



## Getting Accredited – How to achieve Modeshift STARS 2018

Supported by



Department for Transport

### **What is Modeshift STARS?**

Modeshift STARS is the national awards scheme that recognises schools that have shown excellence in supporting cycling, walking and other forms of sustainable travel.

The scheme was launched nationwide in September 2012 and was created to support the creation of School Travel Plans and reward schools over three levels (Bronze, Silver and Gold) for achieving modal shift to sustainable modes of travel.

STARS received the backing of the Department for Transport in November 2014 and is now recognised as the National School Travel Awards scheme. Every school in England (outside of London) can participate in Modeshift STARS for free.

This guide has been written to give you hints, tips and ideas on how to achieve Modeshift STARS accreditation for your school.

### **Four steps to getting started**

- **Step One** - visit [www.modeshiftstars.org](http://www.modeshiftstars.org)
- **Step Two** - select your local authority area (please use the 'Change your location' option from the top right corner of the screen if you need to change it)
- **Step Three** - select 'Register' from the top right corner of the page
- **Step Four** - complete and submit the online registration form

What next? Your application will go to your local authority for approval. As soon as they accept your registration you will receive an automated email confirming that you have access to the system. Then you are ready to begin your Modeshift STARS journey.

*I was a bit skeptical about the Modeshift STARS accreditation scheme to start with but I can honestly say that it is the best thing to happen in the whole of my 7 years as Travel Plan Coordinator. **Kim Key, Cheddington Combined School, Buckinghamshire***

## Achieving National Accreditation

Once you are registered there are three levels of accreditation that your school can achieve



For schools that demonstrate a commitment to promoting sustainable transport by conducting an annual survey, identifying travel issues and solutions and delivering a range of travel initiatives.



For schools that achieve a reduction in car use on the journey to school, deliver a whole-school approach and deliver above and beyond what is normally expected of a school.



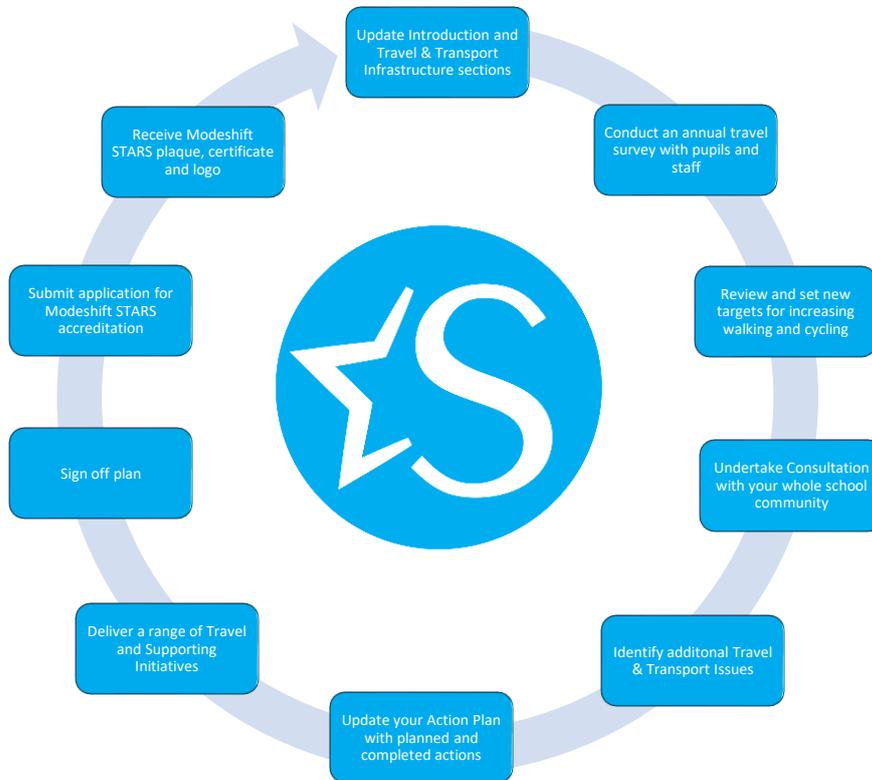
For schools that have excelled with promoting sustainable travel and achieved a noticeable reduction in car use on the journey to school by fully embracing sustainable travel as the norm throughout the entire school community.

STARS is set up so that you can work your way through each level of accreditation progressively. Once you have met one level, you will be well on your way to achieving the next. You can track your progress towards achieving STARS at any time by selecting the 'Accreditation' tab from the left hand side menu on your web page.

*Modeshift STARS has really helped us focus on short term goals and embedding longer term changes in travelling and sustainability as a whole school community. It's a wonderfully simple scheme, but so effective!* **Neil Hunt, Headteacher, Ladycross Infant School, Derbyshire**

### How does it work?

Modeshift STARS is an online portal that supports the initial development of your Travel Plan, followed by a continuous process of planning, delivering and reviewing as set out in the Modeshift STARS Journey below.



In the rest of this guide, we explore each of these steps in detail and focus what your school needs to do at each stage in order to achieve Bronze, Silver and Gold level STARS. For each section you will see a table that indicates which tasks you need to complete in order to achieve each level as in the example below.

Task	Bronze	Silver	Gold	
<i>e.g. Complete 'Introduction' section</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Required for all three levels</i>
<i>e.g. Achieve modal shift away from the car</i>	•	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Required for Silver and Gold levels</i>
<i>e.g. Obtained other sources of funding</i>	•	•	<input checked="" type="checkbox"/>	<i>Required for Gold level only</i>

By working through the guide and using the check boxes you go along you will be ready to submit your application and be recognised as a Modeshift STARS accredited school.

## Introduction and Travel & Transport Infrastructure sections

The essential criteria for these two sections is exactly the same for all three levels of Modeshift STARS. The good news is that once you have entered the information you will not need to enter it again unless any of the information changes. We recommend reviewing and updating where necessary annually.

### Introduction

The Introduction requires basic information about your school e.g. main contact details, pupil and staff information, opening times and the School Travel Working Group. You also have a scalable location map that is centred on your school.

All you need to do to complete this section is work your way down the page and enter information into the text boxes that are provided. Clicking in a text box will open a 'tool tip' which provides further information on what you need to enter in the box.

If you have a School Travel Policy you can link to it in this section. We have provided a template so you can create one if you haven't already.

Uploading your school logo helps customise your plan when you create a pdf version for sharing.

Whilst a *Working Group* is not essential for achieving Bronze level, it is best practice to have one in place in order to share the responsibilities and workloads of achieving STARS. Please keep in mind that a *Working Group* and some detail of what the working group has done will be required for Silver and Gold level.

You also have the option of entering details of the number of pupils that have received *Bikeability* training and any *Other* information in this section of your application. Again, it is not mandatory but it is best practice to complete these sections.

Introduction Tasks	Bronze	Silver	Gold
Complete 'School Details' section	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Select 'Key Stages'	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Complete 'Pupil & Staff Information' section	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Enter 'School opening/closing time'	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Provide numbers of pupils receiving 'Bikeability' training	•	•	•
Provide details of the 'Working Group'	•	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Enter 'Other' information	•	•	•

## Travel & Transport Infrastructure

This section contains all of the key details about the transport links into your school site. As with the previous section, you are required to enter information into all of the boxes, whilst clicking in the boxes will provide you with 'tool tips' about the detail that is required.

**Top Tip!** Whilst not currently mandatory for achieving accreditation, the *STARS (Sustainable Travel and Road Safety) Routes to School Audit* is a really useful tool for understanding the travel and transport infrastructure that supports your pupils in getting to school. It is also an excellent activity for your pupils to conduct and therefore links to Consultation Initiative 'P3 - Pupils undertake work to complete the School Travel Plan / STARS application'. You can download a paper copy of the STARS Audit on the website to use with your pupils.

Completing this section should provide you with a very good idea of the travel options that are available to your school community and the barriers that they face.

The *On-site Facilities* section just requires you to enter the number of each facility that is available at your school. All sections are mandatory so where you do not have that type of facility in place, please just enter a '0'. For *Coach Parking* you will need to provide some extra information on the provision that is available if applicable.

The *Transportation Links* section requires more detailed text input for each of the travel modes that people may use to travel to your school. For Bronze level this can be quite brief but when you are applying for Silver and Gold level we would expect a good level of detail about the options available for each mode to explain how to travel to the school to someone unfamiliar with your site.

You then have the *STARS Routes to School Audit* and the *Engineering & Planning Measures* sections which are not currently mandatory for any of the STARS levels although we would expect to see them completed in any Silver and Gold level application. The former provides a more detailed audit of the transport infrastructure around your school whilst the latter provides you with an opportunity to record any works that have taken place at or around your school to improve the Travel & Transport Infrastructure.

Travel & Transport Infrastructure Tasks	Bronze	Silver	Gold
On-site Facilities	X	X	X
Transportation Links	X	X	X
STARS Routes to School Audit	•	•	•
Engineering & Planning Measures	•	•	•

## Conduct an annual travel survey with pupils and staff

It is a minimum requirement for all levels of Modeshift STARS that you must conduct an annual survey of pupils and staff to determine how they currently travel and how they would prefer to travel to school.

For both surveys you will find a link to complete them at the top of the *Surveys, Modal Shift & Targets* page. The pupils' survey must have a minimum of an 80% response rate in order to meet the accreditation criteria, whilst the staff survey must have a minimum 50% response rate.

**Note:** It is possible for you to complete more than one pupil survey each year. If you choose to do so, a survey period remains open for 30-days e.g. if you begin a survey on the 1<sup>st</sup> September, you will have until the 30<sup>th</sup> September to complete the survey with all of your classes. Any additional data added after the 30<sup>th</sup> September would be classed as a new survey period. If this happens by mistake and you would like the data to be merged together then please speak to your local authority who will be able to action this. Only one staff survey is possible in a year, this stays open for the academic year.

As Modeshift STARS is specifically concerned with reducing car use on the journey to school, in order to achieve the Silver and Gold levels, your surveys must demonstrate that you have been able to reduce the number of pupils that are driven to school. We appreciate that in some cases this is simply not possible (e.g. already very low levels of car use/rural nature of school) so if you are at a point where you have done everything you can to achieve Silver and Gold accreditation but are being prevented from applying by the modal shift criteria then please speak to your local authority.

If you use Living Streets' Travel Tracker it is possible to use this to feed survey data into Modeshift STARS. In order to ensure that the data received by STARS is reflective of a normal school day (i.e. not a WOW campaign day), the system will only accept aggregated monthly data from a school when that school has recorded how pupils have travelled to school for at least 60% of school days for that particular month.

Further, data for any single month shall only count towards STARS accreditation if at least 80% of pupils have provided Travel Tracker data for that month. As Travel Tracker does not collect Preferred travel information this will be recorded as unknown in Modeshift STARS. Whilst not essential, it is good practice to collect preferred information using the Modeshift STARS surveys as this can help you with setting targets.

Survey Tasks	Bronze	Silver	Gold
Pupil survey conducted with a minimum 80% response rate	☒	☒	☒
You must have achieved modal shift away from the car	•	☒	☒
Modal shift away from the car by at least 5%	•	•	☒
Staff survey conducted with a minimum 50% response rate	☒	☒	☒

**Note:** In the case of you conducting multiple surveys, the STARS system will select your survey that has the highest % response rate as your official statistics for that academic year. These figures will therefore be used in your annual modal shift tables, the targets section and in determining whether a level of accreditation has been achieved.

## Review and set new targets for increasing sustainable travel

Once you have completed a pupil survey that has at least an 80% response rate you will be able to set some modal shift targets. In order to achieve all levels of accreditation you must have at least two current targets. Please ensure that your targets are SMART (Specific, Measurable, Assignable, Realistic, Time-related). To assist you with ensuring that your targets are realistic, pupil's 'preferred' mode of travel will be displayed alongside 'actual' modes so you should ensure that your targets take these 'preferred' modes into consideration.

You can also set other, written targets in addition to modal shift targets.

Targets Tasks	Bronze	Silver	Gold
You must have at least two current targets	X	X	X

**Note:** When setting targets, they are based on the survey data for the current academic year. When setting a target, please ensure it has not already been met through the current year's survey. If it has, this will not be considered 'realistic' and your application may be rejected.

## Undertake consultation with your whole school community

Key to the achievement of Modeshift STARS accreditation is consultation with the wider school community audiences – namely:

- Pupils
- Parents
- Staff
- Senior Management Team and Governors
- Residents
- Local authority

Consultations are broken down into categories to help you to plan the activities that you are going to deliver at your school. To select and input your consultation actions, you will need to go to the *Consultation* section of your current plan where you will see a summary table similar to the one below, which shows how many activities you have *Completed* and how many you have *Planned*. The table below shows how many of each type of initiative you will need to deliver in order to achieve each level of Modeshift STARS accreditation.

**Important!** Each individual initiative type only counts once towards accreditation. Therefore holding 5 x P1 In Depth Pupil Surveys will not count as 5 initiatives, it will only count as 1. As such, you should select a range of actions in order to achieve accreditation.

Consultees	Bronze	Silver	Gold
Pupils (not applicable to Early Years settings)	0	1	2
Parents	0	1	1
Staff	0	1	2
SMT & Governors	1	2	2
Residents, business and local community	0	1	2
Local authority	1	1	1
<b>TOTAL</b>	<b>2</b>	<b>7</b>	<b>10</b>

To add a new Consultation type:

- Visit your *Consultations* by selecting the option from the left-hand menu
- Scroll down to the consultation category that you wish to add to and select the *Add* option from the right-hand side of the page
- Use the drop-down menu to select the consultation type that you wish to add to your Action Plan
- Enter an *Action Title* (to give a local flavour to the national titles) and complete the *Action Details*, *Target Date* and *Person Responsible* sections before selecting *Add Action*.
- The initiative will then be saved as a *Planned Consultation* in your *Consultations*

**Top Tip!** Refer to the *Modeshift STARS Guide to Initiatives & Consultation* (found on the Resources page of the STARS website) for a full list of the current STARS consultation actions along with examples of how to complete them and the type of evidence you can upload.

In order to mark your Planned Consultations as Complete, you will need to do the following:

- Visit your *Consultations* by selecting the option from the left-hand menu
- Scroll down to the initiative category where the *Planned Consultation* you wish to complete is stored
- Once you have found the action, enter the *Completed* date and add information to the *Reporting* box then add the number of pupils and adults that were involved in the consultation.
- Select the blue *Upload Evidence* box and upload any supporting evidence you have that the initiative was completed
- Select the red *Mark as Complete* box to confirm that the initiative has been completed
- Evidence of consultation is required at all levels of accreditation.

Consultation Tasks	Bronze	Silver	Gold
Deliver 2 Consultation tasks	☒	•	•
Deliver 7 Consultation tasks	•	☒	•
Deliver 10 Consultation tasks	•	•	☒

**IMPORTANT!** You are responsible for ensuring that you have all appropriate consents to use photos and any other personal data as evidence or elsewhere in Modeshift STARS.

## Identify Travel & Transport Issues

After completing your *Travel & Transport Infrastructure* section, conducting the pupil and staff *Surveys and undertaking further consultation*, you should have begun to have built up a picture of the *Travel & Transport Issues* that your school is facing.

It is mandatory to record at least one issue for Bronze, Silver or Gold level STARS. The issue could be as generic as '*car use is too high at school*' or it could be more focussed on a specific issue e.g. traffic speeds, lack of cycling provision. Whatever the issue might be, it should have been identified through consultation with the school community.

When entering a new issue, you must select the type and provide details of the issue, how it was identified and any possible solutions for resolving the problem. Once registered, it will appear in your *Current Travel & Transport Issues* section where you can enter further possible solutions and then when resolved, provide details of how it was resolved.

When Quality Assuring your Silver and Gold level applications, Modeshift will be looking for evidence that any Issues raised have corresponding solutions and actions within the *Action Plan* section.

Travel & Transport Issues Tasks	Bronze	Silver	Gold
Add at least one current Travel & Transport issue at your school	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Update your Action Plan with planned and completed actions

Key to the achievement of Modeshift STARS is the delivery of actions that bring about a change in the travel behaviour of your school community. You should put together an Action Plan that best suits the unique circumstances of your school. There are 135 initiatives for you to choose from in the system: 85 travel initiatives and 50 supporting initiatives. There is no need or expectation for any school to deliver every initiative that is in the system, rather they should be used as guidance to shape the activities that you are going to deliver. You will hopefully find that you are already delivering many of the activities and as such, well on the road to achieving Modeshift STARS.

The initiatives are broken down into categories and subcategories to help you to plan the activities that you are going to deliver at your school. To select and input your initiatives, you will need to go to the *Action Plan* section of the STARS site where you will see a summary table similar to the one below, which shows how many initiatives you have *Completed* and how many you have *Planned*. The table below shows how many of each type of initiative you will need to deliver in order to achieve each level of Modeshift STARS accreditation.

Initiative Type	Subcategory	Initiatives Required		
		Bronze	Silver	Gold
Travel Initiatives	Cycling Walking/Scooting Road Safety & Training Smarter Driving Public Transport	10	20	25
Supporting Initiatives	Promotion Curriculum Partnerships	5	10	15

To add a new action, you will need to follow the steps below:

- Visit your *Action Plan* by selecting the option from the left hand menu
- Scroll down to the initiative category that you wish to add an initiative for and select the *Add* option from the right hand side of the page
- Use the drop-down menu to select the initiative that you wish to add to your Action Plan
- Enter an *Action Title* (to give a local flavour to the national initiative titles) and complete the *Action Details*, *Target Date* and *Person Responsible* sections before selecting *Add Action*.
- The initiative will then be saved as a *Planned Action* in your *Action Plan*

### Deliver a range of Travel and Supporting Initiatives

**Important!** Each individual initiative type only counts once towards accreditation. Therefore holding 10 x C3 Bikers Breakfasts will not count as 10 initiatives, it will only count as 1. As such, you should select a range of initiatives in order to achieve accreditation.

**Top Tip!** Refer to the *Modeshift STARS Guide to Initiatives & Consultation* (found on the Resources page of the STARS website) for a full list of the current STARS initiatives along with examples of how to complete the initiative and the type of evidence you can upload.

Delivering initiatives is an essential part of getting more young people to walk, cycle and use other forms of sustainable travel to get to school and it is what sets Modeshift STARS aside from traditional School Travel Planning. The focus is on the delivery of Actions rather than the planning.

It is in the *Action Plan* that the key differences exist between the three levels of STARS accreditation - that is the number of initiatives that you must complete to achieve each level. There are two different types of initiatives in the system – *Travel Initiatives & Supporting Initiatives* – at each level of accreditation you must have delivered a minimum number of initiatives in order to meet the criteria of that level.

In order to mark your Planned Actions as Complete, you will need to do the following:

- Visit your *Action Plan* by selecting the option from the left hand menu
- Scroll down to the initiative category where the *Planned Action* you wish to complete is stored
- Once you have found the initiative, enter the *Completed* date and add information to the *Reporting* box then add the number of pupils and adults that were involved in the initiative
- Select the blue *Upload Evidence* box and upload any supporting evidence you have that the initiative was completed
- Select the red *Mark as Complete* box to confirm that the initiative has been completed

**IMPORTANT!** When working towards Silver and Gold level STARS you must upload evidence that you have completed the initiatives. Without evidence, the initiatives will not count towards your overall completed action plan.

It is good practice to upload evidence for Bronze accreditation too and it means that your initiatives will automatically count towards Silver or Gold in future.

**You are responsible for ensuring that you have all appropriate consents to use photos and any other personal data as evidence or elsewhere in Modeshift STARS.**

When filling out the details of your initiatives please refer to the table below for guidance on the level of detail that is expected.

Initiative	Details	Target date	Completed date	Reporting	Evidence	Adults/Pupils involved
W6 – Walk to School Week	We plan to take part in Walk to School Week by running a competition with each class to see which can get the most pupils walking to school.	May 2016	May 2016	All year groups from 1-6 took part. Normally 70% of pupils walk to school but during the initiative the average was 86%. We plan to run the competition again next year and aim for 90%. The winning class achieved 96%.	Record sheet used by the school council and letter sent out to promote the competition uploaded.	200 pupils 6 adults

In order to achieve the Gold standard of Modeshift STARS you must provide details in two extra areas in the *Action Plan*:

- *Funding* – you must be able to demonstrate that you have identified and obtained other sources of funding aside from that available from the local authority.
- *Gold Standard Initiative* – you should demonstrate that you have exceeded normal expectations in at least one of the Initiative Categories (*Walking & Scooting, Cycling, Road Safety, Air Quality or Public Transport*).

Action Plan Tasks	Bronze	Silver	Gold
Deliver 10 Travel Initiatives	☒	•	•
Deliver 20 Travel Initiatives	•	☒	•
Deliver 25 Travel Initiatives	•	•	☒
Deliver 5 Supporting Initiatives	☒	•	•
Deliver 10 Supporting Initiatives	•	☒	•
Deliver 15 Supporting Initiatives	•	•	☒
Provide details of funding obtained	•	•	☒
Detail Gold Standard initiative	•	•	☒

**Top Tip!** Use the drop-down tab at the top of the menu on the left of your page to switch between the different Modeshift STARS levels. This will then show you how much of each section you have completed for that level of accreditation.

## Sign off your plan & submit application for Modeshift STARS accreditation

As soon as you meet 100% of the criteria for any of the levels of Modeshift STARS you will need to sign off your plan in the *Sign Off* section. Sign off requires a statement of support from the school's Senior Management Team.

**Important!** View your progress towards achieving all three levels of Modeshift STARS at any time by selecting *Accreditation* from the left hand menu. In this section you will see the detailed criteria for each level along with a ✓ or ✗ next to the criteria to show whether or not you have met it.

Once sign off is complete, a *Submit* button will appear. When you select this button your application will be completed and sent to your local authority and Modeshift for approval.

If you genuinely believe you have done everything possible but aren't quite meeting one of the criteria for Silver or Gold accreditation it is possible, with your Local Authority's endorsement, to request Modeshift consider your application. Speak to your Local Authority contact if this is the case.

Submission Tasks	Bronze	Silver	Gold
Complete Sign Off	✗	✗	✗
Submit for approval	✗	✗	✗

## Receive Modeshift STARS plaque, certificate and logo

Once your submission has been approved you will receive an automated email from the Modeshift STARS system confirming that you have achieved Modeshift STARS accreditation. Keep an eye out for this email as it will include links to the Modeshift STARS logos that you can begin using straight away.

Your Modeshift STARS plaque, STARS and certificate will follow at the beginning of the term that follows the term in which you submitted your application.

**Top Tip!** When you receive your plaques and certificates be sure to hold a celebration event and let your whole school community know about your achievements. This will count towards your next application for Modeshift STARS.

## Supporting resources and documents

This guide is the first in a series of guidance documents and resources that have been developed to help you achieve Modeshift STARS. Also available are:

### Guidance documents:

- Modeshift STARS Guide to the Initiatives
- Best Practice Guidance – Promotion
- Funding for STARS
- Influencing Parents
- Linking STARS to the National Curriculum
- Partnerships
- Building a Working Group
- Partnerships & Consultation: working with your school's community
- Delivering Smarter Driving Initiatives

### Toolkits:

- Junior Travel Ambassador Resource (Primary Schools)
- Youth Travel Ambassador Resource (Secondary Schools)
- The Big Bikers Breakfast
- New Families Campaign
- Zigzag, Park and Walk Campaign

You will find all of these documents in the '[Resources](#)' section of the Modeshift STARS website.

### Case Studies:

Case studies from schools across the country are regularly added to provide ideas and inspiration for other schools and to celebrate their successes. They can be viewed from the Modeshift STARS homepage or via <https://modeshiftstars.org/caseStudies.php>

### Further Information

In the first instance you should contact your local authority for all support and guidance with delivering Modeshift STARS. You should find their details on the *Travel Plan Contacts* tab at the bottom of the Modeshift STARS webpage.

**[www.modeshiftstars.org](http://www.modeshiftstars.org)**