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SUPPORTING EVERYDAY JOURNEYS

# Modeshift STARS Annual Report

2024 - 2025





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# FOREWORD

Active and sustainable travel can do so much to improve our lives, giving us health, freedom and wellbeing. I'm delighted to support Modeshift to give people the opportunity to walk, wheel, ride, and use public transport for their everyday journeys.

This report sets out the strides that Modeshift is making, through its STARS programme, empowering over 1,000 organisations to enhance everyday journeys. STARS supports organisations to create, deliver, and track the effectiveness of their travel plans whilst working towards national accreditation.

I am particularly inspired by the engagement of schools in STARS, with over 2.5 million pupils and adults taking part in thousands of active travel-boosting initiatives in just one year. This reinforces the commitment made by regional mayors last year to make it easier to walk, wheel and cycle to school, alongside support and guidance provided by Active Travel England to local authorities.

I am sure by continuing to work with Active Travel England, and with the support of its #TeamModeshift partners, STARS will continue to go from strength to strength, creating happier, healthier and greener communities across the country.

**Lillian Greenwood MP**  
**Parliamentary Under-Secretary of State**  
**(Minister for Local Transport)**



# INTRODUCTION

The Modeshift STARS portfolio continues to experience sustained growth in the number of participating education, business, residential and healthcare settings. STARS provides Active Travel England (ATE), participating authorities, and supporting organisations a low cost, national engagement tool that inspires the delivery of effective Travel Plans that focus on enhancing everyday journeys for millions of people across the country.

Modeshift run this national programme by providing a strategic and joined up service for our customers, delivering events, masterclasses, webinars, resources, guidance, ideas, best practice and awards. We are working hard to unite people, places, and organisations to support active travel and public transport initiatives.

We work closely with our partners including national bodies and charities like The Bikeability Trust, Living Streets, the Walk Wheel Cycle Trust, and NHS England, linking their own programmes and initiatives into the various Modeshift STARS schemes. Having one national programme has proven to unite organisations, schools, businesses, and healthcare settings, saving local authorities money, and ensuring time and resource can be invested and focussed on key measures in support of delivering an increase in levels of walking, wheeling, cycling, and public transport.

The 2024/25 accreditation year marked the fifteenth year of Modeshift STARS in education settings, and the tenth year of continued funding from the Department for Transport and Active Travel England. Since inception, almost 9,000 Modeshift STARS accreditation applications have been approved. In this report, we have highlighted year on year growth across England, with more sites, more initiatives, and more accreditations awarded every year.

I hope you enjoy reading this annual report and feel inspired to join #TeamModeshift in working towards enhancing everyday journeys.

**Nick Butler**  
Chief Operating Officer, Modeshift



# ENDORSEMENTS FROM STAKEHOLDERS

*"We know from our Bikeability delivery that when schools are accredited with Modeshift STARS we are delivering where a culture of commitment to excellence in active travel is in place. Being part of the scheme embeds not only tools and understanding of how to deliver, but visible changes in travel patterns and behaviours. We are proud to support the STARS programme at the Bikeability Trust"*

**Emily Cherry, Chief Executive at The Bikeability Trust**



*"RoSPA recognises the vital role that Modeshift STARS plays in supporting schools to promote safe, active, and sustainable travel. By encouraging well-planned journeys to and from school, STARS contributes directly to safer roads, healthier children and stronger communities."*

**Caitlin Taylor, RoSPA**



*"For many years at Eco-Schools, we've had the privilege of witnessing the fantastic and innovative ways schools involved in Modeshift STARS have promoted active travel. Their initiatives have boosted pupils' health and wellbeing while reducing carbon emissions. The simple accreditation pathway provides a clear roadmap for success, one we've seen work effectively time and time again. As always, we are proud supporters!"*

**Francis Hyland, Keep Britain Tidy Eco-Schools**



*"Let's Go Zero is proud to recommend the Modeshift STARS programme to the schools we work with. It is the gold standard tool to support educational settings to create effective and accredited Travel Plans. The perfect foundation to encourage more children to enjoy the many benefits of walking and cycling to school."*

**Alison Lasenby, Lets Go Zero**



*"As a charity dedicated to making walking the natural choice for everyday journeys, we are proud to support the Modeshift STARS programme. STARS plays a crucial role in helping schools, businesses, and communities embed sustainable travel habits, creating safer streets and healthier lifestyles. By encouraging active travel and reducing reliance on cars, the programme aligns perfectly with our mission to make walking accessible, enjoyable, and central to daily life. Together, we can build vibrant, walkable communities and inspire lasting change."*

**Catherine Woodhead, Chief Executive, Living Streets**



# EXECUTIVE SUMMARY

## TEAM MODESHIF



Number of STARS  
accreditation approvals

**1,257**



Number of additional active travel  
stages per day

**5,151**



Number of school-led initiatives  
involving over 2.5 million participants

**14,166**



Number of participating local  
authorities

**74**



Number of sites with a level of  
STARS accreditation

**1,971**



This report presents the results of the Modeshift STARS programme for the 2024/25 accreditation year (1st September 2024 – 31st August 2025). The STARS Education, Business, Residential, and Healthcare schemes continue to grow in reach and impact, with **64%** of local authorities in England participating in the Education scheme, and **45** organisations holding licences for the other STARS schemes.

During the year, **1,257** STARS accreditation applications were received, including **1,101** Education applications. As a result, **1,971** sites held a level of STARS accreditation as of the 1 September 2025 (including **1,498** Education sites). Beyond these achievements, the programme generates tangible real-world impact: thousands of children benefit from active, independent journeys each school day; families adopt sustainable routines; and schools report calmer mornings, more focused pupils, and stronger community connections.

More pupils are now enjoying active, healthy, and sociable journeys to school, small daily changes that add up to healthier routines and quieter streets. The modal shift results for our STARS accredited schools remain very strong. On average, these schools have seen their 'Green' (walk/cycle/scoot) modes of travel increase by **0.75** percentage points in 2024/25 compared to the previous three-year average. 'Amber' modes (public transport, park and stride) that can contain an active travel element to the journey have increased by **1.22** percentage points. Meanwhile, 'Red' (private vehicle) modes decreased by **1.97** percentage points. This represents an additional **5,151** active travel stages per day for the journey to and from school. Over the course of an academic year, this equates to an additional **978,796** active travel stages.

It is important to note that many participating schools had already achieved significant growth in active travel in previous years. The latest increases therefore reflect continued progress built on an already strong foundation, with schools sustaining and incrementally improving

upon earlier gains in walking, wheeling, cycling, and scooting.

Thousands of school-led activities helped children gain confidence whilst cycling, enjoy time outdoors with friends, and build lifelong healthy habits. In 2024/25, **14,166** school-led initiatives involved over **2.5 million** participants, reflecting the scale of behaviour change across the country.

These initiatives support families to meet recommended activity levels and support the Government's Plan for Change by easing pressure on the NHS and boosting growth. Further, they collectively generate quantifiable benefits including enhanced road safety, reduced congestion, carbon savings, and improved air quality. By promoting active travel, STARS aligns closely with national strategies on net zero emissions, healthier neighbourhoods, and connected communities, while ensuring inclusive opportunities for all children.



## STARS OVERVIEW



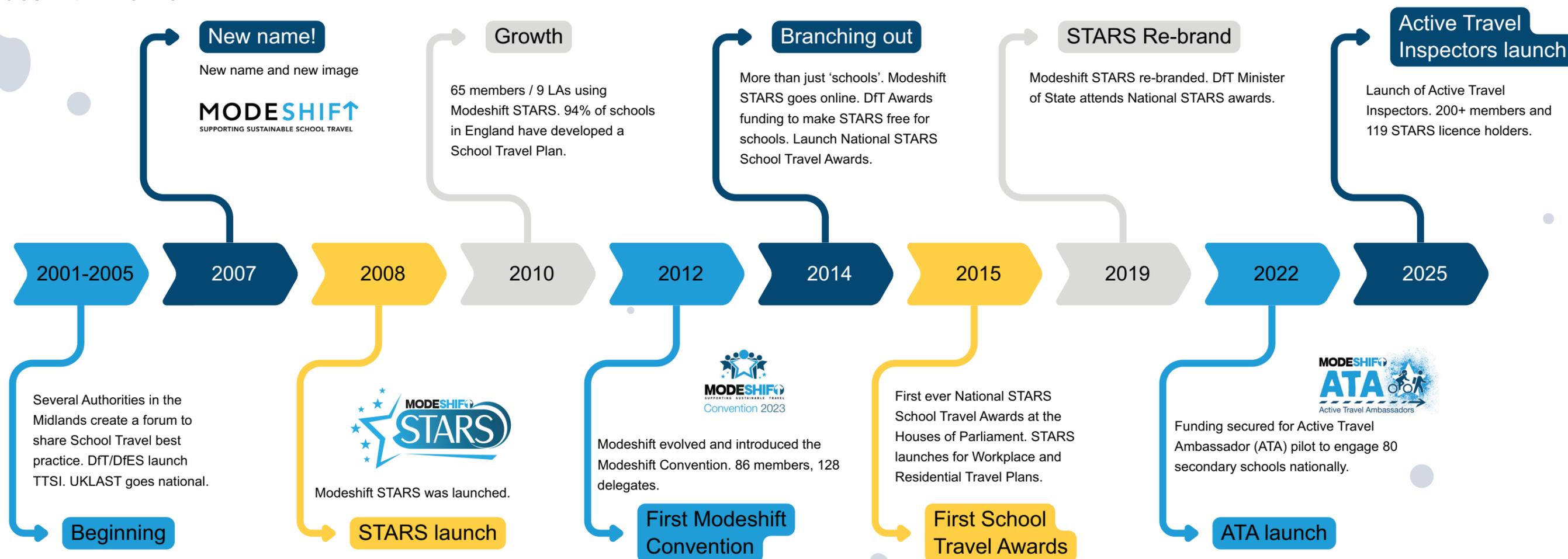
**Introduction**

**About Modeshift**

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 that are working to deliver interventions and strategies to improve everyday journeys, uniting under the banner of #TeamModeshift. Our work helps create neighbourhoods where children can move confidently, where

families have real choices in how they travel, and where everyday journeys support healthier, more active, and more sociable lives. This aligns with public attitudes: recent research shows that 89% of people believe access to non-car travel modes is important<sup>1</sup>, a reminder that creating healthier, people-friendly streets is a shared national priority.

**Modeshift Timeline**



<sup>1</sup> Research conducted by Professor Ian Walker

## Today

Our work continues to unite travel and transport practitioners across the country. Our membership base continues to expand, and we have plans to take our STARS programme from strength to strength. Our Active Travel Ambassadors (ATA) programme, now in its fourth year, is expanding to more regions, more local authorities, and more schools.

As this network grows, so does its influence on daily life. More communities are seeing the benefits of active, healthy travel, calmer school gates, safer-feeling streets, and children gaining independence and confidence through the simple act of travelling actively to and from school.

## About Modeshift STARS

Modeshift STARS 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, **8,733** Modeshift STARS accreditation applications have been awarded to sites that have delivered effective Travel Plans across our four schemes, STARS Education, STARS Business, STARS Residential, and STARS Healthcare. Those Travel Plans have delivered a variety of engaging and effective travel initiatives and have impacted millions of people across the country.

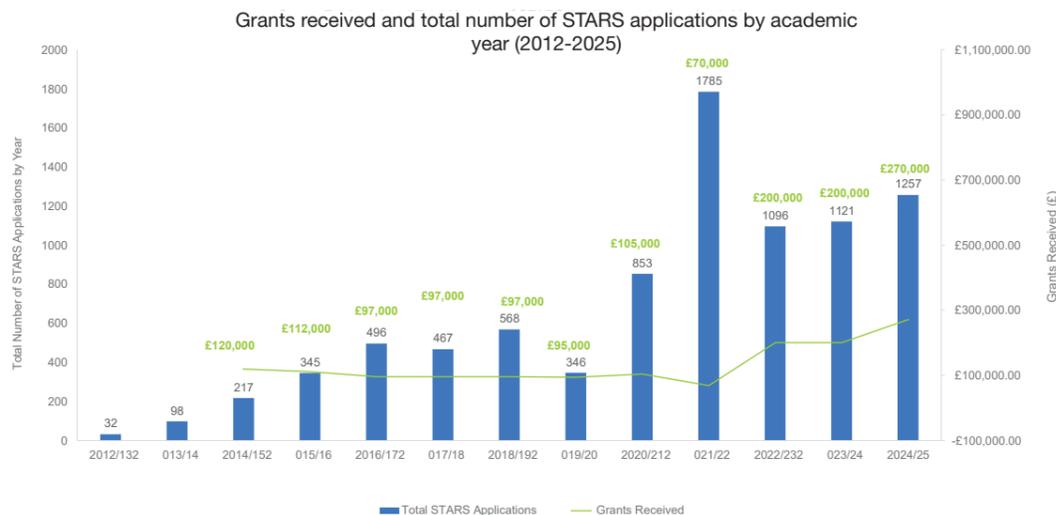
Modeshift STARS provides:

- A tool for developing a Travel Plan
- A national standard for Travel Plans
- Nationally recognised accreditation
- A tool for analysing CO2 commuting emissions
- The Modeshift STARS National Travel Awards

Across all the STARS schemes, the focus remains consistent: helping people make healthier, more active journeys that fit naturally into their everyday routines. Whether supporting a school, a healthcare site or a business, STARS helps organisations create environments where staff, pupils, and visitors can travel safely and confidently, whilst enjoying their journeys.

## Funding and Growth

Increased external funding has been central to the recent growth of the STARS programme. While accreditation numbers rose steadily during years of flat funding, the significant uplift from 2022/23 onwards has resulted in Modeshift receiving more than **1,000** accredited sites each year. This demonstrates that higher investment has been essential in supporting programme expansion and sustaining national delivery at scale.



## National Context

The Modeshift STARS schemes are a major part of our effort to enhance everyday journeys by empowering schools, businesses, healthcare providers, and residential settings to take action for the communities they serve. To support its nationwide Members and programmes, Modeshift aligns its objectives with the wider national active travel agenda, ensuring its work contributes to key national strategies and policy frameworks that drive progress in active and sustainable travel across the country, including:

- 1 Collaboration with Active Travel England, who aim to increase the number of local journeys being walked, wheeled, or cycled by 2030
- 2 Supporting local authorities in meeting their duties under the Education and Inspections Act, which provides statutory guidance from the Department for Education on the promotion of sustainable travel to school.
- 3 The Department for Transport's Decarbonisation Plan with the Cycling and Walking Infrastructure Strategy 2, whose goal is for 50% of trips to be walked, wheeled or cycled by 2030, with 55% of primary school children walking to school.
- 4 Supporting NHS Trusts and Integrated Care Boards to meet the NHS Net Zero Travel and Transport Strategy goal of having a sustainable travel strategy by 2026.
- 5 The national Road Safety Strategy which aims to reduce the number of people killed or seriously injured (KSI) on roads in Great Britain.
- 6 The National Planning Policy Framework requires new developments to be supported by transport plans.
- 7 The National Design Guide promotes connected, people-friendly transport networks.
- 8 The UK's target to achieve net zero carbon emissions by 2050.

These national ambitions all connect closely to the everyday experiences of families and communities. By supporting more children to walk, wheel, or cycle to school, more residents to make short trips actively, and more organisations to create welcoming, people-focused environments, Modeshift STARS contributes directly to healthier, safer, and more resilient places.

As local authorities work to deliver better health outcomes, stronger neighbourhoods, and cleaner air, the STARS programme provides a practical framework that supports these priorities at a community level. The results seen across our network, from calmer school entrances to increased confidence among young people travelling independently, demonstrate how national policy translates into tangible local benefits.

## Strategic Context

Modeshift is a not-for-profit membership organisation supporting the growth of sustainable travel across the UK. Through the Modeshift STARS system and the Active Travel Ambassadors (ATA) programme, it enables schools, workplaces, and communities to create, deliver, and monitor effective Travel Plans while achieving national accreditation.

National objectives for net zero, connected neighbourhoods, and active travel share a common goal: enabling people to make everyday choices that improve health, wellbeing, and community resilience. Modeshift STARS supports these ambitions by encouraging children and families to walk, wheel, cycle, and use public transport, while providing measurable evidence of outcomes, such as reduced vehicle kilometres, carbon savings, improved air quality, reduced congestion, and enhanced road safety.

By embedding evidence-based interventions and celebrating successes, STARS positions schools as hubs of community wellbeing and contributes to the wider national active travel agenda, supporting local authorities and policymakers in achieving measurable societal benefits.

Beyond supporting active travel, STARS contributes to measurable improvements in physical and mental health. Children who regularly walk, wheel, cycle, or scoot to school demonstrate higher levels of daily physical activity, improved focus and wellbeing, and stronger social connections. Families adopting active travel routines benefit from reduced stress, healthier lifestyles, and increased engagement with their local communities.

The programme also helps local authorities achieve environmental and climate objectives. By reducing reliance on private vehicles, STARS supports improvements in local air quality, lower carbon emissions, and progress towards net zero targets, aligning directly with local and national climate strategies.

Modeshift STARS is a driver of long-term travel behaviour change. The scheme fosters a culture of active and sustainable travel within schools, workplaces, and residential settings, embedding positive travel habits that persist over time.

Through its evidence-based approach, STARS provides monitoring and evaluation tools that allow organisations to track the impact of interventions on travel behaviour, health, and wellbeing. This helps schools, workplaces, and local authorities demonstrate tangible progress against policy objectives while ensuring that sustainable travel becomes a normal, embedded part of everyday life.

Modeshift STARS uniquely bridges policy and practice by combining infrastructure support with behaviour change. Through evidence-based tools, accreditation, and engagement programmes, it enables schools, workplaces, and communities to embed active and sustainable travel into everyday routines. This approach delivers measurable benefits for health, wellbeing, safety, and the environment, while helping local authorities meet national targets for net zero, active travel, and healthier neighbourhoods.

# PROGRAMME OVERVIEW



**Education, Business, Residential, and Healthcare Schemes**

There are currently four active Modeshift STARS schemes:



Each scheme has its own accreditation criteria, guidance, and resources that support sites in developing, implementing, and monitoring an effective Travel Plan.

Across every setting, from early years to workplaces and healthcare environments, the STARS schemes help people make healthier, more active journeys as part of everyday life. These changes support wellbeing, reduce congestion, and create calmer, more welcoming places for families, staff and visitors.



**Accreditation Pathway**

**Modeshift STARS Education Accreditation Pathway**

**1. GETTING STARTED**

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

**3. TARGET SETTING**

- Set your Travel Plan Targets

**5. GET ACCREDITED**

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

**2. ASSESS THE SITUATION**

- Conduct a Site Audit\*
- Undertake a Travel Survey\*

**4. ACTION PLAN**

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



**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.

Following this pathway helps schools and organisations build a culture where active travel is normalised, accessible, and supported. The gradual progression through accreditation levels reflects not just increased activity, but the development of strong, confident communities where active journeys are a positive part of daily routines.

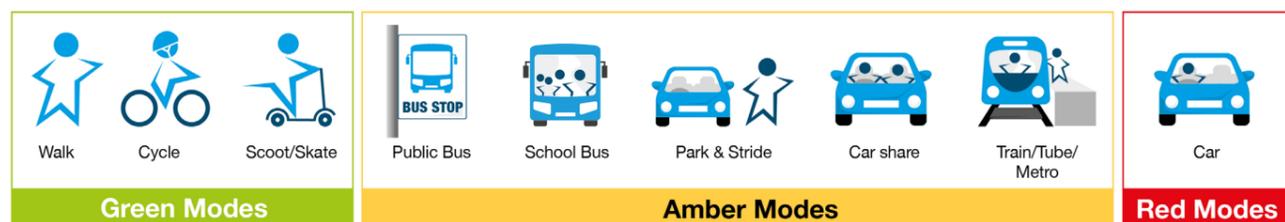
Five Levels of STARS Accreditation



Sites can work towards five levels of accreditation. 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.

These higher levels often reflect schools and organisations where families feel more confident choosing healthy, active journeys; where children arrive energised and ready to learn; and where positive travel habits are embedded into the culture of the site.

## Travel Modes



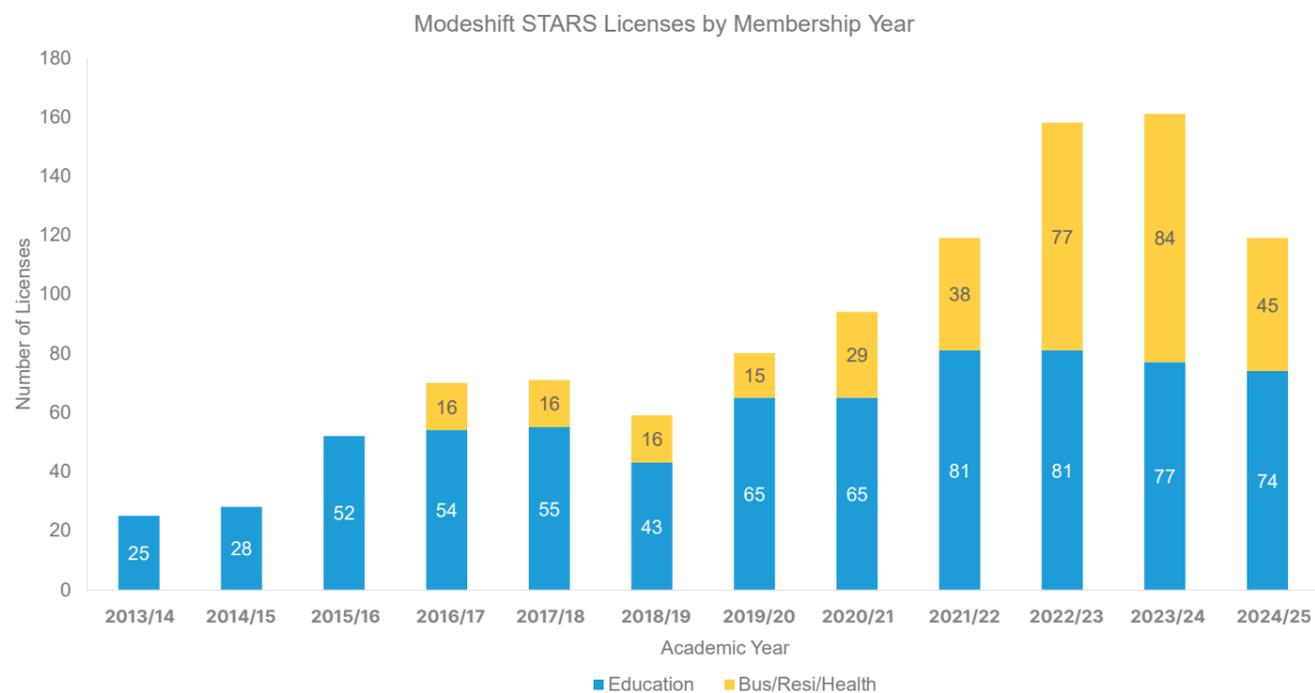
# PERFORMANCE 2024/25



### Modeshift STARS Licence Holders

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 **119** organisations in the 2024/25 membership year. **74** local authorities held a STARS Education licence in 2024/25. This has reduced from a 2022/23 high of 81, but only due to the fact that some local authorities had licenses paid for by combined authorities and did not have the resource to deliver STARS so have since fallen off.

**Data caveat:** STARS audience data for 2023/24 included 30 Healthcare licenses funded externally by NHS England as part of a two-year project. These additional licences temporarily increased the reported figures for both 2022/23 and 2023/24. When these 30 licences are excluded, the adjusted peak audience figure for 2023/24 is 131.



### Modeshift STARS Education KPIs

KPI	2024/25	2025/2026 Projections
Number of local authorities with STARS Education Licence	74	74
'Active' sites (All sites – some activity within the last 18 months)	4054	4500
STARS Education 'Accredited' sites	1498	1600
Number of 'Site' users registered (all schemes)	5965	6250
Audience reach	2.2 million	2.5 million individuals



These figures show how far the programme extends into communities, supporting families, young people, and staff to make healthy travel choices. Each additional site represents a local area where children experience safer, more active journeys and where positive travel habits can take root.

#### Outputs:

Over the year, **49** separate in-person and online events and activities have taken place that have focused on expanding the reach of the STARS schemes. These range from STARS Focus Groups to the Modeshift STARS National Travel Awards. Over the course of the year, these activities have engaged **1,589** people. These events not only promote best practice but also strengthen the network of schools, authorities, and partners working together to improve everyday journeys across the country.

#### Number of events and attendance for each of these and totals:

Event type	Number of events	Attendance
Modeshift STARS National Travel Awards	1	214
STARS Regional School Travel Awards	5	828
STARS Masterclass	4	252
Getting started with STARS training	23	70
STARS focus groups	7	103
STARS training	5	51
STARS residential discussion group	2	59
CPD training: Effective Travel Plans	2	12
<b>TOTAL</b>	<b>49</b>	<b>1589</b>

### Modeshift STARS National Travel Awards

140 schools were nominated for the 2024/25 Modeshift STARS National Travel Awards with the Regional Awards taking place on the 16 and 17 October 2024. A full list of winning schools can be found in the appendices.

21 of those schools were recognised as Regional Schools of the Year and invited to the National STARS Summit in March 2025. This year's awards were extra special as we expanded the awards beyond Education to recognise excellence across our Business, Healthcare, and Residential schemes as well. For the first time, we introduced the STARS Business, STARS Healthcare, and STARS Residential 'Sites of the Year' categories, shining a spotlight on outstanding achievements in sustainable travel across a wider range of sectors.

These awards honoured those that have demonstrated excellence in promoting walking, wheeling, cycling, and the use of public transport for everyday journeys, setting a benchmark for best practice in their sectors.

Simon Lightwood MP joined us to celebrate the incredible achievements across Education, Business, Healthcare, and Residential travel planning, along with Rosie Writing MP, Rachael Maskell MP, and over 250 delegates representing schools, local authorities, and other Team Modeshift Members.



### Active Travel Inspectors

In July, our Active Travel Inspectors initiative was launched by the Secretary of State for Transport, Heidi Alexander MP, Chris Boardman MBE, the National Active Travel Commissioner, Nick Butler, Chief Operating Officer at Modeshift and Josh Dean, the Member of Parliament (MP) for Hertford and Stortford at Hollybush Primary School in Hertford.

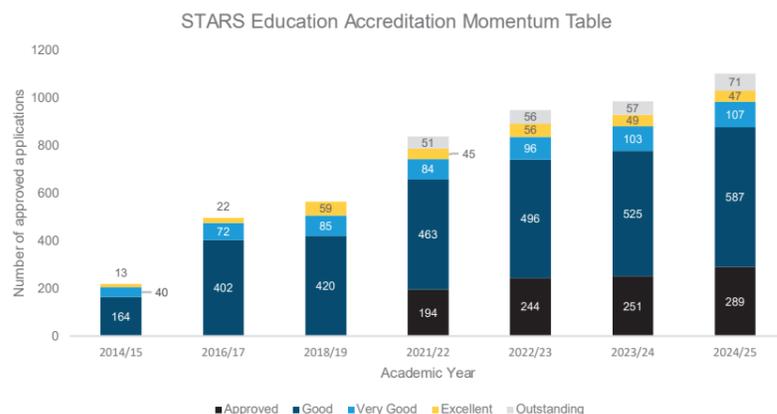
Developed alongside Active Travel England, Active Travel Inspectors has been developed to empower Key Stage 2 pupils to inspect their school neighbourhood, identifying ways to make walking, wheeling, and cycling easier and more enjoyable for school journeys.

Supported by school staff, pupils can become Active Travel Inspectors, tasked with assessing what supports or limits them from travelling actively. As a group, they rate different aspects of the area and share ideas for improvements. Findings can be shared with local authorities and Modeshift in order to contribute to improving everyday journeys for everyone



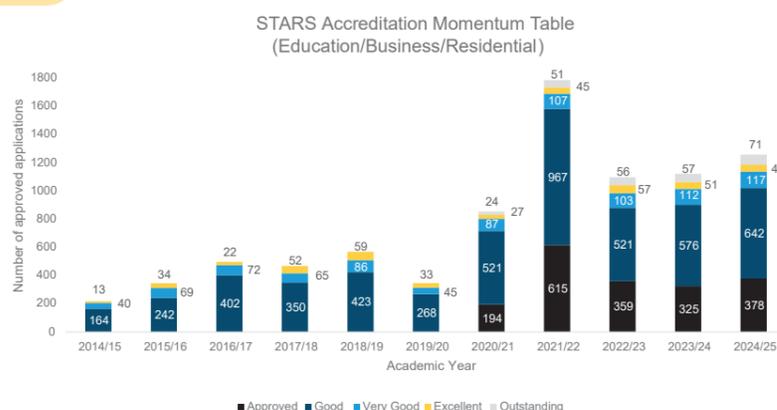
### Modeshift STARS Education Accreditation Applications

There was a total of **1,101** STARS Education accreditation applications in 2024/25. This was up **12%** on the previous year's number of **985** applications. In the first year of the 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, indicating sustained demand and enthusiasm for the programme nationwide.



### STARS Accreditation Applications (all schemes):

Looking at 'all schemes', there were **1,257** accreditation applications in 2024/25. This demonstrates continued programme growth, with an anomaly in 2021/22 when Next PLC submitted multiple applications in one year. Since the inception of the STARS programme, **8,733** successful accreditation applications have been approved.



### Modeshift STARS Current Accreditations

As of 1 September 2025, there were **1,498** sites across the country that hold a current level of STARS Education accreditation

Each application represents a commitment to creating healthier and more active environments. As more organisations join the programme, more pupils, staff, and families benefit from improved safety, wellbeing, and independence in their travel choices.

Modeshift STARS' current Accreditations 2024/25						
	Approved	Good	Very Good	Excellent	Outstanding	Total
Education	696	578	102	47	75	1,498
Business	197	65	16	1	0	279
Residential	30	46	2	3	0	81
Healthcare	82	25	5	1	0	113
<b>Total</b>	<b>1,005</b>	<b>714</b>	<b>125</b>	<b>52</b>	<b>75</b>	<b>1,971</b>

### Modeshift STARS Audience

Across the **117** STARS licence holders, there are now over **4,054** '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 2025. Within those sites, there are approximately **2.2 million** pupils and members of staff.

When taking into account the wider community, including parents, neighbours, visitors, residents, etc, we estimate that the wider reach of the STARS scheme touches everyday life for up to **6.5 million** people, helping families build healthier routines and creating more welcoming streets across the country.

This reach demonstrates the potential scale of everyday impact: children beginning the day with movement, parents adopting healthier routines, communities experiencing quieter streets, and more confident road users of all ages. The STARS scheme supports positive behavioural change at a scale that strengthens health, safety, and wellbeing across the country.



**Modeshift STARS National Schools of The Year 2024/25**

**Chew Stoke Church School**

**Modeshift STARS National Primary School of the Year 2024/25**

*Supporting families to choose healthier routines*

Chew Stoke Church School in Bath has embedded sustainable travel into everyday school life, creating a culture where active journeys are the norm. Through creative campaigns, curriculum integration, and strong partnerships with the local authority, parish council, and wider community, the school has inspired families to adopt healthier and more sustainable routines. Their long-term commitment has led to a significant shift towards walking, cycling, and scooting, earning them an Outstanding Travel Plan and national recognition.



**Slough Centre Nursery School**

**Modeshift STARS National Early Years Establishment of the Year 2024/25**

*Helping children build confidence*

Slough Centre Nursery School has shown how small changes can make a big difference. By encouraging walking, scooting, and Park and Stride, and linking everyday journeys to learning and play, the nursery has reduced car use while building children's confidence and independence. Strong engagement with families ensures road safety and active travel messages extend beyond the classroom, supporting healthier habits from the very earliest years.

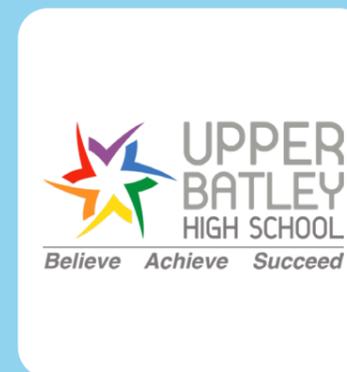


**Upper Batley High School**

**Modeshift STARS National Secondary School of the Year 2024/25**

*Teaching skills for the future*

Upper Batley High School has used active travel as a platform to empower students and improve the local environment. Investment in cycling infrastructure, safety equipment, and close collaboration with the council has driven a dramatic increase in walking and reduced congestion around the school. Alongside these environmental benefits, students have developed leadership, presentation, and project management skills—preparing them for life beyond school while earning national recognition.



**Applefields School**

**Modeshift STARS National SEND School of the Year 2024/25**

*Opening up independence for SEND pupils*

Applefields School in York has transformed travel opportunities for pupils with additional needs by focusing on confidence, independence, and practical skills. Through Bikeability training, road safety sessions, cycle maintenance workshops, and journey planning support, pupils are now travelling more independently and sustainably. The school's innovative approach, including the development of a Travel Buddy Scheme, has reduced car use and opened up new freedoms for young people, demonstrating what is possible with the right support.



### Effective Initiatives

A total of **14,166** 'travel' and 'supporting' initiatives were delivered by schools taking part in the STARS Education scheme in 2024/25. These initiatives reached over **2.5 million** participants, an increase of **475,000** participants from the previous year, showing sustained and widespread engagement.

Many of these activities helped children build the skills and confidence needed to travel actively, from cycle training and scooter training, to fun walking events that encouraged families to try new routines together.

This represents an increase of  
**2,643**  
initiatives delivered compared with the previous academic year

**Travel and Supporting initiatives recorded by schools in 2024/25**

Initiative category	Count of type	Sum of students involved	Sum of adults involved
<b>Travel initiatives</b>	<b>9,036</b>	<b>1,304,676</b>	<b>228,755</b>
Air quality	1,112	247,047	58,019
Cycling	2,303	222,658	39,350
Public Transportation	716	153,256	23,668
Road safety & training	2,699	297,603	46,424
Walking, wheeling & scooting	2,206	384,112	61,294
<b>Supporting initiatives</b>	<b>5,130</b>	<b>781,685</b>	<b>207,523</b>
Curriculum	1,107	202,485	20,628
Partnerships	871	92,821	16,829
Promotion	3,152	486,379	170,066
<b>Grand Total</b>	<b>14,166</b>	<b>2,086,361</b>	<b>436,278</b>

### Pupil Modes of Travel to School

#### All Accredited Schools (Good Level and Above) (2024/2025)

Across all **802** schools that hold a STARS Education accreditation level of 'Good Travel Plan' or above, the average level of pupils walking to school in 2024/25 was **42.49%**. Travel by car was the second most common mode at **23.53%**. **5.22%** of pupils were cycling to

school, and **4.43%** scooting/skating. Therefore, overall 'active travel' levels were at **52.14%**. Pupils also reported their preferred mode of travel to school, with nearly two-thirds (**64.65%**) identifying active travel as their preference and just **17.15%** preferring to be driven to school.

**2024/25 Pupil modes of travel to school - Usual v Preferred (318,699 pupils)**

Travel mode	Usual (Actual)	Usual (%)	Preferred (Actual)	Preferred (%)
Walk/Wheel	135,423	42.49%	94,271	33.51%
Cycle	16,628	5.22%	54,871	19.50%
Scoot/skate	14,130	4.43%	32,728	11.63%
Public bus	10,723	3.36%	6,815	2.42%
Dedicated school bus/taxi	20,257	6.36%	14,805	5.26%
Park & Stride/walk	36,260	11.38%	15,526	5.52%
Tube/Train/Metro	2,283	0.72%	4,521	1.61%
Car share	7,993	2.51%	9,533	3.39%
Car (single family)	75,002	23.53%	48,256	17.15%

**Categorised by Green/Amber/Red**

Green modes	166,181	52.14%	181,869	64.65%
Amber modes	77,516	24.32%	51,200	18.20%
Red modes	75,002	23.53%	48,256	17.15%



of pupils surveyed said they usually walk to school

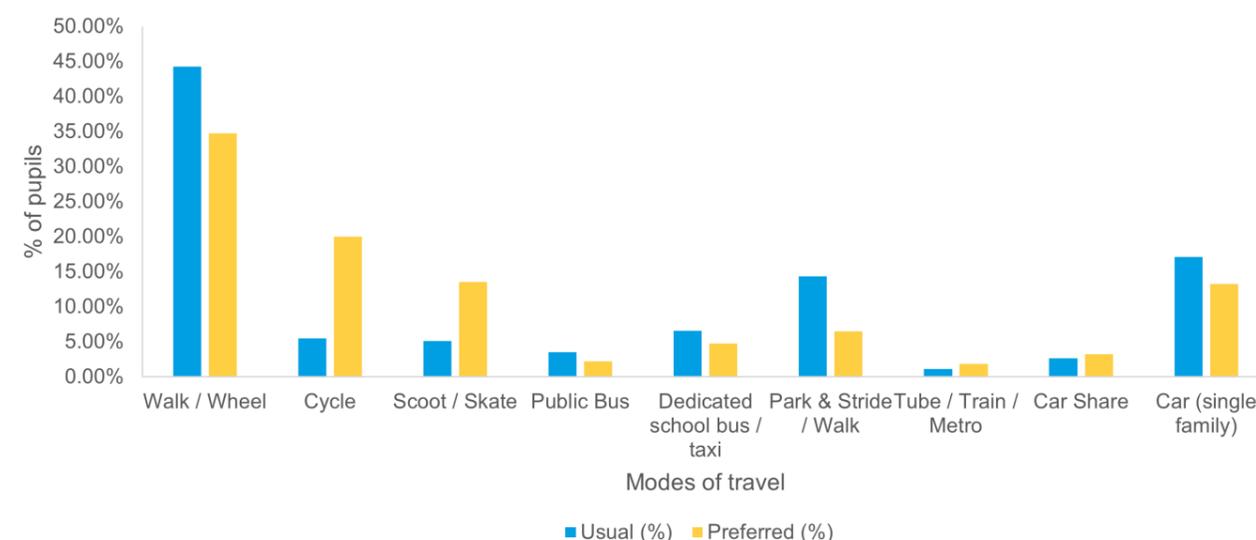


of pupils surveyed identified active travel as their preferred mode of travel to school

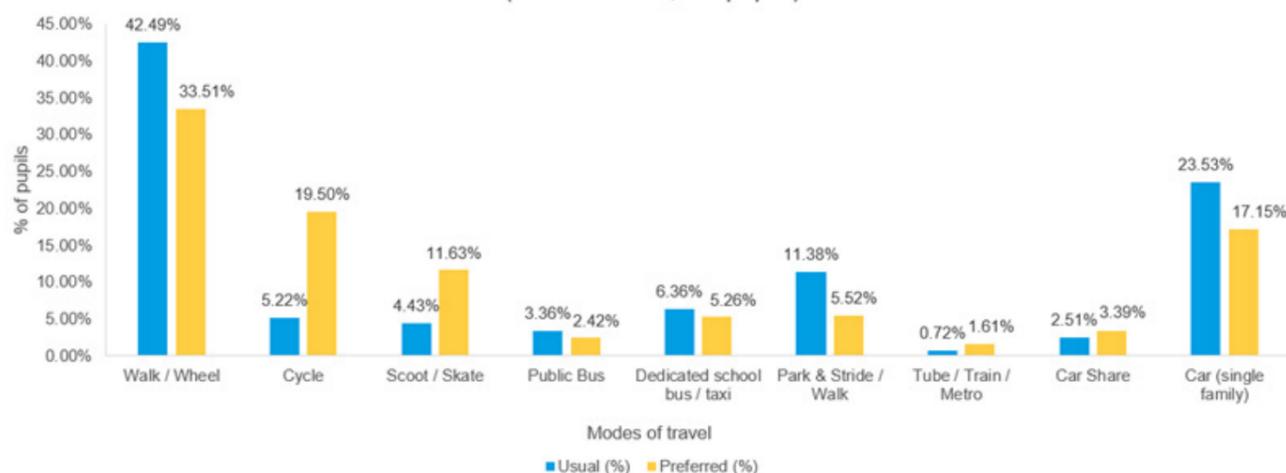
For schools with 'Very Good', 'Excellent', and 'Outstanding' accreditation, reported 'active travel' modes were greater at **54.78%**. Pupils in these schools also have a greater desire to use active travel modes with **68.21%** of pupils preferring to travel by an active mode, and just **13.26%** preferring to be driven to school.

Higher-accredited schools often demonstrate strong cultures of active travel, with pupils regularly choosing to walk or cycle as part of their routine. These environments tend to support pupils to be more independent and confident in their travel choices.

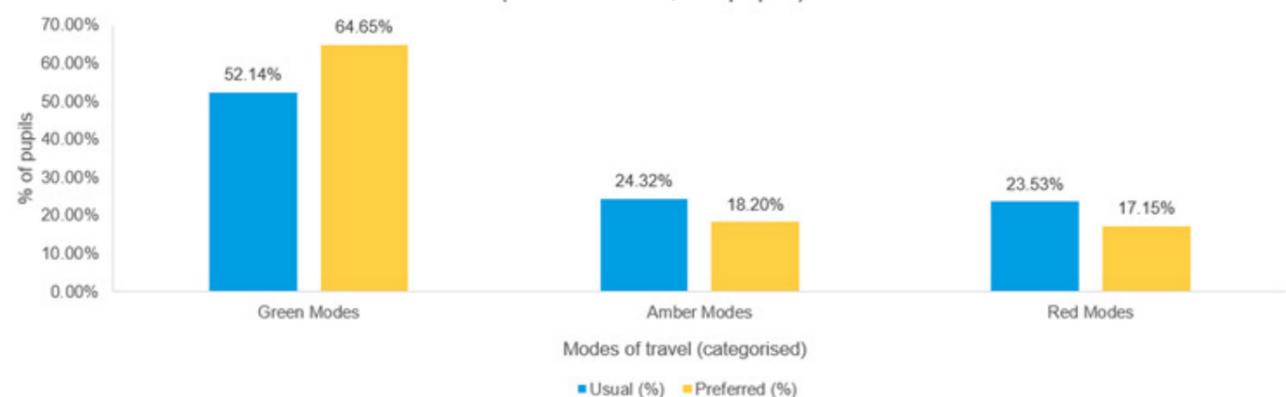
2024/25 Pupil Modes of Travel to School - Usual v Preferred: Very Good, Excellent, and Outstanding schools (data from 91,282 pupils)



2024/25 Pupil Modes of Travel to School - Usual v Preferred (data from 318,699 pupils)



2024/25 Pupil Modes of Travel to School - Usual v Preferred (data from 318,699 pupils)



These results show that schools with higher accreditation levels often foster strong and consistent cultures of active travel.

These active starts support children's physical health and can contribute to improved focus and wellbeing throughout the school day.

**Modal Shift**

Across all accredited schools, the average increase in 'Green modes' is recorded as **0.75** percentage points, 'Amber modes' increased by **1.22** percentage points and 'Red modes' decreased by **1.97** percentage points.

This represents an additional **5,151** active travel stages per day for the journey to and from school. Over the course of an academic year, this equates to an additional **978,796** active travel stages.

The results also show an additional **8,426** 'Amber mode' journeys per day (**1,601,037** per year), and **13,578** fewer car trips per day, resulting in **2,579,833** fewer car trips per year on the school run.

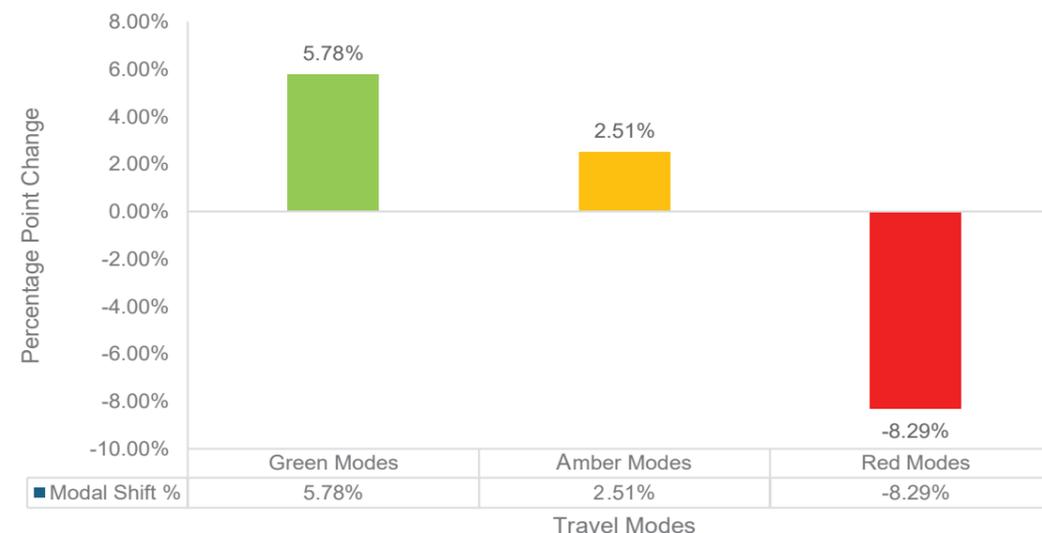
As in previous years, outcomes for Outstanding schools were stronger. These schools recorded an average increase in active travel or Green modes of **5.78** percentage points, equivalent to an **11%** increase. Amber modes increased by **2.51** percentage points, a **12%** increase, while Red modes decreased by **8.29** percentage points, representing a **35%** reduction.

**13,578**  
fewer car trips per day



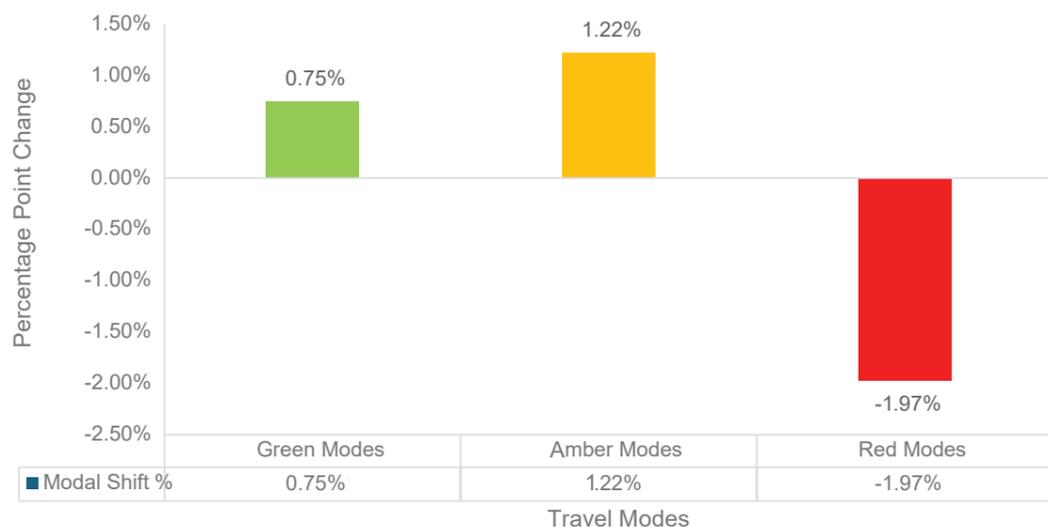
**2,579,833**  
fewer car trips per year

Percentage point change in pupils travelling to school: 2024/25 v. Previous 3-year average (Outstanding Schools)



Even small percentage increases reflect meaningful day-to-day changes. Each shift towards active modes represents more children travelling in ways that support healthier habits, reduced congestion around school gates, and a more positive start and end to the school day for families.

Percentage point change in pupils travelling to school: 2024/25 v. Previous 3-year average (all accredited schools)



**Cost Per Additional Active Travel Stage:**

The **0.75** percentage point modal shift to 'Green' modes of travel (active travel) through the 2024/25 academic year has been achieved at a cost of **£0.28** per active travel stage, which is calculated as follows:

- **0.75** percentage points of 2024/25 pupils on roll (**344,780**) at STARS accredited schools (Good Travel Plan accreditation or above) = **2,575.78** pupils
- x2 (stage journeys) = **5,151.56** active travel stages per day

- **5,151.56** stage journeys x**190** days = **978,796** active travel stage trips
- **£270,000** (total spend on STARS in 2024/25) / **978,796.26** = **£0.28**

These results **demonstrate both behavioural change and excellent value for public investment**, with lasting benefits for pupil wellbeing, school streets, and environmental impact.

# LOOKING AHEAD



## Looking Ahead

In 2025/26, Modeshift STARS will continue to support communities to create the conditions for healthier, more sustainable travel. We will deliver a strategic, joined-up service that strengthens schools as hubs of community wellbeing, supports families to embed active travel into everyday routines, and ensures all children, including those with additional needs, can travel safely and independently.

Working in partnership with national organisations through the School Travel Alliance, we will expand engagement across education, local authorities, business and healthcare settings, while providing tailored support, high-quality resources and opportunities for learning and collaboration. Alongside this, we will roll out our new Active Travel Inspectors scheme, invest in improving user experience across our systems, and continue to recognise excellence through regional and national awards, including the Modeshift STARS National Travel Awards.

## Recommendations for Programme Evolution

Building on insights from local authorities and STARS data, the programme will focus on improving accessibility, equity, and engagement, including more tailored support for secondary schools.

We will further embed data-driven approaches to quantify outcomes such as car kilometres avoided, carbon reduction, air quality improvements, and road safety benefits. We will explore integrating these metrics into the STARS' digital platform so that local authorities and schools will be better equipped to monitor impact, demonstrate value, and link activities to national objectives on net zero, active travel, and healthier neighbourhoods.

Sharing case studies and celebrating sustained success will continue to motivate schools and families, supporting long-term behavioural change.



# CASE STUDIES



## Case Study 1

Chew Stoke Church School  
Modeshift STARS National Primary School of  
the Year 2024/25  
Supporting families to choose healthier  
routines



### School background

Located in Bath, Chew Stoke Church School has been committed to embedding sustainable travel into everyday school life.

Time on the STARS Programme:

6 years

Current accreditation level:

Outstanding

### Campaign examples/initiatives:

- Odd Socks Walk to School Day, Bling Your Bike, and Bike/Scooter Week encourage pupils to get active in fun and memorable ways.
- Active travel is woven into the school's curriculum, helping children learn about health, sustainability, and the local environment.
- Families stay informed and inspired through newsletters, social media updates, and events like the Tour de Chew Valley.
- To support sustainable travel in a rural area, the school introduced car free zones, installed cycle racks, and involved pupils in designing road safety signs.
- Working closely with the parish council, Bath and North East Somerset Council, governors, and the PTA, the school has delivered assemblies, training sessions, and shared best practice with neighbouring schools.

### Impact

- Modal shift - seen a dramatic shift towards active travel since 2018/19, with cycling increasing from 3% to 16% and scooting increasing from 5% to 17%.
- Cultural shift – sustainable travel is now a valued part of daily school life and the wider community

**Vicki Henessey, Deputy Headteacher, said:**

*“Winning the National Primary School of the Year award was the best surprise. It has spurred our enthusiasm and drive to be even more creative and relentless in our mission to reinforce key messages and deliver initiatives that make a difference to our local environment for everyone.”*

# Case Study 2

Slough Centre Nursery School  
Modeshift STARS National Early Years  
Establishment of the Year 2024/25

Helping children build confidence



## School background

Slough Centre Nursery School is located on a residential street. Most of the parents travel from the local area, but many travel from Burnham, Cippenham, Langley, and central Slough.

Time on the STARS Programme: **3 years**

Current accreditation level: **Good**

## Campaign examples/initiatives:

Families are encouraged to:

- Walk, cycle, or scoot to nursery
- Take part in Park and Stride by leaving cars at a nearby leisure centre and walking the rest of the way
- Join in special events such as Bling Your Bike or Scooter days

The nursery also helps families tackle congestion and parking challenges by promoting considerate parking, displaying road safety signs, and supporting campaigns such as Be Bright, Be Seen.

The nursery's large outdoor area includes bikes, scooters, climbing frames, and balancing activities that not only keep children active but also build confidence and key life skills.

In the classroom, journeys are linked to lessons:

- Children share experiences like bus rides

- Count traffic and observe journeys
- Sing songs and stories about walking, wheeling, and cycling

Parents are also engaged through active workshops and games. This reinforces the message that small changes, like walking part of the journey, can have a big impact on children's health, wellbeing, and independence.

## Impact:

- Through this work, walking has increased from 41% to 62% and car use has fallen from 58% to 35% since 2022/23 help improve the safety of the bus drop-off area, install more bike stands and add CCTV to improve security.

**Kellie Carrol, Early Years Practitioner at Slough Centre Nursery, said:**

*"Together, we're building the foundation for an active and healthier lifestyle for our children."*

# Case Study 3

Upper Batley High School  
Modeshift STARS National Secondary School of  
the Year 2024/25

Teaching skills for the future



## School background

Upper Batley is a forward-thinking, inclusive and community-focused secondary school located in the heart of Batley, West Yorkshire. The school is committed to providing an inspiring learning environment where every student is encouraged to achieve their full potential and make a positive contribution to society.

Time on the STARS Programme: **5 years**

Current accreditation level: **Outstanding**

## Campaign examples/initiatives:

- Distributed hi-vis jackets, reflectors, and bike locks, upgraded bike parking, and partnered with the Council to monitor traffic and raise awareness of sustainable travel options.
- These efforts have contributed to a reduction in car use, improved air quality, and a stronger commitment to active travel and environmental responsibility across the school.

## Impact:

- Shift in travel habits – Walking increased from 14% to 52% in just a few years.
- Improved Air Quality – Reduced car use and congestion around the school site.
- Student empowerment – Learners developed leadership, presentation, and project management skills awareness of safety.

**Aman Singh Kang, Headteacher at Upper Batley High School:**

*"We try to give our learners every possible opportunity to develop, both through the curriculum and through enrichment activities."*

*"Not only have they been rewarded for their efforts, but they have learned essential skills that will be invaluable for them as they continue their education post-16 and in their careers. We are very proud of their achievements with this work overall, as well as winning this prestigious award."*

# Case Study 4

Applefields School

Modeshift STARS National SEND School of the Year 2024/25

Opening up independence for SEND pupils



## School background

Located in York. Applefields School is a secondary school for children with additional needs. Applefields operates out of one main school at the registered address and 2 satellite branches located at Manor CE Academy and Millthorpe School.

Time on the STARS Programme:

3 years

Current accreditation level:

Excellent

## Campaign examples/initiatives

Key activities include:

- Bikeability training that takes students from beginner to Level 3, allowing independent bike travel to and from school.
- Engagement sessions with the local road safety team, with police officers sharing road safety insights in assemblies.
- Hands-on cycle maintenance through Dr Bike workshops.
- Route planning and public transport navigation support.

Capitalising on their success, Applefields is now developing a Travel Buddy Scheme. An inspirational peer-support system where pupils help each other travel safely and confidently.

## Impact

- As a result of Applefields School's commitment to active travel initiatives, car use has dropped significantly by 8%, reducing from 13% to 5%.
- Young people progressing from learning to ride through to completing level 3 Bikeability training, and cycling independently

## SEND School of the Year Celebration Day:

To celebrate their national award, Applefields School hosted a morning event with David Skaith, Mayor of York and North Yorkshire. Pupils shared their achievements and future plans, including a new Travel Buddy Passport Scheme to boost peer support for safe, confident travel.

**City of York Council's road safety team were similarly impressed:**

*"To see the young people progress from learning to ride, through to Level 3 Bikeability and cycling independently to and from school, is an amazing achievement."*

**Lynne Thomas, Road Safety Training Coordinator**

## Appendix One – National STARS Travel Awards 2024/25 Regional Awards Winning Schools

Modeshift STARS Regional School of the Year Winners 2024/25

### East of England

STARS Regional Primary School of the Year 2024/25 – Fawbert and Barnard's Primary School

STARS Regional Secondary School of the Year 2024/25 – The Sele School

STARS Regional SEND School of the Year 2024/25 – Lakeside School

### North West

STARS Regional Primary School of the Year 2024/25 – St Mary's CofE Primary School

STARS Regional Secondary School of the Year 2024/25 – Saddleworth School

### Midlands

STARS Regional Early Years Establishment of the Year 2024/25 – South Normanton Nursery School

STARS Regional Primary School of the Year 2024/25 – Grendon Junior and Infant School (NC)

STARS Regional SEND School of the Year 2024/25 – Queensbury School

### South West

STARS Regional Early Years Establishment of the Year 2024/25 – Natural Choice Nursery Puddles

STARS Regional Primary School of the Year 2024/25 – Chew Stoke Church School

STARS Regional Secondary School of the Year 2024/25 – The Castle School

STARS Regional SEND School of the Year 2024/25 – Warmley Park School

### South East

STARS Regional Early Years Establishment of the Year 2024/25 – Slough Centre Nursery School

STARS Regional Primary School of the Year 2024/25 – Brockenhurst Church of England Primary School

STARS Regional Secondary School of the Year 2024/25 – Amersham School

STARS Regional SEND School of the Year 2024/25 – The Waterloo School

### North East

STARS Regional Primary School of the Year 2024/25 – Stannington First School

### Yorkshire & The Humber

STARS Regional Primary School of the Year 2024/25 – Stannington First School

STARS Regional Primary School of the Year 2024/25 – Stocksbridge Nursery Infant School

STARS Regional Secondary School of the Year 2024/25 – Upper Batley High School

STARS Regional SEND School of the Year 2024/25 – Applefields School

### Local Authority STARS School of the Year winners 2024/25

#### East of England

Cambridge STARS Local Authority Primary School of the Year 2024/25 – Godmanchester Community Academy

Essex STARS Local Authority Primary School of the Year 2024/25 – Fawbert and Barnard's Primary School

Hertfordshire STARS Local Authority SEND School of the Year 2024/25 – Lakeside School

Hertfordshire STARS Local Authority Secondary School of the Year 2024/25 – The Sele School

Hertfordshire STARS Local Authority Primary School of the Year 2024/25 – Bridgewater Primary School

Suffolk STARS Local Authority Primary School of the Year 2024/25 – Ranelagh Primary School

Thurrock STARS Local Authority Primary School of the Year 2024/25 – Horndon-On-the-Hill CofE Primary School

#### **North West**

Oldham STARS Local Authority Secondary School of the Year 2024/25 -Saddleworth School

Trafford STARS Local Authority Secondary School of the Year 2024/25 – Altrincham Grammar School for Girls

Wigan STARS Local Authority Primary School of the Year 2024/25 – St Mary’s CofE Primary School

#### **Midlands**

Birmingham STARS Local Authority Primary School of the Year 2024/25 – Grendon Junior and Infant School

Birmingham STARS Local Authority SEND School of the Year 2024/25 – Queensbury School

Derbyshire STARS Local Authority Early Years Establishment of the Year 2024/25 –

South Normanton Nursery School

Derbyshire STARS Local Authority Primary School of the Year 2024/25 – Dallimore Primary School

Stoke on Trent STARS Local Authority Primary School of the Year 2024/25 -Packmoor Ormiston Academy

Staffordshire STARS Local Authority Primary School of the Year 2024/25 – Outwoods Primary School

#### **South West**

Bath and North East Somerset STARS Local Authority Primary School of the Year 2024/25- Chew Stoke Church School

Gloucestershire STARS Local Authority Early Years Establishment of the Year 2024/25- Natural Choice Nursery Puddles

South Gloucestershire STARS Local Authority SEND School of the Year 2024/25 – Warmley Park School

South Gloucestershire STARS Local Authority Primary School of the Year 2024/25 – Little Stoke Primary School

South Gloucestershire STARS Local Authority Secondary School of the Year 2024/25 – The Castle School

South Gloucestershire STARS Local Authority Early Years Establishment of the Year 2024/25 – Natural Choice Nursery Alveston

Bristol STARS Local Authority Primary School of the Year 2024/25 – Little Mead Primary Academy

#### **South East**

Buckinghamshire STARS Local Authority Secondary School of the Year 2024/25- Amersham School

Buckinghamshire STARS Local Authority Primary School of the Year 2024/25 – St Louis Catholic Primary School

Buckinghamshire STARS Local Authority SEND School of the Year 2024/25 – Stocklake Park Community School

Hampshire STARS Local Authority Secondary School of the Year 2024/25 – King’s Academy Brune Park

Hampshire STARS Local Authority Early Years Establishment of the Year 2024/25- Stepping Stones Pre-School

Hampshire STARS Local Authority Primary School of the Year 2024/25 – Brockenhurst Church of England Primary School

Hampshire STARS Local Authority SEND School of the Year 2024/25 – The Waterloo School

Milton Keynes STARS Local Authority Primary School of the Year 2024/25 – Cold Harbour Church of England School

Slough STARS Local Authority Early Years Establishment of the Year 2024/25 – Slough Centre Nursery School

Southampton STARS Local Authority Primary School of the Year 2024/25 – St Mark’s CofE Primary School

Surrey STARS Local Authority Secondary School of the Year 2024/25 – Guildford High School

Surrey STARS Local Authority Primary School of the Year 2024/25 – Horley Infant School

Wokingham STARS Local Authority Primary School of the Year 2024/25 – The Hawthorns Primary School

Wokingham STARS Local Authority Secondary School of the Year 2024/25 – Crosfields School

#### **North East**

Northumberland STARS Local Authority Primary School of the Year 2024/25 – Stannington First School

#### **Yorkshire and the Humber**

Barnsley STARS Local Authority Primary School of the Year 2024/25 – Tankersley St Pete’s CofE (Aided) Primary School

City of York STARS Local Authority SEND School of the Year 2024/25 – Applefields School

East Riding STARS Local Authority Secondary School of the Year 2024/25 Howden School

East Riding STARS Local Authority Primary School of the Year 2024/25 – Penshurt Primary School

Kirklees STARS Local Authority Primary School of the Year 2024/25 – Lydgate Junior and Infant School

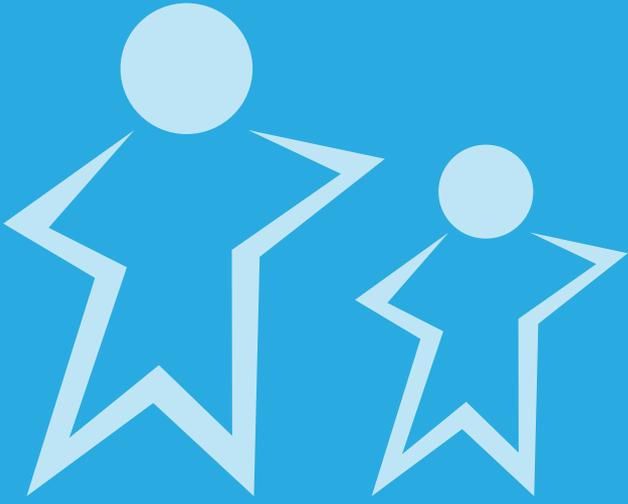
Kirklees STARS Local Authority Secondary School of the Year 2024/25 – Upper Batley High School

Leeds STARS Local Authority Primary School of the Year 2024/25 – Seven Hills Primary School

Leeds STARS Local Authority Secondary School of the Year 2024/25 – Otley Prince Henry’s Grammar School Specialist Language College

North Yorkshire STARS Local Authority Primary School of the Year 2024/25 – Malton Primary Academy

Sheffield STARS Local Authority Primary School of the Year 2024/25 Stocksbridge Nursery Infant School



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