



A guide for businesses



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

Join us and be part of the movement towards more active and sustainable travel.



What is the Modeshift STARS Business scheme?

Our Modeshift STARS Business accreditation programme is a simple 5-step process that empowers organisations to enhance everyday journeys.

Organisations are supported to create, deliver, and track the effectiveness of their Travel Plans whilst working towards national accreditation.

Since 2008, around 7,500 sites have achieved Modeshift STARS accreditation, delivering a variety of engaging and effective sustainable and active travel initiatives, and impacting millions of people across the country.

Modeshift STARS provides:

- ★ A tool for developing a Travel Plan
- ★ A national standard for Travel Plans
- ★ Nationally recognised accreditation
- ★ A tool for analysing your CO₂ Scope 3 commuting emissions

Modeshift STARS Business Accreditation Pathway

1. GETTING STARTED

- Sign up to Modeshift STARS
- Define your Travel Plan Aims and Objectives

2. ASSESS THE SITUATION

- Conduct a Site Audit*
- Obtain annual staff mode of travel data*

3. TARGET SETTING

- Set your Travel Plan Targets

4. ACTION PLAN

- Record initiatives you have already delivered
- Plan and deliver new initiatives

5. GET ACCREDITED

- Get senior level sign-off
- Submit for accreditation approval on the STARS website



MONITOR, REFRESH, MAINTAIN AND PROGRESS

- Once you have achieved STARS accreditation, continue to monitor the impact of your Travel Plan and keep your Action Plan up to date
- STARS Business accreditation is valid for three years, so maintain your accreditation and aim to progress to the higher levels

*Site Audit and Travel Survey templates are available on the Modeshift STARS website, along with other guidance and resources.

How to take part

Register online at www.modeshiftstars.org

Once you complete the registration process, you will gain access to a variety of guidance materials and resources designed to assist you in achieving STARS Business accreditation.

Further support may be available from your local authority. Get in touch with the Modeshift team to be connected with your local contacts.



STARS Business Fees

If your local authority has the relevant Modeshift STARS licence, then basic site level access to the STARS Business scheme is free of charge. Otherwise, please refer to the guidance below.

Access type	Fee
Option One: Site level access	£150 (plus VAT) per site
Option Two: STARS Business Corporate annual licence (includes first 10 x sites on the STARS system)	£749 (plus VAT) per annum
Option Three: Discounted STARS Business Corporate annual licence, and Modeshift Corporate Membership (includes first 10 x sites on the STARS system)	£449 (plus VAT), plus Modeshift Corporate Membership fee (Third sector, and 1-9 staff = £450 / 10+ staff = £575)

★ **Option Two:** Includes 1 x free delegate place at the 1-day National STARS Summit

★ **Option Three:** Includes 1 x free delegate place at the 1-day National STARS Summit, and 1 x free delegate place at the 2-day National Modeshift Convention

For more details on Modeshift Membership and benefits visit www.modeshift.org.uk

Optional extras	Fee
Additional site added to Modeshift STARS (Corporate licence holders only)	£100 (plus VAT) per site
Online STARS System Training	£250 (plus VAT)

Accreditation Fees	Fee
STARS Good Travel Plan accreditation fee	Free (licence holders only)
STARS Very Good Travel Plan accreditation fee	£200 (plus VAT) per site
STARS Excellent Travel Plan accreditation fee	£300 (plus VAT) per site
STARS Outstanding Travel Plan accreditation fee	£400 (plus VAT) per site



www.modeshiftstars.org

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