




MODESHIFT
SUPPORTING SUSTAINABLE TRAVEL

**Modeshift Team Talk
Online:
Getting the most from your
Modeshift Membership**

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1

Welcome



MODESHIFT
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Nick Butler
Business Director


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2

1

MODESHIFT
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We believe that communities are healthier, wealthier, and more inviting when people are given the opportunity to walk, wheel, and ride for their everyday journeys.



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3

Modeshift Purpose **MODESHIFT**
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Growing the number of sustainable travel journeys in the UK



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4

What We Do
MODESHIFT
SUPPORTING SUSTAINABLE TRAVEL

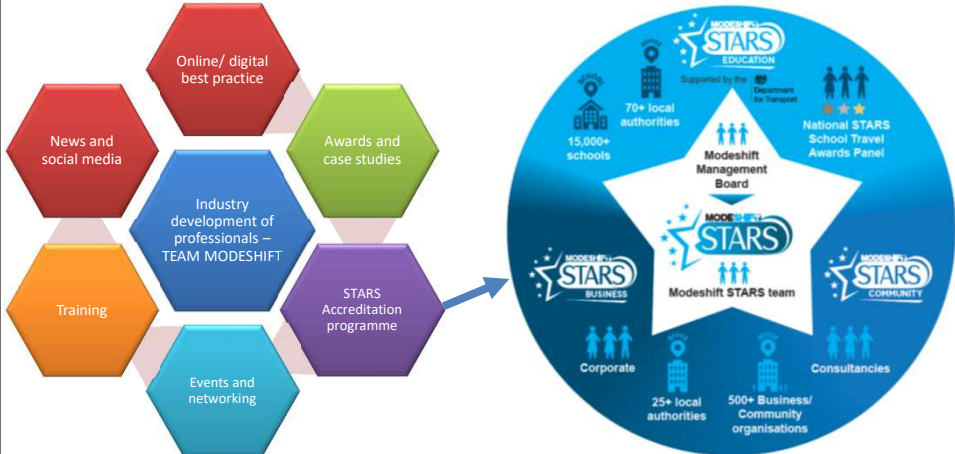


Support, inspire, and champion individuals and organisations, to deliver sustainable travel interventions and strategies, uniting them under our umbrella term 'Team Modeshift'

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5

Modeshift Services
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6

What is Modeshift


Background

- Established in 2001
- Not-for-profit membership organisation.
- All Members have a say on the management and operation of Modeshift
- Overseen by the Modeshift Executive Board (14 Members) and STARS Focus Groups

AGM

- Friday 1 November @ 3pm
- Your chance to hear directly from the Board and Delivery Team

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7

Convention Spotlight


**National Modeshift Convention &
Team Modeshift National
Sustainable Travel Awards 2024**

Sarah Fay
Senior Customer Best Practice &
Events Specialist

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8

4

Convention Spotlight

When: Tuesday 19 & Wednesday 20 November

Where: Royal Armouries Museum, Leeds

Who: All!


- ‘Every’ Member gets one free place
- Bring your whole team – team building, away day, a chance to network
- Public sector – book your place by end of September to guarantee your hotel room




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9

Convention Spotlight



Leeds | 19-20 November 2024

Day One - Tuesday 19 November

09:00 Doors Open

10:00-10:45 **SESSION 1 - The Team Modeshift welcome**
 Ross Butcher, Chair of Modeshift, Nick Butler, Business Director, & Elizabeth Saul, North West Region Executive
 A word from our Sponsor – Smart Transport Hub
 Welcome to Leeds

10:40-11:15 **SESSION 2 - Making sustainable travel journeys easier**
 Paul Davies, University of Bath - Transport for Humans: Are we nearly there yet?

11:15-11:45 **Networking Break**

11:45-12:45 **SESSION 3 - Skills Session**
 Making Public Transport more accessible
 Michael Solomon Williams, Campaign for Better Transport - Celebrating better, greener, fairer transport
 Chris Woodcock, Transport for London - There's A Crowd: can low-cost social interventions mitigate the effects of growing demand on TfL's rail network?
 Caroline Birkhead, Transport for All

Activating Communities
 Ben Lee, Beryl - How Developments can embed positive travel behaviours in the urban environment
 Emma Dobson & Nick Millington, Leeds City Council - Active Travel Social Prescribing 3-year pilot – walking, cycling and wheeling in Burmanshale, Harthill and Richmond Hill (B&H) Urban Area, NPT22

Latest agenda is available online – visit our website to view it

Sessions to suit all!

- Making Public Transport more accessible
- Activating Communities
- STARS Venues and events toolkit
- Decarbonising NHS travel and transport
- Encouraging and enabling safer journeys to school
- Best practice in delivering Residential travel plans
- Team Talks – outdoor & indoor

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10

Team Modeshift National Sustainable Travel Awards



- We had a whopping **49** entries across 10 categories
- Shortlisted to **34** entries
- Shortlisted entries have been **announced!** Head to our website to find out more
- **WINNERS** will be announced on Tuesday 19 November at Royal Armouries Museum, Leeds

TEAM National Sustainable Travel Awards 2024

Awards process

- 1 June** Entries open
- 2 July** Entry deadline
- 3 August** Shortlisting
- 4 September** Shortlist announcement
- 5 September** Judging
- 6 November** Awards Ceremony



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11

Regional Meetings Spotlight



Regional Meetings

Sue O'Brien

Customer Experience Manager



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12

Regional Executives

We have 6 great Regional Executives who are volunteers working for a local authority in your region

- **Chris Ward:** East of England and South East
- **Liz Saul:** North West
- **Emma Allan:** North East, Yorkshire and the Humber
- **Jo Atkins:** South West
- **Angela Harrison:** Midlands
- **Carla Leowe:** London

[Executive Board Members – Modeshift – Sustainable Travel](#)

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13

Regional Executives

- Their role is to build and maintain a regional network
- They are figureheads for their regions. They can signpost you to local services and projects
- You will have monthly comms from your Regional Exec in the Stakeholder update. This update provides you with all the latest information about Convention, Conference, TravelWise Week and dates for your diaries

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14

Regional Executives

- You will be invited to 2 in person regional meetings per year - open to 'all Members' – make sure you attend
- Winter Regional Meeting – Feb/March
- Summer Regional Meeting – June/ July
- 3 months' notice will be given
- We aim to circulate agendas 4 weeks before the meeting

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15

Regional Executives

We need your help!

- Please suggest agenda items to your Regional Execs
- To get involved, share your ideas, research and activity. We need you to be 'active members'
- Could you provide feedback regarding the content and timings of the meeting
- Is there anything else we can do for your region ?

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16



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Modeshift Teams Channels
are coming soon!


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17

**TravelWise Week
Spotlight**



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TravelWise Week
Rob Bounds
Equality, Diversity and Inclusion
Manager

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18



Are you ready for
MODESHIFT
 TravelWise Week
 16-22 SEPTEMBER

Travel Wisely with a
Walk, Wheel or Ride
 to help create healthier, cleaner, greener and safer places for everyone!



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In conjunction with EUROPEAN MOBILITY WEEK

19



It's a busy time of year!

Use Modeshift TravelWise Week to kick start an autumn of active travel.



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20

Make it easy to take part

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Secure portal | View all resources | A - Z of policies

Home > Administration services and support > Data collections > Mode of travel data collection

Introducing Modeshift TravelWise Week – 16 - 22 September 2024

Not to be confused with [Travel Smart week](#), which this year will be 21 to 25 October 2024, [Modeshift TravelWise Week](#) is part of [European Mobility Week](#) which runs from the 16 September 2024 culminating in [World Car Free day](#) on 22 September.

Modeshift TravelWise Week is an opportunity to kick-start the term with messages to remind pupils and parents to consider how they travel to school and the options for making that journey in a more active and environmentally friendly way.

In appreciation of the fact this campaign is very early in a busy term the PowerPoint attached can be adapted as appropriate for assembly or classroom presentations to highlight key messages and, given that [World Car Free day](#) is on a Sunday, schools are just encouraged to hold a Walk, Wheel and Ride today on any day of the week 16 – 20 September, or to consider following the suggested activity of designing a Modeshift STARS or your active travel mascot, which you can use to support your travel plan throughout the year.

We are also aware that the 18 September is [National Fitness Day](#) so to avoid 'initiative overload' you could combine the two to encourage pupils and parents to travel actively to school by walking, wheeling, scooting and cycling.

A year planner of all the other active travel campaigns is provided along with a briefing sheet as to how to add these to your Modeshift STARS portal to develop your travel plan.

More details about Modeshift STARS can be found on the [Modeshift website](#), where you can also find digital assets for your social media as well as poster and pledge card templates.

Related documents to download

📄 [How to join in with Modeshift TravelWise Week](#)
12 July 2024 - 670.0 KB

📄 [How to write a school travel plan](#)
16 July 2024 - 184.7 KB

📄 [Modeshift STARS Active Travel plan 2024](#)
12 July 2024 - 105.3 KB

Share this page

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21

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Modeshift STARS Active Travel planner 2024 - 2025

	Campaign (STARS code)	Suggested actions (STARS code)
Autumn term 1 4 September 2024 to 25 October 2024	Cycle September – for staff and parents (C20) 16-22 Sept TravelWise Week (PR28) & World Car Free day (AQ2) 18 September - www.nationalfitnessday.com 23 - 27 September: cycle to school week (C8) 10 th October: Hello Yellow 16 – 20 October: Travel Smart week (W7)	Promote via newsletter (PR1) & social media (PR10) Consider cycle training for pupils (C21-C23, R1, R2, R3) Cycle to school activities Active travel for fitness & mental well being – (W16 and R10 if hi viz yellow walk organised) Collect & submit travel data – (CUB if data used in lessons)
Autumn term 2 4 November 2024 to 20 December 2024	11 – 15 November: anti bullying week Friendship Friday & Odd socks 11 - 15 November world nursery rhyme week 17 - 23 November: Road Safety Week – (R18) December Winter Wheelers to staff & parents (C20) Active Travel Advent (W17) new calendar to be issued	Personal safety on the school journey – celebrating friendships and odd socks! (PT10 if bus travel included) adapt a nursery rhyme (R24) For availability of resources: roadsafety@derbyshire.gov.uk Social media promotion (PR10) Social media promotion
Spring term 1 6 January 2025 to 14 February 2025	Red January – active travel new year resolutions 24 January Big Garden Birdwatch	Make an active travel new year resolution (W18) Practice your bird spotting skills on the way to school or on an educational walk (W9)
Spring term 2 24 February to 4 April 2025	6 March: World Book Day	Link mode of travel/journeys to book theme or biking bike/scooter (C15)
Summer term 1 22 April 2025 to 23 May 2025	Dates to be agreed Sustrans Big Walk and Wheel (C5) 19 – 23 May: Travel Smart week (W6)	Sign up & take part – consider wheelers breakfast – (W14) possibly donation from local supermarket (RBLC4) Collect & submit travel data – (CUB if data used in lessons)
Summer term 2 2 June 2025 to 24 July 2025	3 June: World Bicycle Day 9-13 June to be confirmed: Bike Week (C16) 19 June to be confirmed Clean Air Day (AQ15)	Promote local cycle routes for family bike ride (PR5) School community bike ride (C13) security marking (C12) Clean air day pledges


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22

Make a pledge **MODESHIFT**
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Get two or more for one!

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TravelWise Week 16-22 September 2024



Dallimore Primary and Nursery School


Pledge to get



on **NATIONAL FITNESS DAY**

and scoot to school!

Travel Wisely!



TravelWise Week –PR28

Scooter Training – R4

Promote on social media – PR10

Remember you only have until 30 September to register your TWW activities, no matter how big or small it all counts!

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23

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Plan ahead!

Pledge and plan to join Cycle September or Cycle to School week

Share Sustrans M check video during Modeshift TravelWise Week to make sure you are ready to ride.



How to Mcheck your bike

Check your bike is safe to ride - a how to guide

Sustrans 8.7K subscribers



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24

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Plan ahead!

Pledge to carry on making active and wise travel choices all autumn

Be Bright Be Seen for Hello Yellow Day **#HelloYellow** **YOUNGMINDS**

Wise Ways to Travel Smart during walk to school month





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25

Make a pledge

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Be a role model – share your own Walk, Wheel or Ride!

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TravelWise Week 16-22 September 2024

I pledge to...
cycle all journeys
all under 10 miles
#TravelWiseWeek




Travel Wisely!

MODESHIFT EUROPEAN MOBILITY WEEK 16-22 SEPTEMBER **MODESHIFT** TravelWise Week 16-22 SEPTEMBER

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26

Member spotlight
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Brightwayz UK

Alison Holland

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27


Modeshift STARS
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The Modeshift STARS programme provides a simple 5-step framework that empowers organisations to make a difference to everyday journeys

Organisations are supported to develop, deliver, and monitor an effective Travel Plan whilst working towards national accreditation

Since 2008, over 7,500 sites have achieved Modeshift STARS accreditation


Supported by Active Travel England since 2015, and free for all schools in England (excluding London)



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28

Modeshift STARS Opportunities



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- Access the system to create your Travel Plan for 'free'!
- Upgrade your membership to include STARS licences
- Arrange STARS systems training with the team
- Join our STARS Masterclasses
- Come along to the Modeshift STARS Conference & National STARS Travel Awards – 27 March 2025, The Royal Society, London
- Present at the Modeshift STARS Conference – call for contributions is now live!

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29

Member communications



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Gail Parkes
Senior Customer Engagement and
Marketing Specialist




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30

Benefits

Modeshift Matters

- MM is our member newsletter published each Friday
- Currently we have 740 subscribers, and above industry average engagement and open rate
- We welcome sharing of industry news, blogs and spotlighting your organisation's successes to help raise your profile and inspire others
- We have made improvements to its readability, resulting in more engagement and opens - 30.37% and clicks 11.17% this is much higher than industry averages



Salisbury NHS Foundation Trust Modeshift STARS Accreditation Success

Salisbury NHS Foundation Trust Modeshift STARS Accreditation Success Salisbury NHS Foundation Trust were successful in attaining an Approved accreditation through Modeshift STARS Healthcare in July 2023. We have been following...

[Read more on our website](#)

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31


Benefits

Job Vacancies

Our members and website subscribers are industry professionals from organisations that you can connect with at no cost. We regularly update job postings shared that are relevant to our industry.

Offers


Look out for Member offers shared by our Corporate Premium Members and supporting organisations.



You. Smart. Thing.

Personal Assistant to the Senior Management Team

Personal Assistant to the Senior Management Team Could you help organise a sustainable future? Join You. Smart. Thing's dynamic team and drive impactful initiatives while supporting the senior management team...



Pendar Creative awarded prestigious contract to maintain Transport for London's iconic tube maps

Pendar Creative awarded prestigious contract to maintain Transport for London's iconic tube maps Modeshift Partner Pendar Creative has been awarded the prestigious contract by Transport for London (TfL) to manage...

[Read more on our website](#)

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32

Website

Modeshift TravelWise Week 2024 is coming!

4 September 2024 / Modeshift News, active travel, car free day, European Mobility Week, Sustainable Travel, top, travelwiseweek

Make your pledge for Modeshift TravelWise Week 16 – 22 September TravelWise Week is Modeshift's yearly, global, week-long travel...

♥ 1 like [Read more](#)

Team Modeshift Events Calendar – September 2024

4 September 2024 / Modeshift News, Modeshift STARS, Team Modeshift Events, September 2024, Team Modeshift Events Calendar, top

Team Modeshift's Event Calendar for September Download your September Calendar here. We hope you'll find it useful for planning...

SouthYorksWalks: A Celebration of Walking and Wheeling in South Yorkshire

3 September 2024 / Modeshift News, south yorks walks, South Yorkshire Mayoral Combined Authority, SYMCA, top

SouthYorksWalks: A Celebration of Walking and Wheeling in South Yorkshire #SouthYorksWalks is a celebration of the joy of getting...

Keep up to date with industry news, events, awards, training, and contact information for our staff and board.

Find out more about sharing of best practice through sector case studies. Digital resources and information leaflets are available to download.

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33

Training

- **Effective Travel Plans**
 - London – 26 September
- **Creating and Implementing an Effective Travel Plan Programme**
 - Staffordshire – 11 November – TBC
- **Developing and Implementing School Streets**
 - TBC
- Others coming soon

Our training courses are offered at reduced rates for Members, Partners and Supporters of Modeshift @ £250 per delegate. For non-Members, the cost is £400 per delegate.

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34




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Over to you...

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35

**Finally...
Have your say**



Member survey
Your opinion is important to us.

We have created a Modeshift Member Survey which will be shared in the coming days to provide us with valuable insights into what our Members think about our services, events, training, communications, and programmes.

We want to hear from you, as this helps influence strategic decisions in the future.

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36