 2022/23 accreditation year have seen their 'Green' (walk/cycle/scoot) modes of travel increase from 57.88% to 59.83%, a modal shift to 'Green' modes of 3.4%.

During 2022/23, 10,767 separate 'travel' and 'supporting' initiatives were recorded by schools in the STARS system with over 1.96-million participants taking part in those initiatives.

INTRODUCTION

About Modeshift

Modeshift exists to grow levels of active and sustainable travel. As a not-for-profit membership organisation, we support, inspire, and champion individuals and organisations, to deliver sustainable travel interventions and strategies, uniting them under our umbrella term 'Team Modeshift. We do this by providing professional membership services, influencing national policy and guidance and delivering a range of travel plan and behaviour change services.

Our members and customers include over 1,000 industry professionals representing the public, private and third sectors. Modeshift works to raise standards of industry delivery, including establishing a national standard for Travel Plans, sharing best practice and recognising excellence amongst its Members, Partners and Supporters.

Modeshift STARS Schemes

Our Modeshift STARS programme, provides a centre of excellence for developing, delivering, and monitoring effective Travel Plans. Effective Travel Plans are vital for a healthier, greener, and safer future, as they promote and enable more sustainable and active modes of travel. Modeshift work with thousands of businesses, education, and community settings across the UK to improve Travel Plan standards, share best practice, and award Modeshift STARS accreditation.

Modeshift STARS accreditation is awarded to business, education, and community organisations that have demonstrated excellence in supporting walking, cycling, and other forms of sustainable and active travel by developing and implementing an effective Travel Plan.

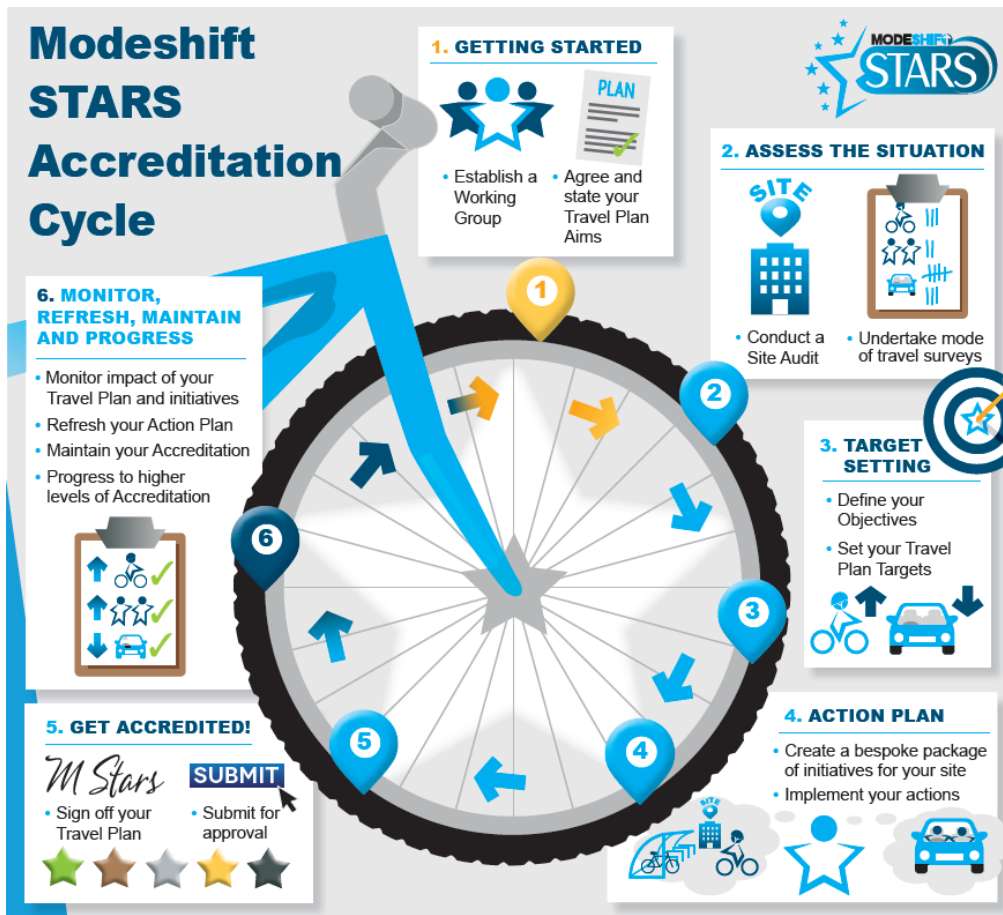
There are currently three active schemes; STARS Business, STARS Education, and STARS Residential, with plans to add more schemes in the future. Sites that participate in the STARS schemes achieve accreditation by following the Modeshift STARS Accreditation Cycle (Figure 1) to develop and deliver a Travel Plan.



Modeshift STARS Accreditation Cycle

The STARS Accreditation Cycle shows the ongoing process of developing, delivering and reviewing a Travel Plan. The image illustrates how the Travel Plan is not a 'one-off' document but rather a tool to manage transport demand to and from a site, and how by applying an effective Travel Plan and following the ongoing process of monitoring, refreshing, maintaining and progressing, modal shift and behavioural change can be achieved.

Figure



1:

STARS Accreditation Cycle

AUDIENCE

Modeshift STARS licence holders and registrants

Table 2: STARS Licence holders and registrants from 2009-2023

Local authorities, corporate organisations and consultancies can purchase a licence to operate the Modeshift STARS scheme. Organisations must first be members of Modeshift, then they are able to add a STARS licence to their annual fees.

The Department for Transport first announced funding for the Modeshift STARS Education scheme in 2014/15. The number of STARS licence holders has since grown year on year. In 2016/17 Modeshift introduced the STARS Business scheme which has gone on to see similar levels of growth that the STARS Education scheme recorded.

Year	STARS Education	STARS Business
2009/10	9	n/a
2010/11	11	n/a
2011/12	6	n/a
2012/13	18	n/a
2013/14	25	n/a
2014/15	28	n/a
2015/16	52	n/a
2016/17	54	16
2017/18	55	16
2018/19	43	16
2019/20	65	15
2020/21	65	29
2021/22	81	38
2022/23	81	77

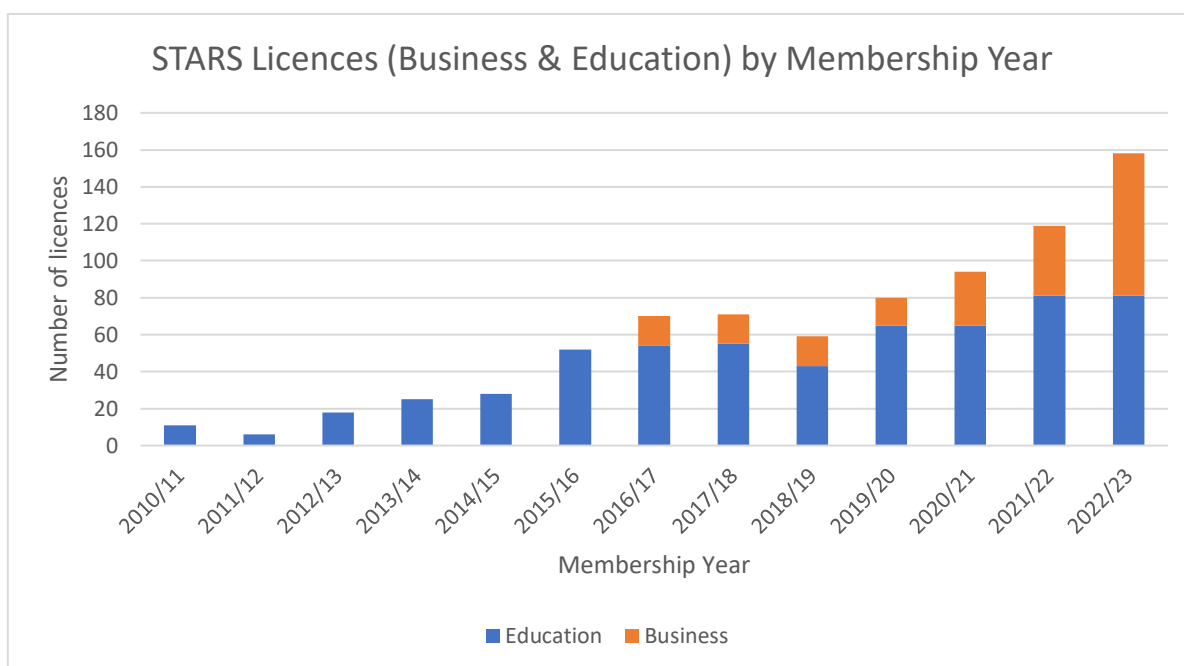


Figure 3: STARS Licences (Business & Education) 2010/11 to 2022/23

STARS KPIs

In 2023/23 over two thirds of Local Authorities in England (excluding London Boroughs and district councils), participated in the Modeshift STARS Education scheme. The table below shows the current status of STARS engagement with LAs and users and predictions for the 2023/24 academic year. For context, corresponding figures are also shown for the STARS Business and STARS Residential schemes.

STARS Education		
KPI	2022/23	2023/24 (Projections)
No of LAs with STARS Education Licence	81 out of 118	80 out of 118
No of LA users registered on the STARS site	513	520
No of 'school' users registered	4,792	5000
Audience reach	Approx 1,175,000 -individuals (inc. 1,050,000 pupils and 135,000 members of staff	Approx 1.2m individuals

Table 4: Current STARS Licence holders and projected STARS Licence holders

*active = some activity recorded on the system since 1st Sept 2021.

STARS Business/Residential		
KPI	2022/23	2023/24 (Projections)
Number of Corporate / Consultancy system users registered	71 / 7	80 / 10
Number of 'Workplace' system users registered	1,079	1,200
Number of 'Residential' system users registered	106	120
Number of employees at 'STARS accredited' sites	566,924 full-time 47,018 part-time	700,000

Table 5: Current STARS Business/Residential Licence holders and projected STARS Business/Residential Licence holders

DELIVERY MODEL

There are three levels of delivery

1. Modeshift Delivery Team and volunteer support from the Modeshift Executive Board. Our Delivery Team oversee the national management and coordination of the Modeshift STARS programme.
2. User/licence delivery. Primarily local authority and now a growing number of corporate users, act as facilitators of the scheme and work with sites on their Travel Plans and accreditation
3. Site delivery. Sites (i.e. schools/workplaces) sign up and voluntarily give their time and resource to the Modeshift STARS programme

Modeshift STARS Education has two core funding streams, grant funding from Active Travel England and (subsidised) licence fees from local authority users. Additional funding is sourced through the provision of training. The Modeshift STARS Business is self-funded, with revenue coming from business licences and non-subsidised local authorities' licences.

2022/23 funding from ATE (£200k) has enabled Modeshift to expand its STARS Delivery Team and increase its activity to grow the number schools on the STARS education scheme.

The grant

- Part funds a full time Business Director to oversee all operations
- Funds a full time STARS Programme Manager to oversee scheme growth and quality of Travel Plan delivery including the management of scheme specific focus groups
- Part funds a full time IT and Systems Manager to deliver an effective online system
- Part funds a part time IT and Systems Officer providing customer support to over 5,000 users
- Part funds a specialist to oversee communications and marketing of Modeshift STARS and the creation of scheme specific resources
- Part funds a specialist to oversee best practice and events
- Funds a part time administrator to manage the awards and events
- Funds the delivery of regional awards events and the National STARS School Travel Awards Celebration event

System management

We manage a public facing website and a secure online system for our users to enter their Travel Plan data and information. Our system includes all core Travel Plan requirements and our national standard accreditation criteria to support and guide sites to grow levels of sustainable travel.

Accreditation

Our Delivery Team and several Executive Board Members oversee three rounds of accreditation per annum. A sample of 'Approved' and 'Good' STARS accreditation applications are given a quality check. All 'Very Good', 'Excellent' and 'Outstanding' accreditation applications are fully assessed by the Modeshift team.

STARS Training and Webinars

New for the 2022/23 accreditation year, a STARS Education Masterclass was held in June 2023 to share Modeshift's vision for STARS Education with local authorities, and to share ideas on what we can all be doing to grow the scheme. Additionally, the Masterclass aimed to provide local authorities with guidance and best practice to raise Travel Plan standards by discussing the accreditation criteria, highlighting key areas for improvement, and addressing frequently asked questions. These Masterclass events will now be delivered termly following each accreditation application round.

Local authorities have the option of procuring additional training from the Modeshift Delivery Team including bespoke STARS systems training, and STARS 'Getting Started' webinars for schools and other sites. These new 90-minute sessions give a quick introduction to Travel Plans and the Modeshift STARS schemes, as well as using live system demonstrations to support sites in their first steps towards achieving STARS accreditation. Since the start of 2023 there have been 8 Getting Started webinars delivered with over 70 people taking part.

STARS Focus Groups

The Modeshift STARS Focus Groups are now well established and meet on a termly basis to guide the future of the STARS schemes. They are made up from a range of school representatives, local authority staff and consultancies who offer their expertise and insight to improve the system. Each group is chaired by a volunteer from the Modeshift Executive Board who represents the requirements of all Members, Partners, and Supporters of Modeshift. In 2022/23, Modeshift have also established a STARS Education SEND Focus Group to ensure the scheme is representative of schools delivering Special Educational Needs provision.

Resources and communications

The first edition of our new STARS Newsletter was sent to over 3,500 STARS registrants in December 2022, and it now goes out to over 6,700 recipients. The newsletter is published on a termly basis and contains the latest STARS local authority league tables, case studies from the latest round of accreditation applications across all three STARS schemes, and hints and tips on delivering effective Travel Plans.

In addition, the Modeshift Delivery Team produce and update a range of new and guidance documents and resources that can be used by sites when implementing their Travel Plans.

Communications to licence holders is frequent and we actively encourage our users to follow us on social media. To give an idea of the reach of Team Modeshift social media channels, numbers of followers and overall reach from Jan – Oct 2023 are included in the table below.

Profile	Total	Impressions/ Reach
X (Twitter)	1990 followers	254,039
Facebook	336 followers	36,155
LinkedIn	978 likes	24,131

Table 6: Social Media followers and reach from Jan 2023 –Oct 2023

National STARS School Travel Awards 2022/23

The National STARS School Travel Awards are an annual celebration of all the best active and sustainable travel work that schools from across the country have undertaken to achieve STARS accreditation. There are 4 categories of schools identified for the awards, these are: Early Years Establishments, SEND Schools, Primary Schools and Secondary Schools.

In September, all schools who achieve the highest levels of accreditation during the previous academic year are nominated for the Modeshift STARS Local Authority School of the Year award and invited to attend online regional awards events. At those events, the top schools from each local authority compete against one another for the STARS Regional School of the Year award. The top regional schools then progress to the STARS National School of the Year awards and are invited to attend an in-person national event with schools from across the country.

STARS Regional Awards Events 2022/23

All schools that achieve Very Good, Excellent, and Outstanding STARS accreditation were invited to attend the School of the Region events that took place in Spring 2023.

- **125** schools were nominated for the 2022/23 awards including **114** primary schools, **10** secondary schools, and **1** SEND school.
- **1,353** attendees, representing **135** different organisations attended one of three Modeshift STARS Regional Awards events
- **37** schools were awarded STARS School of the Local Authority for their respective areas
- **12** schools were announced as STARS Regional School of the Year for their area, including **6** primary schools, **5** secondary schools, and **1** SEND school. These are listed below:

STARS National School of the Year Event 2022/23

The 12 STARS Regional Schools of the Year participated in the National STARS School Travel Awards Celebration event in June 2023. There were over 100 delegates including pupils, school staff, local authority staff, Modeshift Partners & Supporters, and other guests in attendance at the event which was held in the Riverside Rooms at County Hall, Westminster, London overlooking the London Eye and River Thames.

Pupils and school staff presented a summary of the work that they had undertaken in order for them to achieve one of the highest levels of Modeshift accreditation.

RESULTS

2022/23 STARS Education accreditations

1,895 schools, businesses and residential sites held a level of STARS accreditation as of 1st September 2023. The previous record for total number of accredited sites was 1,785 which was achieved in 2021/22.

Table 5 below displays the total number of accredited sites for each of the STARS schemes as of 1st September 2023.

	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
All schemes	59	60	120	1066	590	1895

Table 1: STARS accredited sites (1st September 2023)

The increase in the number of sites being accredited is evidence that organisations are recognising the benefits of developing and delivering an effective Travel Plan. Additionally, the level of accreditation has increased across all the schemes, in particular there are more schools moving into the higher levels of accreditation, Outstanding and Excellent, than in previous years.

At the close of the 2022/23 accreditation year, a total of 2,268 schools have achieved at least one successful STARS Education accreditation application, and 5,061 applications have been approved since the inception of the scheme in 2009/10. The table below shows these figures as well as corresponding figures for the STARS Business and STARS Residential schemes.

	Sites with at least one STARS accreditation approval (01/09/23)	Total number of approved STARS accreditation applications (01/09/23)
Education	2,268	5,061
Business	763	1,231
Residential	57	63
All sites	3,088	6,355

Table 7: Current number of sites with at least one accreditation approval and total number of approved STARS accreditation applications as of 1st Sept 2023.

The chart below shows the growth of STARS Education accreditation applications since 2010/11. We have seen consistent growth over this period, with a dip in 2019/20 which was a result of the COVID-19 pandemic. Otherwise, the general trend shows almost year on year growth in the number of successful accreditation applications received.

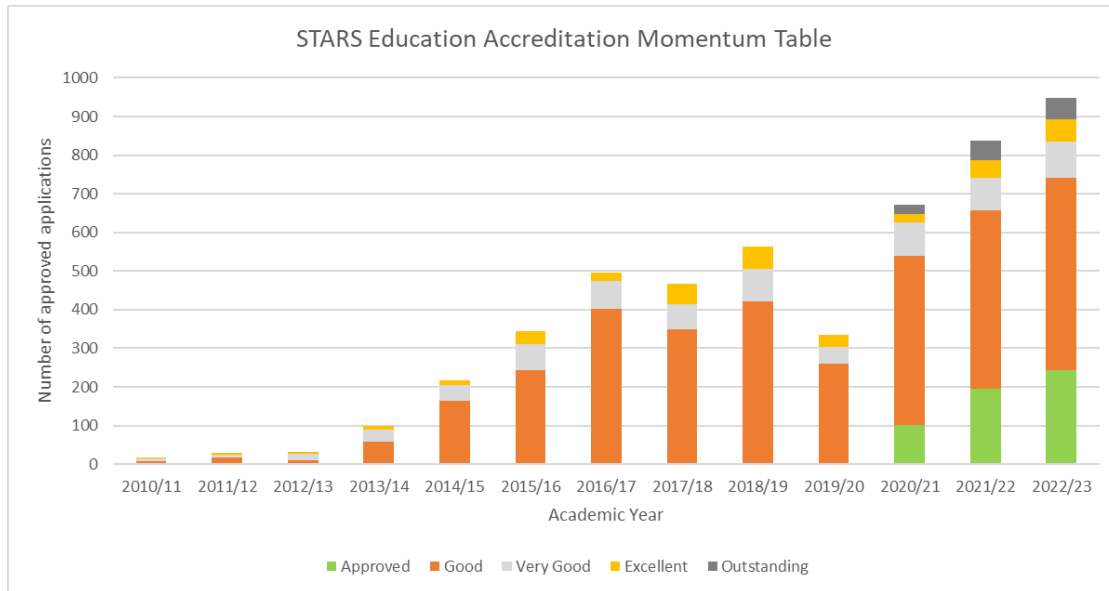


Figure 8: STARS Education Accreditation Momentum Table 2010/11 to 2022/23

STARS Initiatives

During the 2022/23 academic year, 10,767 separate 'travel' and 'supporting' initiatives were recorded by schools in the STARS system with just short of 2m participants taking part in those initiatives. This means that schools are logging all the initiatives that they are engaged in, and which helped them to achieve their accreditation. Initiatives include things like Bikeability training, assemblies, installing cycle and scooter infrastructure and promoting travel plan activities to parents, staff and the wider community. The table below shows that the most popular initiatives that students were engaged in were walking, scooting and cycling. When considering the number of students and adults engaged in travel planning it is clear to see how wide the reach is and how impactful it can be to achieve behavioural change when delivered effectively.

Initiatives	Total Delivered 2022/23	Students Involved	Adults Involved
Supporting Initiatives			
Curriculum	805	193963	16092
Partnerships	542	56325	9155
Promotion	2592	400488	117054
Travel Initiatives			
Air Quality	832	155704	42546
Cycling	1563	184291	22911
Public Transportation	543	97097	12327
Road Safety	2065	240967	22502
Walking & Scooting	1825	344143	52888
Grand Total	10767	1672978	295475

Table 9: Delivery levels and engagement of participants in Supporting and Travel Initiatives for Education establishments for the 2022/23 academic year.

Schools modal shift data

The mode of travel to school data for pupils of the 1,080 currently accredited schools across England has been compiled to provide the average pupil mode of travel to school data for those schools. These schools include a combined total of 298,261 pupils.

The data shows that 42.59% of pupils currently walk to school, whilst 4.55% scoot to school, and a further 5.13% cycle to school, providing a total of 52.27% of pupils travelling by 'active' modes. Car use is considerably lower at 24.67%.

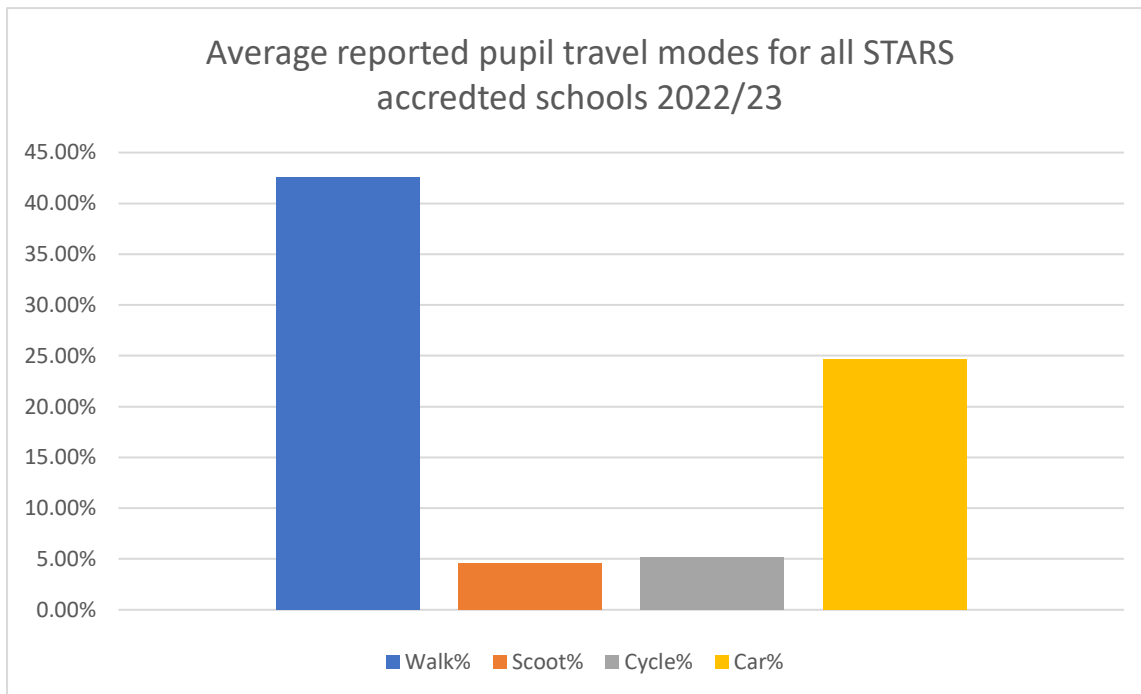


Figure 10: Average modes of pupil travel to school for STARS accredited schools

The key to Modeshift STARS is that the scheme recognises schools that have demonstrated excellence in increasing levels of sustainable and active travel. Schools are rewarded through the accreditation levels, the greater their impact, the higher the level of accreditation they can achieve.

To monitor and assess the impact that a school is achieving, the current year's pupil mode of travel data is compared against a baseline of the average modes of travel that they have recorded for the previous four academic years.

This data allows us to extract an average baseline for all currently accredited Modeshift STARS schools and compare that with average modal splits for the 2022/23 accreditation year. The results for our top schools, i.e. those that have achieved the 'Very Good Travel Plan' level of accreditation and above are quite remarkable. On average, schools accredited at this level in the 2022/23 accreditation year have seen their 'Green' (walk/cycle/scoot) modes of travel increase from 57.88% to 59.83%, a modal shift to 'Green' modes of 3.4%.

The reduction in 'Red' (car, car share, motorcycle) is even more remarkable, with a reduction from 29.17% to 20.70%, an overall modal shift of 29.0%. Figure 5 displays these figures as well as the change in 'Amber' (bus, park & stride, train/tube/metro) modes.

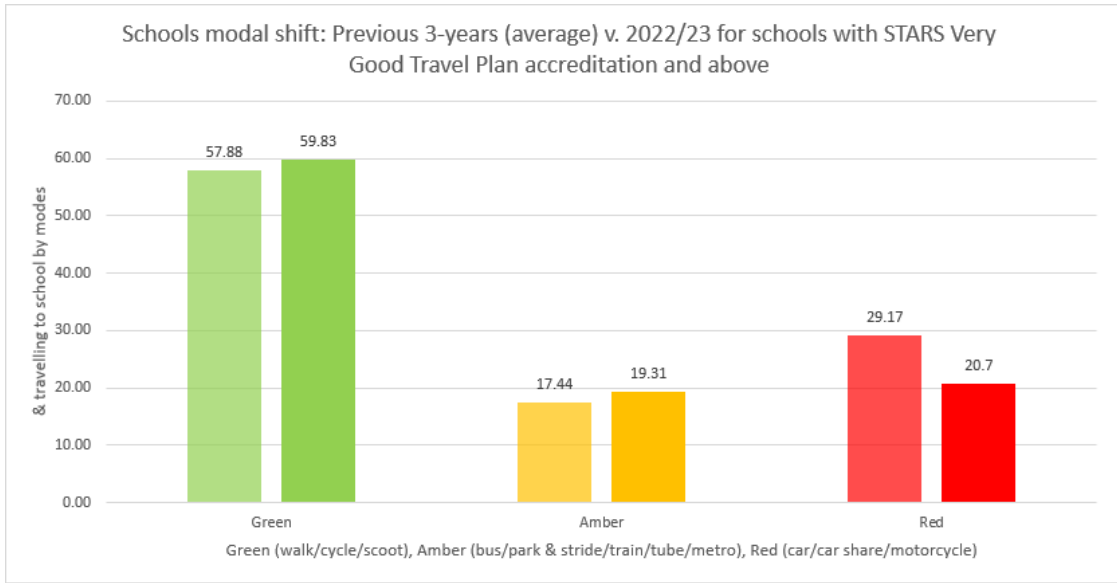


Figure 5: Schools Modal Shift

APPENDICES

Appendix 1 - Top performing local authorities

LAs with highest percentage of schools accredited to STARS	%
Thurrock	37.93
Buckinghamshire	25.09
Rutland	24.14
Isle of Wight	23.21
Sheffield	22.74
South Gloucestershire	22.22

LAs with the most Outstanding TPs	Number of TPs
Hampshire	12
Buckinghamshire	5
Sheffield	5
Hertfordshire	4
Birmingham	4
Kirklees	4

LAs with the most Excellent TPs	Number of TPs
Hertfordshire	10
Sheffield	6
East Riding of Yorkshire	5
Hampshire	4
Buckinghamshire	4
Thurrock	4

LAs with the most Very Good TPs	Number of TPs
Hertfordshire	14
Hampshire	12
Buckinghamshire	8
Kirklees	6
Thurrock	5
Sheffield	5
Birmingham	5

Appendix 2 - Case studies

Lea Forest Primary School, Birmingham National Primary School of the Year 2022/23

Lea Forest Primary School have delivered a range of activities to pupils over the years. This has paid off, with travel survey results showing that the percentage of pupils walking to school has reached 74%, and car use is very low. The school have continued to promote sustainable travel messages and find that parents are really taking this on board with it becoming the norm for many of them.

The school were asked by Birmingham City Council to support them in launching their Clean Air Strategy and to be the first school in Birmingham to receive an air quality monitor connected to this work. This provided another tool to support their Modeshift STARS work and showcase how the school is becoming a safer, greener, and cleaner place for children to be. The local Councillor was very proud to be at this launch and has been sharing success stories with other local schools at meetings she attends.

The school has developed a strong partnership with Living Streets which led to them positioning highly on the national WOW leader board for schools across the country and were at number 1 in the local area. This partnership gives pupils opportunities to take part in activities that are keeping them active, safer, and healthier. They have celebrated their successes with the many partners they have worked with - which includes Birmingham City Council, Bikeability, the local Police team, local Councillors, and their fantastic parents and carers.

The school were recently awarded national 'Bikeability School of the Year' after being nominated by The Active Wellbeing Society (TAWs) having been able to offer every child in our school Bikeability training. Following this training the school have seen a real uptake of cycling to school.



Katherine Warrington School, Hertfordshire National Secondary School of the Year 2022/23

Katherine Warrington School is committed to ensuring Pupils have safe and effective travel routes to school. They are also keen to promote sustainable travel and have had a Drop Off / Pick Up zonal map from the day they opened in September 2019.

The school has an Active Travel Plan Group that meet regularly made of Local Councillors, Herts County Council representatives, School Representatives, parents, carers and students. They have over 40% of students travelling by school bus each day and a further 35% walking or cycling to school meaning over 75% of students are travelling by sustainable means.

During the 2021/22 academic year they worked closely with Living Streets to deliver a 'Next Steps to Secondary' assembly to Year 7 students followed up by a fortnight of activities and the chance to win a £50 voucher for the student who completed the most activities.

They have also worked with Living Streets on a school Travel Audit with the student Eco-Council, this identified barriers to sustainable travel such as unsuitable crossing points, lighting and kerbing issues and was a really useful exercise. The report was presented to Herts County Council and work is already underway to resolve some of the issues identified. Living Streets also assisted the school with producing a 'Leaflet' for new Year 7 parents and carers complete with Zonal Map and key information on sustainable travel.

The school also run an Anti-Idling campaign in conjunction with Living Streets with all posters designed by the students, who are out in Hi-Vis jackets in the local area to promote this initiative.



Forest Park School, Hampshire SEND School of the Year 2022/23

Forest Park are passionate about supporting the wellbeing of their pupils and staff and encouraging them to use more active and sustainable forms of transport.

They have worked with a range of organisations and charities, alongside developing links with families and the local community to support a range of activities and projects.

All the pupils at the two-site school have special educational needs and a high percentage live more than 4 miles from the school. This means that 57% of pupils use school transport to travel to and from school each day, making a modal change in car use by their families difficult to achieve. However, since being involved in STARS, car travel has reduced from 31% to 20%, walking rates have increased by 10% and Park and Stride by 7%.

In addition, the school has promoted accessible cycling activities for families and is supporting the Help to Buy and Bike Scheme for staff. The schools feels that disability should not been seen as a barrier to active and sustainable travel.

The school has also previously supported the Modeshift STARS team with look at compiling an adapted set of information and suggestions, for supporting initiatives in the scheme to help schools which face similar challenges.

Forest Park School is proud of its amazing achievement to have been awarded the Outstanding (Platinum) Level Modeshift STARS.

