



Modeshift STARS Annual Report 2023/24

October 2024

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Executive Summary

This report presents the results of the Modeshift STARS programme for the 2023/24 accreditation year which ran from 1st September 2023 to 31st August 2024.

The Modeshift STARS Education scheme continues to deliver impressive results since its inception in 2008. Meanwhile, the STARS Business, STARS Residential, and the recently launched STARS Healthcare schemes have gone from strength to strength.

Two-thirds of local authorities in England (excluding London boroughs and district councils) continue to participate in the Modeshift STARS Education scheme (77 out of 118) and a further 84 organisations are licence holders of our other STARS schemes.

Across all our schemes, our reach is estimated at 3.6m individuals (pupils and staff) across 5,000 sites that are active on Modeshift STARS. When taking into account the wider community including parents, neighbours, visitors, residents, etc, we estimate that the STARS scheme reaches well over 6-million people.

Executive Summary

1,121 STARS (Education, Business, Residential and Healthcare) accreditation applications have been approved in the last 12 months, 985 were from our Education scheme. As a result, 2,065 sites hold a current level of STARS accreditation (1,224 are Education sites).

The modal shift results for our top schools remain very strong. On average, these schools have seen their 'Green' (walk/cycle/scoot) modes of travel increase from 53.84% to 57.95% a modal shift to active travel of 7.65%. 'Amber' modes (public transport, park and stride) that can contain an active travel element to the journey have increased from 18.38% to 22.50%. Meanwhile 'Red' (private vehicle) modes reduced by 29.67%.

During 2023/24, 11,523 separate 'travel' and 'supporting' initiatives were recorded by schools with over 2.1m participants taking part in those initiatives.

Modeshift

Our purpose: Growing the number of sustainable travel journeys in the UK.

We 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.

Modeshift supports, inspires and champions individuals and organisations to deliver sustainable travel interventions and strategies, uniting under our umbrella term **Team Modeshift**.



Modeshift STARS

Modeshift STARS empowers organisations to enhance everyday journeys.

Organisations are supported to create, deliver, and track the effectiveness of their Travel Plan 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 CO₂ commuting emissions
- The National STARS School Travel Awards



National context

The Modeshift STARS schemes are a major part of our effort to achieve an increase in levels of sustainable travel by empowering schools, businesses, healthcare, and residential settings to act and enhance everyday journeys for the communities that they serve.

The STARS programme aligns directly with the Department for Transport's five strategic priorities, as presented by Secretary of State for Transport, Louise Haigh, putting transport at the heart of mission-driven government:

1. Improving performance on the railways and driving forward rail reform
2. Improving bus services and growing usage across the country
3. Transforming infrastructure to work for the whole country, promoting social mobility and tackling regional inequality
4. Delivering greener transport
5. Better integrating transport networks

The Minister stated that 'the Government's mission of Growth, net zero, opportunity, women and girls' safety, and health – none of these can be realised without transport as a key enabler'

Modeshift STARS schemes

There are currently four active STARS schemes, STARS Education, STARS Business, STARS Residential and STARS Healthcare. Each scheme has its own accreditation criteria, guidance, and resources, that support sites in developing, implementing and monitoring an effective Travel Plan.



The launch of STARS Healthcare

The Modeshift STARS Healthcare scheme was launched in July 2024 and was developed in partnership with NHS England and in consultation with primary and secondary healthcare settings.

The NHS Net Zero Travel and Transport Strategy sets out that by 2026, sustainable travel strategies will be developed and incorporated into trust and Integrated Care Board (ICB) green plans. The STARS Healthcare scheme has been developed with this in mind and will support any healthcare setting to achieve this aim.

As of September 2024, 200 healthcare sites already hold a level of STARS Healthcare accreditation.



Modeshift STARS Healthcare 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 Healthcare 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.

Modeshift STARS 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*
- Undertake a Travel Survey*

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
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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 Education accreditation is valid for one year, 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.*

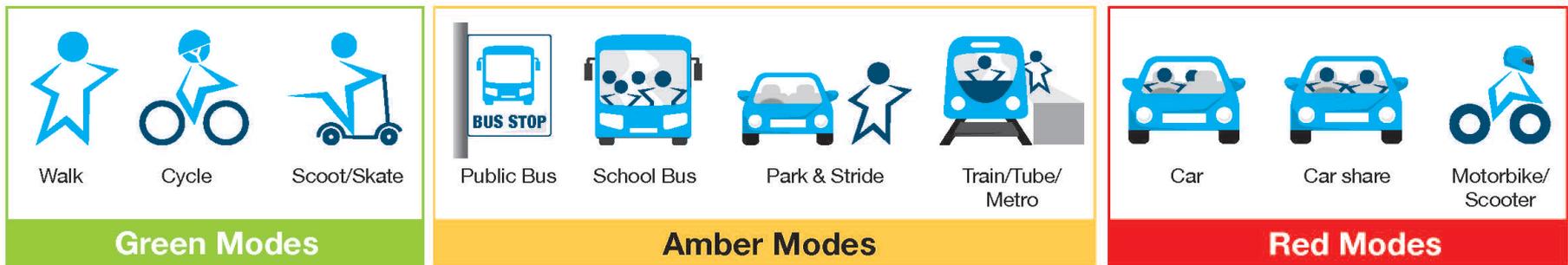
Sites that participate in the STARS schemes achieve accreditation by following the Modeshift STARS Accreditation Pathway to develop and deliver a Travel Plan. The Pathway displayed here demonstrates the steps required for the STARS Education scheme.

Achieving STARS accreditation

Sites can work towards five levels of accreditation from **Approved Travel Plan**, followed by **Good Travel Plan**, **Very Good Travel Plan**, **Excellent Travel Plan**, and finally **Outstanding Travel Plan**.

The top levels are reserved for those sites that can demonstrate a shift towards high levels of 'Green' and 'Amber' travel modes, with a corresponding reduction in 'Red' travel modes.

Travel Modes

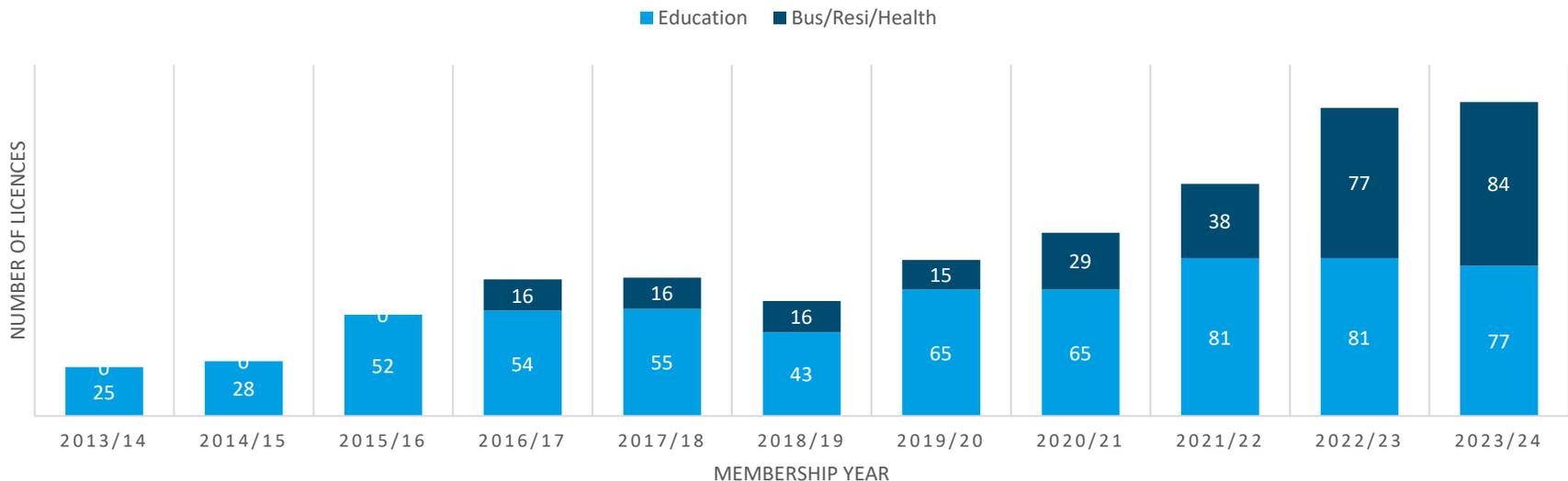


The STARS audience

The STARS Education scheme first launched in 2008. Since the Department for Transport / Active Travel England started supporting STARS in 2015, the number of STARS licence holders has grown year on year to a peak of 161 organisations in the 2023/24 membership year. 77 local authorities held a STARS Education licence in 2023/24.

The last two years have been boosted significantly by the support of NHS England in funding STARS Healthcare licences for 31 NHS Trusts and Integrated Care Systems.

MODESHIFT STARS LICENCES BY MEMBERSHIP YEAR



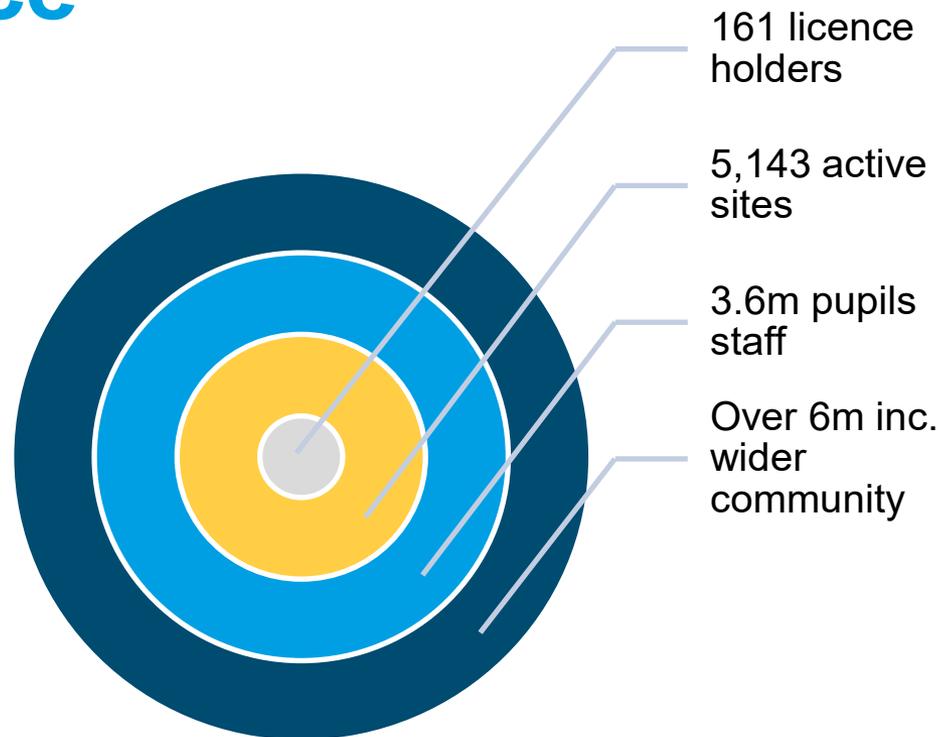
Modeshift STARS

‘Sphere of Influence’

Across the 161 STARS licence holders, there are now over 5-thousand ‘active’ sites on the STARS system across all 4 schemes. ‘Active’ refers to sites that have recorded some online activity on the STARS system within the last 18-months as of 1 September 2024.

Within those sites, there are over 3.6-million pupils and members of staff.

When taking into account the wider community including parents, neighbours, visitors, residents, etc, we estimate that the wider ‘Sphere of Influence’ of the STARS scheme reaches well over 6-million individuals.



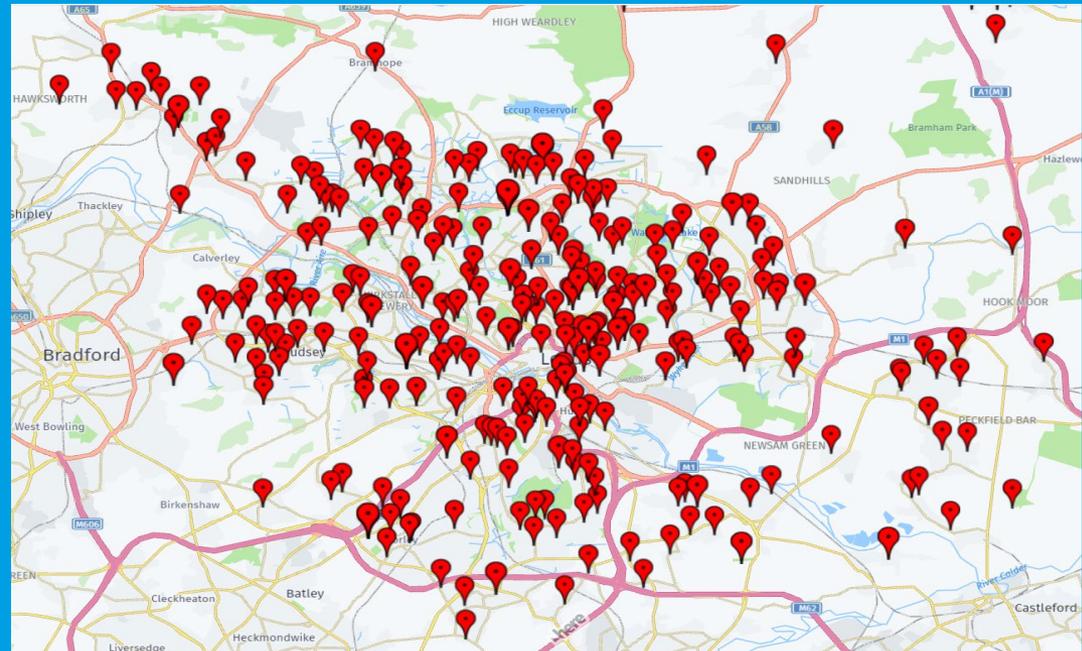
Local potential 'Sphere of Influence'

To demonstrate the potential of the STARS Education scheme to reach a large audience, we've used example of Leeds City Council here where there are 283 individual 'Spheres of Influence' (schools) across the council area and over 127-thousand pupils. Once you account for parents/carers, staff, visitors, and the neighbouring community, we estimate that a successful STARS Education programme for Leeds could reach out to over 250-thousand individuals.

283 spheres of influence

- 127,214 pupils
- X no. parents/carers
- X no. of staff
- X no. of visitors

Over 250,000 individuals



Results



Modeshift STARS (Education) KPIs

KPI	2023/24	2024/25 (projections)
No. LAs with a STARS Education Licence	77 out of 118	80 out of 118
‘Active’ sites (All sites - some activity within last 18-months)	5,143	5,500
STARS Education ‘Accredited’ sites	1,224	1,400
No. of ‘LA’ users registered on the STARS system	593	600
No. of ‘Site’ users registered (all schemes)	4,646	5,000
Audience reach (all schemes)	3,598,396 individuals (2,301,825 pupils 1,296,571 staff)	3.8 million individuals

In the 2022/23 accreditation year the STARS audience totaled 1.8 million individuals. This has doubled in the last 12-months to approximately 3.6 million individuals that are directly reached by STARS through the 5,143 sites that are active across all four STARS schemes.

Outputs

Over the year, 31 separate in-person and online events and activities have taken place that have focussed on expanding the reach of the STARS schemes.

These range from the National STARS School Travel Awards, to our online STARS Focus Groups

Over the course of the year, these activities have engaged 2,010 people.

Event type	Number of events	Attendance
National STARS School Travel Awards	1	124
STARS Business Conference	1	102
STARS Regional School Travel Awards	4	1,404
STARS Masterclass	3	158
Getting started with STARS training	4	23
STARS Focus Groups	8	84
STARS training	6	47
STARS Residential discussion group	1	34
CPD training: Effective Travel Plans	3	34
Total	31	2,010

National STARS School Travel Awards

124 schools were nominated for the 2023/24 National STARS School Travel Awards, including 97 primary schools, 12 secondary schools, 11 SEND schools, and 4 Early Years establishments.

At the National STARS School Travel Awards event in March 2024, four new National STARS Schools of the Year were announced including:

- **Natural Choice Nursery Giggles**, Gloucestershire, National STARS Early Years Establishment of the Year
- **Queensbury School**, Birmingham, National STARS SEND School of the Year
- **Packmoor Ormiston Academy**, Stoke-on-Trent, National STARS Primary School of the Year
- **Katherine Warrington School**, Hertfordshire, National STARS Secondary School of the Year

Spreading the word



Modeshift STARS 2023/24 applications

During the 2023/24 accreditation year there were a total of 1,121 STARS accreditation applications across all four schemes.

Note that the STARS Healthcare scheme only officially launched in July 2024. Healthcare settings that previously achieved STARS Business accreditation during 2023/24 have subsequently had their accreditation transferred to the new Healthcare scheme.

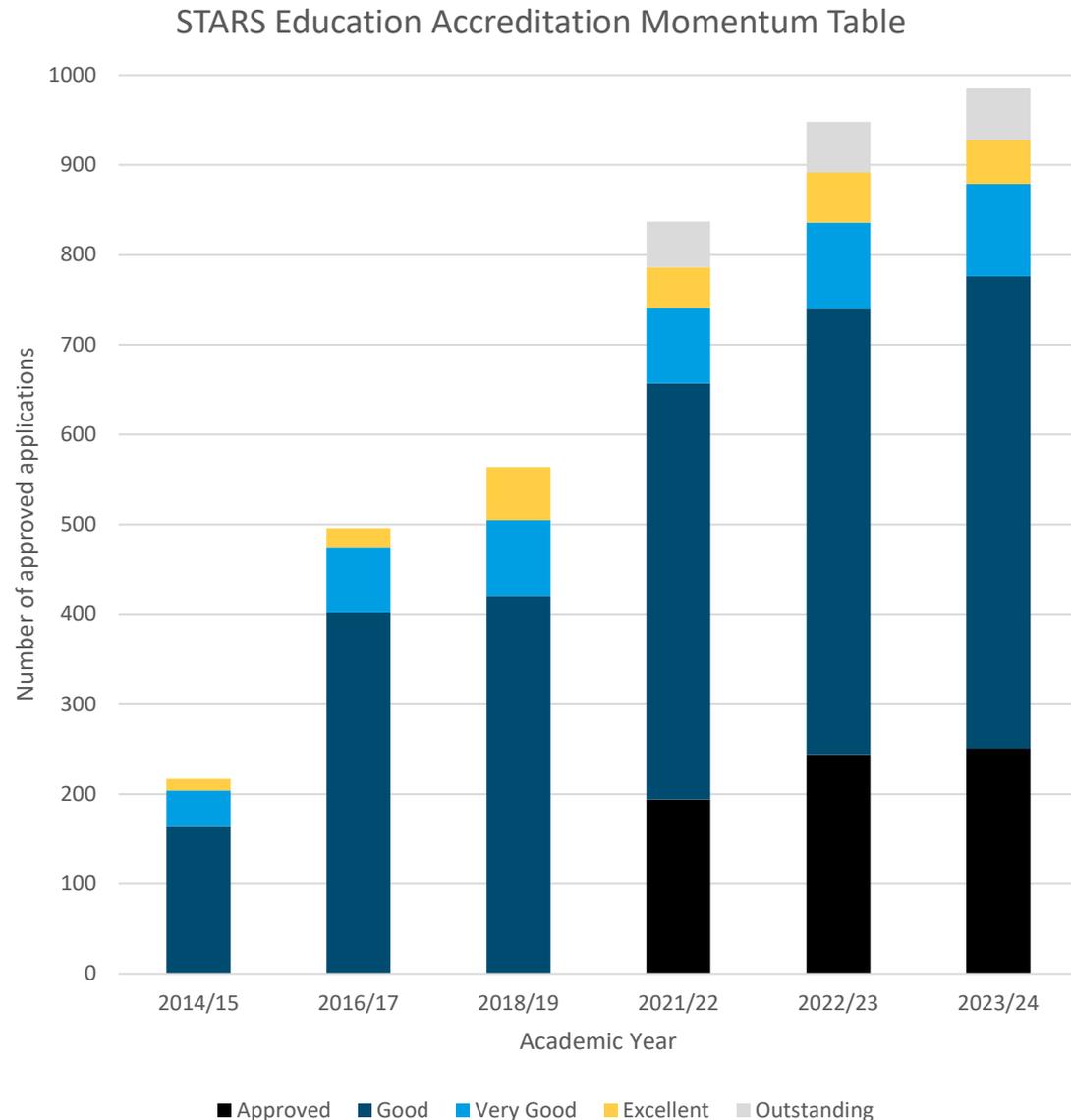
Scheme	Approved	Good	Very Good	Excellent	Outstanding	Total
Education	525	251	103	49	57	985
Business	71	40	6	n/a	n/a	117
Residential	2	9	3	2	n/a	16
Healthcare	1	2	n/a	n/a	n/a	3
<i>Total</i>	<i>599</i>	<i>302</i>	<i>112</i>	<i>51</i>	<i>57</i>	<i>1,121</i>

STARS Education accreditation applications

There were a total of 985 STARS Education accreditation applications in 2023/24. This was up 4% on the previous year's number of 948 applications.

In the first year of Department for Transport / Active Travel England support for STARS, there were 217 applications.

As is evident in the chart, the demand for the STARS Education scheme is growing year on year.

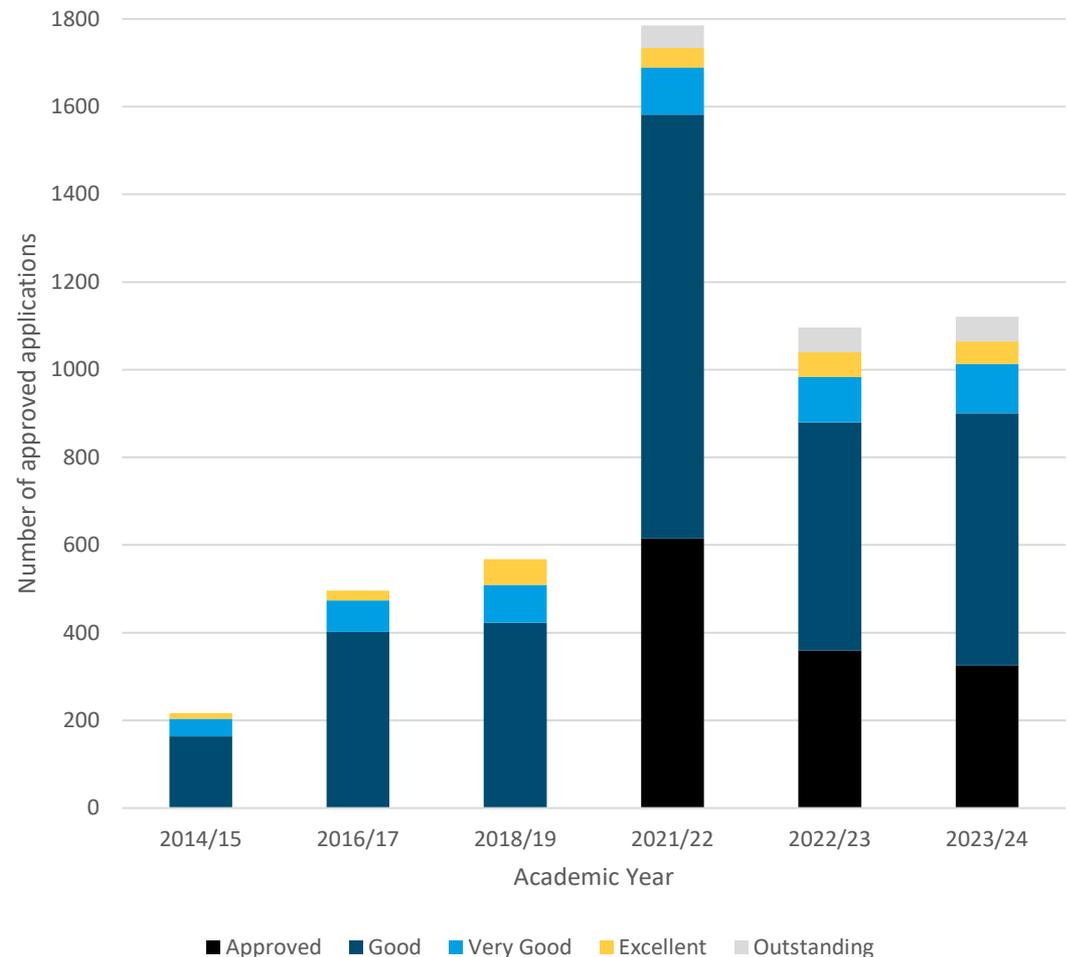


STARS accreditation applications (all schemes)

Looking at 'all schemes', there were 1,121 accreditation applications in 2023/24. Again the schemes are displaying continued growth, with an anomaly in 2021/22 when Next PLC submitted multiple applications in one year.

Since inception of the STARS programme, almost 7,500 successful accreditation applications have now been approved.

STARS Accreditation Momentum Table
(Education/Business/Residential)



Modeshift STARS ‘current’ accreditations

As of 1 September 2024, there are 2,065 sites across the country that hold a current level of STARS Education, Business, Residential, or Healthcare accreditation.

*The Education and Business schemes currently both have 503 sites at the ‘Good Travel Plan’ level of accreditation.

Scheme	Approved	Good	Very Good	Excellent	Outstanding	Total
Education	517	503	98	47	59	1,224
Business	134	503	32	1	n/a	670
Residential	24	38	2	2	n/a	66
Healthcare	80	23	2	n/a	n/a	105
<i>Total</i>	755	1,067	134	50	59	2,065

STARS Education initiatives

A total of 11,523 'travel' and 'supporting' initiatives were delivered by schools taking part in the STARS Education scheme in 2023/24.

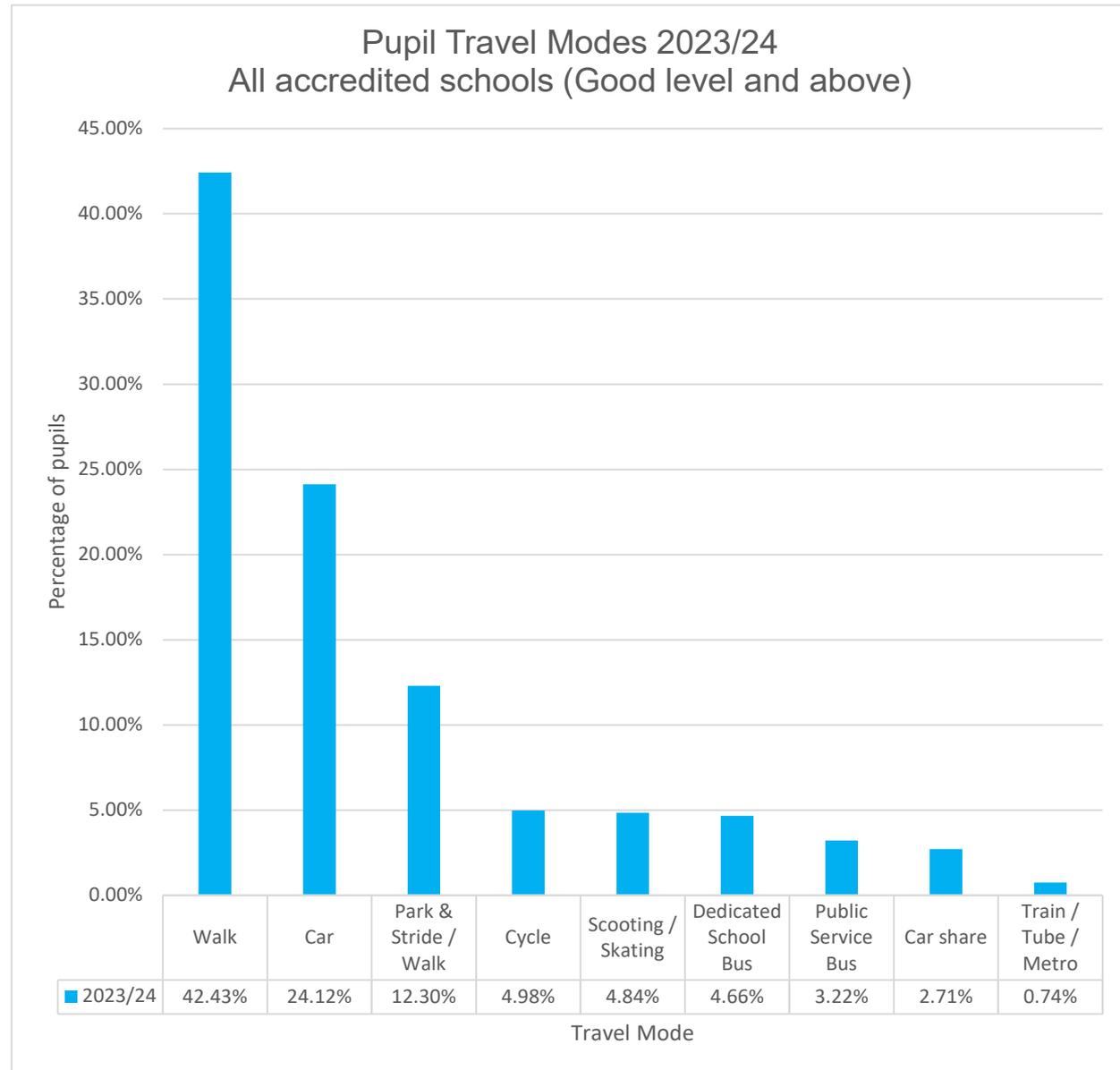
These initiatives reached almost 2.1-million participants, an increase of almost 80-thousands participants on the previous year.

Initiatives	Total Delivered	Students Involved	Adults Involved
Travel Initiatives			
Walking & Scooting	1,855	319,932	50,771
Cycling	1,773	177,581	26,313
Road Safety & Training	2,240	301,046	34,050
Air Quality	878	177,773	63,308
Public Transport	575	100,172	15,509
Supporting Initiatives			
Curriculum	909	166,143	15,364
Partnerships	701	74,088	21,383
Promotion	2,592	374,058	130,228
Grand total	11,523	1,690,793	356,926

Pupil modes of travel to school

Across all 707 schools that hold a STARS Education accreditation level of 'Good Travel Plan' or above, the average levels of pupils walking to school in 2023/24 was 42.43%. Travel by car was the second most common mode at 24.12%.

4.98% of pupils were cycling to school, and 4.84% scooting / skating. Therefore overall 'active travel' levels were at 52.25%

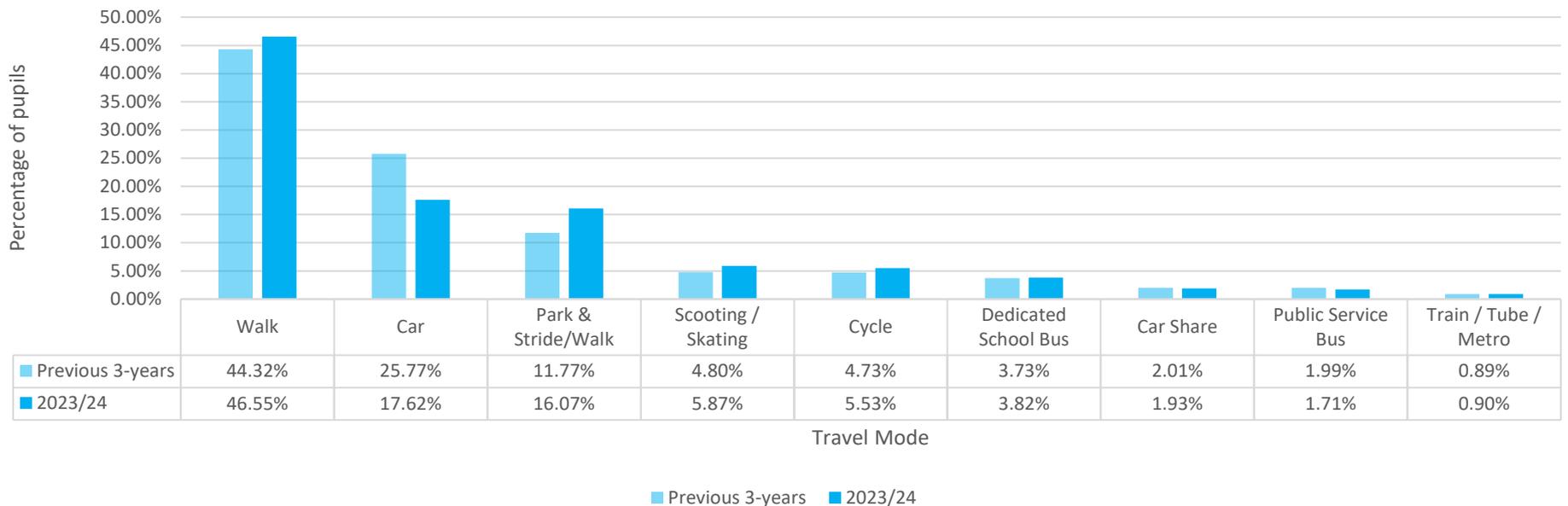


Pupil modes of travel to school

For schools with 'Very Good Travel Plan' accreditation and higher, reported 'active travel' modes were significantly greater at 57.96%.

These schools were also able to demonstrate a significant modal shift to sustainable / active modes in 2023/24 compared to their average modes of travel for the previous three academic years. 'Active travel' modes increased by 7.65% over this period.

Pupil Travel Modes - Very Good, Excellent, Outstanding Schools
Average Previous 3-years (2020/21 - 2022/23) v Current Year (2023/24)

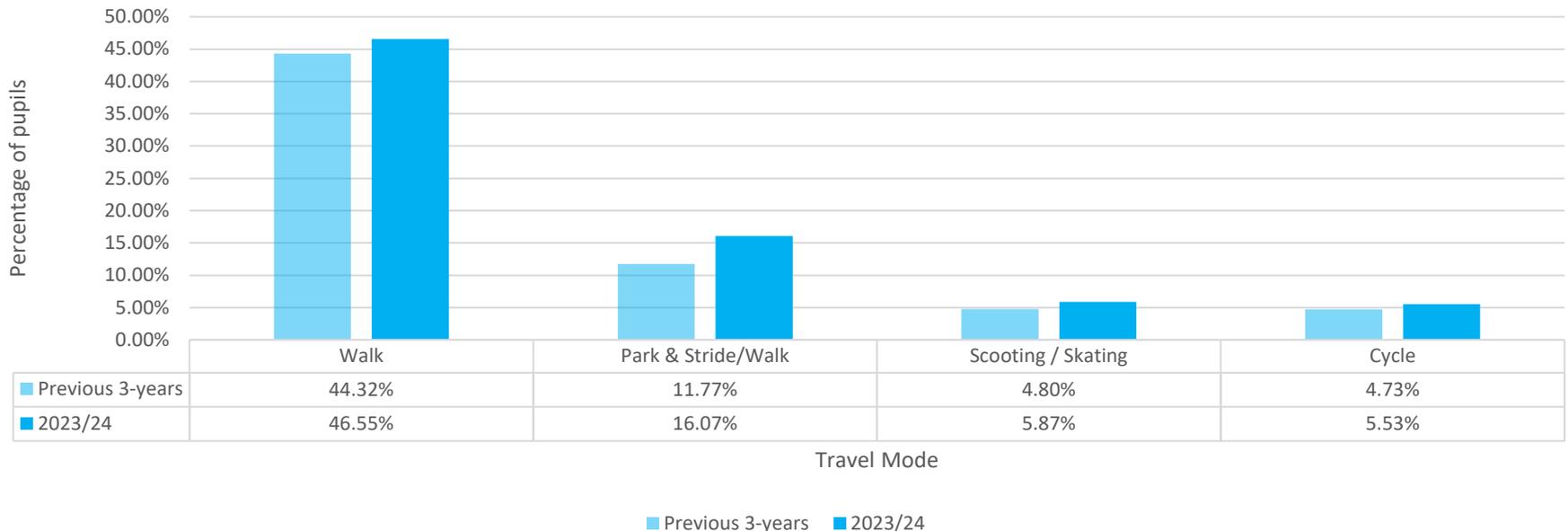


Pupil modes of travel to school

Looking purely at 'active travel' modes for 'Very Good Travel Plan' schools and above, it can be observed that all modes of active travel (walk, scooting / skating, cycle) increased in 2023/24 compared to the previous 3-years.

The number of pupils reporting 'park & stride / walk' also increased significantly from 11.77% to 16.07%.

Pupil Travel Modes - Very Good, Excellent, Outstanding Schools
Average Previous 3-years (2020/21 - 2022/23) v Current Year (2023/24)



Calculating modal shift

The 'Very Good', 'Excellent', and 'Outstanding' levels of accreditation are based upon a school being able to demonstrate that they have increased their 'Green' (active) and 'Amber' (sustainable) modes, and decreased their 'Red' (private vehicle) modes.

As such, for each school we measure their success based on their Green/Amber/Red modes for the 'current academic year', compared to their 'Average – Previous 3-academic years'.

This data is then aggregated for all accredited schools to measure the overall impact of the STARS Education scheme.

Travel Modes



Walk Cycle Scoot/Skate

Green Modes

Public Bus School Bus Park & Stride Train/Tube/Metro

Amber Modes

Car Car share Motorbike/Scooter

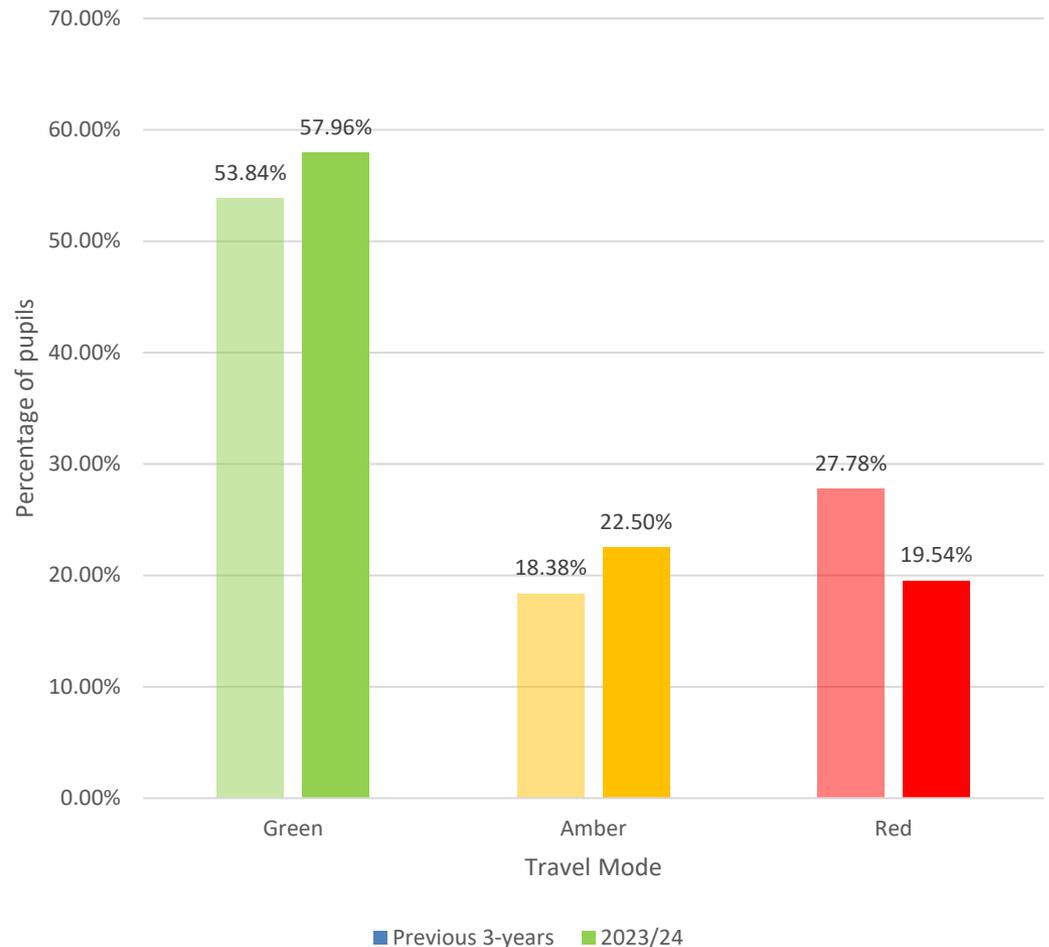
Red Modes

Delivering modal shift

Schools accredited at 'Very Good Travel Plan' and above in 2023/24 have delivered some outstanding results regarding increasing their 'Green' (active travel) and 'Amber' (sustainable travel modes, and reducing their 'Red' (private vehicle) modes.

Whilst 'Green' modes have increased by 7.65%, 'Amber' modes have increased by 22.41%, and 'Red' modes have decreased by a huge 29.67%.

Green/Amber/Red Pupil Travel Modes
Very Good, Excellent, Outstanding Schools
Average Previous 3-years (2020/21 - 2022/23) v Current
Year (2023/24)



Case Studies



Queensbury School: National STARS SEND School of the Year 2023/24

Queensbury School in Birmingham have been involved in Modeshift STARS for over 6-years and have led the way demonstrating that SEND schools can deliver a successful Travel Plan. They have achieved a reduction in individual car use and an increase in car sharing as well as continued success with their dedicated school bus which is used by over 70% of pupils for their school journey.

The school pride themselves on supporting their students independent travel skills and promote road safety messages as well as promoting and encouraging walking, scooting and cycling as modes of travel to and from school.



Packmoor Ormiston Academy: National STARS Primary School of the Year 2023/24

Packmoor Ormiston Academy in Stoke-on-Trent have been involved in Modeshift STARS since 2016 and have been recording travel patterns for 7-years. They have completed over 40 travel and supporting initiatives and have achieved their aim of embedding Modeshift STARS into daily school life.



The whole school are engaged in activities that promote active and sustainable travel. Children throughout the Academy engage in cycle activities from balance bikes and learn to ride, to Bikeability. They celebrate Bike Week, have a bike club, take part in local bike rides and various cycle competitions.

Katherine Warrington School: National STARS Secondary School of the Year 2023/24

Katherine Warrington School, based in Harpenden, Hertfordshire, has been involved in Modeshift STARS for the last 5-years.

Travel surveys show that single car journeys have decreased from **22.63% to 14%** over this period while more sustainable and active modes have stayed consistent and amber modes like bus and park and stride have gone up significantly from **48.86% to 58.24%**. They are keen to promote sustainable travel and have had a drop-off/pick up zones map since the day they opened in September 2019.

The school has been particularly active with their Travel Plan Working Group, made up of pupils, school staff, local councillors and local authority officers.



Natural Choice Nursery - Giggles: National STARS Early Years Establishment of the Year 2023/24

Natural Choice Nursery – Giggles, based in Gloucestershire are committed to making a positive change for the health of their children and the environment. Through Modeshift STARS they are doing their bit for climate change and seeing a steady increase in families walking to nursery and a decrease in families driving.



They enjoy delivering a range of initiatives including promoting anti-idling messages and supporting Clean Air Day as well as setting up a Park and Stride scheme. This has been promoted to parents and carers via their website, their environmental sustainability newsletter, posters and letters to parents as well as reward stickers for the children.