



Modeshift STARS - Guide to the Initiatives & Consultation

Delivering initiatives and engaging in consultation are essential parts of getting more young people to walk, cycle and use other forms of sustainable travel to get to school. This guide has been written to provide you with a full list of the initiatives and consultation types that are included in Modeshift STARS. In addition to listing all of the initiatives, the guide gives examples of the activities that you can deliver and the evidence that you can upload in order to meet the requirements of each initiative and therefore achieve a level of Modeshift STARS accreditation.

In Modeshift STARS, initiatives are broken down into categories and subcategories to help you to plan the activities that you are going to deliver at your school. Consultation is a separate section in Modeshift STARS and works in the same way. There is no need or expectation for any school to do everything on the list. You should use the list as guide to build a package of consultations and initiatives that best meets the unique requirements of your school. Please be aware that you may not be able to see all the initiatives in your plan's picklists as some initiatives are specific to key stages.

Please be aware that each initiative only counts once towards accreditation, so 3 x C3 will be 1 x C3 in your progress.

Initiatives expire in the system 36 months after completion and cease to count towards accreditation. For this reason, it is important to keep them up to date.

Initiatives

To see how to add initiatives refer to the 'Modeshift STARS How To: Add Initiatives in Modeshift STARS' document from the Guidance menu.

You do not have to distinguish between Travel and Supporting initiatives at this point; the system will do that for you.

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. You can always see how you are progressing towards any level of accreditation on the Accreditation Progress tab.

Initiative Type	Subcategory	Initiatives Required		
		Bronze	Silver	Gold
Sustainable Travel Initiatives	Cycling Walking/Scooting Road Safety & Training Air Quality Public Transport	10	20	25

Supporting Initiatives	Promotion Curriculum Partnerships	5	10	15
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Consultation

To see how to add initiatives refer to the 'Modeshift STARS How To: Add Initiatives in Modeshift STARS' document from the Guidance menu.

You can deliver any combination of consultations to achieve each level of Modeshift STARS accreditation.

You can always see how you are progressing towards any level of accreditation on the Accreditation Progress tab.

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

All Sections

Please note that when working towards Silver and Gold level Modeshift STARS, and for ALL levels of Consultation, you must also upload evidence that you have completed the initiatives. Without evidence, the initiatives will not count towards your overall completed actions.

****Modeshift STARS tip – always have a camera handy to take photos of completed initiatives. This will save you time when applying for a level of STARS accreditation. Please ensure that you have written photo consent for any images you upload to Modeshift STARS as evidence.****

Through the rest of this guide, we go through each 'Initiative/Consultation Type' and 'Subcategory/Consultee' in turn, listing each of the initiatives in order along with examples of how you might complete each initiative and items of evidence that you may upload.

Travel Initiatives (10 for Bronze, 20 for Silver and 25 for Gold)

Walking & Scooting

Code	Initiative name	Example	Examples of evidence
W1	Living Streets WOW Campaign	Primary school takes part in WoW with Living Streets, http://livingstreets.org.uk/wow	Screen shot of Travel Tracker, photos of the campaign, data evidence
W2	Living Streets Free Your Feet campaign delivered	Secondary school takes part in Free your Feet: http://livingstreets.org.uk/freeyourfeet or Citizenship Challenge: http://livingstreets.org.uk/campaign-in-a-box	Photos of the campaign, data evidence
W3	Local Walking Reward Scheme	Locally promoted walk or scoot to school reward scheme. Local names include: Walk on Wednesday, MEGA Friday, Go Kinetic	Photos of the campaign, data evidence
W6	Living Streets Walk to School Week	Walk to school week is held in May every year. See http://livingstreets.org.uk/wtsw for ideas for activities	Photos of any events and campaigns you run, also any letters, newsletters, website links where you have promoted this
W7	Walk to school month	Every October is International Walk to School month. See http://www.livingstreets.org.uk/walktoschoolmonth for information and activity ideas	Photos of any events and campaigns you run, also any letters, newsletters, website links where you have promoted this
W8	5 / 10 Minute walking zone in place	A walking zone is in place; walk zone maps have been produced; walk zone markers/stickers in place	Map; photo of markers/stickers in-situ; copy of publicity material
W9	Educational / Curriculum Walks	Taking children out into the local environment, this could be for a nature walk, or to explore their neighbourhood but must incorporate some element of Road Safety or sustainability messages into the walk: this could be crossing the road, conspicuity, pavement etiquette etc.	Photos, risk assessments, lesson plans
W10	Walking bus in place	The school has one or more Walking Buses. This action is not intended for one-off events such as Brake's Giant Walking Bus.	Photos, Risk Assessment, Copy of the register

Code	Initiative name	Example	Examples of evidence
W11	Walking trips	All Schools participate in walking trips as part of their curriculum, e.g. walking to local shops, swimming pool, local Church etc.	A lesson plan, risk assessment or photos of the children walking
W12	Scooter storage installed	Do you have scooter storage?	A photo of the storage
W13	Scooter club	Break time or after school scooting club is in place.	Photos, register, risk assessment, lesson plan, timetable.
W14	Active travel breakfast	School holds a breakfast for children who walk, scoot or cycle to school, this could be a specific event or the school could give free breakfast to children who cycle as part of their breakfast club.	Photos, register, publicity material
W19	Parent shelter installed	Shelter installed for parents waiting to collect their children	Photos; copy of invoice/order
W25	Secure buggy storage installed	Secure storage installed for parents to leave buggies while visiting school/early years setting	Photos; copy of invoice/order
W16	Other walking/scooting initiative 1	A walking or scooting action not covered by any of the other initiatives. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
W17	Other walking/scooting initiative 2	A walking or scooting action not covered by any of the other initiatives. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
W18	Other walking/scooting initiative 3	A walking or scooting action not covered by any of the other initiatives. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Cycling

Code	Initiative name	Example	Examples of evidence
C1	Dr Bike/cycle maintenance sessions	Qualified or experienced bike mechanic visits school to perform safety checks/minor repairs to pupil, staff or parents' bikes.	Photos; publicity material
C2	Cycle parking installed	Cyclepods, Minipods, Sheffield stands or bike shelters installed.	Photos of the cycle parking
C3	Bikers Breakfast	School holds a breakfast for children who cycle to school, this could be a specific event or the school could give free breakfast to children who cycle as part of their breakfast club. See Modeshift STARS resources.	Photos, register, publicity material
C4	Opportunity to practice cycling skills at break time	Part of playground/field is set aside at break times for cycling practice	Photos; risk assessments
C5	School takes part in The Big Pedal	Sustrans annual Big Pedal competition. See www.bigpedal.org.uk	Photos; screen shots of results from big pedal website
C6	Cycle competitions/schools cycle challenge	Inter school cycling events; Big Bike Race; Leeds Schools Cycle Challenge	Photos; publicity material; consent forms; risk assessment
C7	Cycle reward scheme	Golden padlock; CoW (cycle once weekly); Bikeability Challenge - a 4 week challenge for pupils completing Level 2 Bikeability; or other initiative set up by the school or local authority	Publicity material; photos
C8	Bike week	School participates in National Bike Week or Sustrans Bike to School Week	Photos, Lesson Plans

Code	Initiative name	Example	Examples of evidence
C9	Cycle club in place	British Cycling Go Ride; After school cycling club; lunchtime cycling club	Photos, register, risk assessment, lesson plan, timetable.
C10	Pool bike system in place	School loans out or hires bikes to families to use for the journey to and from school. This could be as a reward or so children can try the journey before buying a bike or to practice cycling	Loan agreement, photos
C11	Cycle purchase scheme for staff	School takes part in Cycle to Work Scheme. Schemes include Cyclescheme, Bike2Work, Bicycle Benefits (On Your Bike), Cycleplus, NHS Bikes for Work.	Confirmation documents/emails from the scheme provider
C12	Bicycle Security Marking	Police bike marking scheme. Datatags, ImmobiTags or similar electronic tagging scheme. Also use for scooter security marking	Consent forms; publicity material; photos of event
C13	Cycle rides/excursions	Using cycling as a form of transport to get you from A to B, for example, a visit to the museum, library etc. Taking children to experience mountain bike trails. Organised cycle tours such as Coast2Coast or Lands End to John O'Groats	Photos, risk assessments, consent forms
C14	Cycle Train / Bike Bus in place	Organised groups of pupils cycle to and from school together	Consent forms; register; risk assessment; photos; route maps
C15	Bling Your Bike Day	Fancy dress event for bikes. It may be a ride, event or competition	Photos
C20	National Cycle Challenge	https://www.lovetoride.net/uk?locale=en-GB	Screenshot from Lovetoride booking site. Photos.
C16	Other cycling initiative 1	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
C17	Other cycling initiative 2	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Code	Initiative name	Example	Examples of evidence
C18	Other cycling initiative 3	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Road Safety & Training

Code	Initiative name	Example	Examples of evidence
R1	Cycle training for pupils (E.g. Bikeability)	On road cycle training for pupils such as Bikeability Level 2 or 3; Cycle awareness; Cycling proficiency	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R2	Learn to Ride	Off road learn to ride training for pupils such as Bikeability level 1 (where not part of a level 2 course); ditch the stabilisers and other local schemes	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R3	Balance Bike Training	Pre-school/reception year training using balance bikes. Scheme names include Balanceability, PrePedal, Balance Buddies and other local names	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R4	Scooter training	Road Safety training for pupils using scooters. Example schemes include Scooterbility; Scooter skills	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training
R5	Pedestrian skills training	Child pedestrian skills training. Local scheme names include Stepping out safely; Street Wise. Lesson plans available from: http://think.direct.gov.uk/resource-centre/	Copy of the consent form/parent letter. Copy of booking confirmation. Photos of the pupils undertaking the training

Code	Initiative name	Example	Examples of evidence
R6	Independent travel training	Travel training by nature is upskilling people with disabilities and difficulties to manage their own personal safety and learn how to travel from point A to point B, independently, confidently and competently, using sustainable transport on public transport or as a pedestrian.	Lesson plans, consent form, risk assessment, evidence of route planning, photos.
R7	Young Driver Training	School promotes young driver training for under 17s. There are commercial and local authority schemes, including Young Driver; Get In Gear - student driver training; MORE	Consent forms, publicity material, risk assessments, photos of event
R8	Cycle training for staff and / or parents	<p>Staff or parents have qualifications to take children on rides or teach bike maintenance.</p> <p>Bikeability (or similar) training to encourage confidence in parents to cycle the school run.</p>	Certificates, photos of events.
R9	Road Safety assembly/ presentation	Assemblies or presentations about road safety. Examples include: school crossing patrol assembly; what to wear in winter; Road Safety presentations (pedestrian safety, cycling safety, passenger safety, mini motos etc)	Photos of assembly; copies of presentations.

Code	Initiative name	Example	Examples of evidence
R10	Be Bright Be Seen Activities	<p>Teaching children why it is important that other road users can see them.</p> <p>Modeshift partner BrightKidz has a number of resources and products available from www.brightkidz.co.uk</p> <p>Lesson plans are available from:</p> <p>http://think.direct.gov.uk/resource-centre/under-5/be-bright-be-seen</p> <p>http://think.direct.gov.uk/resource-centre/key-stage-1/be-bright-be-seen</p> <p>http://think.direct.gov.uk/resource-centre/key-stage-2/be-bright-be-seen</p> <p>Your local authority may also have activities.</p>	Examples of pupils' work; completed lesson plans
R11	School invites experts/organisations to talk about personal safety	External experts visit school to talk about personal safety and road safety subjects. Examples include Police/PCSO; Fire Service; Local Authority Officers; independent experts	Photos of event, copies of presentations, booking confirmation, examples of pupils' work following the event
R12	Safety around large vehicles training	Teaching pupils about the dangers of being around large vehicles such as lorries and buses, in particular visibility issues. Examples include GIST Road Safety programme; Trucks and Child Safety with DHL (TACS).	Photos, booking forms, examples of pupils' work following the event.
R13	Use of transition resources	School does journey planning with new families and promotes active travel, promotes transition walks/rides between primary and secondary; encourages independent journey planning for transition and spends time practicing the journey to secondary school	Information in prospectus for new parents on active travel, photos of children on transition rides, lesson plans for journey planning
R14	Pupils monitoring traffic	Pupils carry out survey to count the vehicles that pass the school as part of an on-going campaign. They may use the result as part of a numeracy lesson, for example	Survey results, photos

Code	Initiative name	Example	Examples of evidence
R15	School has lobbied for installation of traffic calming outside of school	<p>The school community has been involved in lobbying for the installation of traffic calming measures, e.g. humps, chicanes or narrowings, outside the school.</p> <p>This initiative is only valid if the school has actively lobbied. Being consulted by your local authority as part of planned works is not sufficient.</p>	Petitions; press articles; letters/emails to councillors/MPs. Evidence of the issue.
R16	School has lobbied for installation of safer crossings on the route to school	<p>The school community has been involved in lobbying for the installation of additional road crossings, e.g. School crossing patrollers; dropped kerbs; zebra crossing; light controlled crossings.</p> <p>This initiative is only valid if the school has actively lobbied. Being consulted by your local authority as part of planned works is not sufficient.</p>	Petitions; press articles; letters/emails to councillors/MPs. Evidence of the issue.
R17	School has lobbied for installation of 20mph zone outside of school	<p>The school community has been involved in lobbying for the installation a 20mph zone outside the school, this may be an advisory '20 is plenty' or official '20mph zone'</p> <p>This initiative is only valid if the school has actively lobbied. Being consulted by your local authority as part of planned works is not sufficient.</p>	Petitions; press articles; letters/emails to councillors/MPs. Evidence of the issue.
R18	Road Safety Day/Week	School holds a day/week of road safety themed activities. See http://www.roadsafetyweek.org.uk/ for national event held in November.	Lesson plans; examples of pupils' work; photos
R23	In car safety for young adults	'Safe Drive Stay Alive', or similar, programme run with emergency services for Y11 up. Cow DVD in Staffordshire.	Lesson plans; photos; copies of booking forms

Code	Initiative name	Example	Examples of evidence
R24	Nursery Teaches Road Safety & Active Travel Messages	For example using the Children's Traffic Club Nursery Leader's Guide	Lesson plans; photos
R19	Other road safety & training initiative 1	Any road safety or training action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
R20	Other road safety & training initiative 2	Any road safety or training action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
R21	Other road safety & training initiative 3	Any road safety or training action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Air Quality

Code	Initiative name	Example	Examples of evidence
AQ1	School promotes car sharing	Promotion of car sharing to staff and parents. This can be informal and arranged between staff and parents themselves or through signing up to a formal car share scheme.	Car share information such as the list of people car sharing or letters/emails promoting it.
AQ2	Car free days	School takes part in a national Car Free Day, or a local one organised by themselves or in partnership with the Local Authority, Living Streets or Sustrans. Also known as Park Away Day	Photos, letters to parents
AQ3	Car free zone in place	A zone around the school where parents are requested not to park has been identified, mapped and publicised.	Photos, letters to parents, copy of map

Code	Initiative name	Example	Examples of evidence
AQ4	Park and walk/stride scheme	Park and stride sites have been identified, agreed and promoted to parents. 'Park & Stride from a friend's house' scheme	Letters to parents, photos, agreement from site owners, maps
AQ5	Removal of car parking spaces	Car parking spaces removed from school site to encourage greater use of sustainable travel modes. Car parking space has been converted to cycle parking spaces.	Photos
AQ6	Highway code is promoted to students, staff and parents	Tales of the Road (Junior highway code) available to pupils (order from www.dft.gov.uk/THINKshop if your local authority cannot provide them); online resources available from http://think.direct.gov.uk/education/ Highlighting Highway code sections 204 – 213 'road users requiring extra care' and sections 238 - 252 'waiting and parking' to parents or young drivers.	Project work, lesson plans and hand-outs.
AQ7	Parent parking campaign	School runs a campaign to encourage better/safer parking by parents, may include school fence banners or a zig-zag campaign -see Modeshift STARS resources	Photos of banners, publicity material, letters to parents
AQ8	Parking Pledge Scheme	Parking Pledge is something that all parents must sign up to at the start of the school year to tell them what is expected of them - might include details of where to park/drop, following a one-way system, etc.	Copy of the pledge
AQ9	Eco Driver Training	School offers Eco Driver training to staff or older students	Course details; booking forms
AQ13	Anti Idling Initiative	Campaign to prevent people leaving engines running outside school. Examples: JTA/YTA campaign; school gate posters/banners	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Code	Initiative name	Example	Examples of evidence
AQ14	Air pollution promotion	Practical air pollution monitoring; air quality monitoring vehicle; pollution data collection; clean air superheroes. Lessons about air quality/pollution and its effects. Participating in National Clean Air Day.	Copy of data; examples of pupils' work; lesson plans
AQ15	National Clean Air Day	School participates in National Clean Air Day. Free resources are available from https://www.cleanairday.org.uk/	Photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
AQ10	Other Air Quality initiative 1	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
AQ11	Other Air Quality initiative 2	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
AQ12	Other Air Quality initiative 3	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Public Transport

Code	Initiative name	Example	Examples of evidence
PT1	Public transport used for school trips	School uses public transport (not private coaches) for school trips, to get to swimming lessons, etc.	Lesson plan, risk assessment, photos of children using the transport
PT2	School promotes public transport	Details of bus timetables can be found on the school website, a link to journey planning websites are on you the school website, copies of bus timetables are available in school	Screen shots of the school website

Code	Initiative name	Example	Examples of evidence
PT3	School promotes responsible behaviour on public transport / has bus behaviour policy	The school has a behaviour policy/agreement for pupils who travel on public transport. Promotion activities may include assemblies, class projects or within the transition to secondary school work.	Lesson plan, project work, public transport policy/agreement.
PT4	Private coaches for school trips pick up and set down in safe / accessible places.	Private coaches do not pick up and drop off on school keep clear markings	Written agreement between school and coach company, photo of coach in sensible parking place
PT5	School promotes young person's travel card scheme	Where a scheme exists, the school promotes concessionary travel schemes, e.g. Citizen Card - young person's concessionary travel scheme; YoZone Card	Promotion material
PT9	Catch the bus week	School takes part in / promotes Catch the Bus Week. www.catchthebusweek.co.uk	Photos; newsletters; websites; publicity material
PT10	School has anti-bullying policy for school transport/public buses	The school has, and enforces, an anti-bullying policy for the journey to school	Copy of policy
PT11	Hop Off – get off two stops early	The school actively encourages pupils and staff who travel by bus to walk for part of their journey	Copy of communication; publicity material; extract from school travel policy
PT6	Other public transportation initiative 1	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative



Code	Initiative name	Example	Examples of evidence
PT7	Other public transportation initiative 2	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
PT8	Other public transportation initiative 3	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Supporting Initiatives (5 for Bronze, 10 for Silver and 15 for Gold)

Promotion

Code	Initiative name	Example	Examples of evidence
PR1	Newsletter	Promote any of your schools sustainable travel or road safety activities through your newsletter. If you have a competition planned, ask the YTAs/JRSOs to design an advertisement or news article to go in the letter	Copy of the newsletter
PR2	Info sent to residents / School communicates with residents	School may send out leaflets or letters to residents explaining what they are doing to encourage more parents to travel actively and reduce the number of cars using the roads around the school. The letter may explain that you are telling parents to respect local residents and not block driveways etc.	Copy of letter to residents; copy of any responses
PR3	Local media / Schools gets local media attention	Articles in local press/radio/television highlighting school's promotion of sustainable & active travel	Copy of article or link to website
PR4	Presenting to/ sharing ideas with other schools	Sharing your school's sustainable travel best practice with other schools. This may be through local cluster meetings; assemblies/presentations to feeder schools or wider at regional or national events.	Copy of presentations; photos of the event.
PR5	Distributing cycling and public transport maps	The school has copies of local transport information and cycling maps available to parents in the school reception. Information is distributed at new parent meeting or parent evenings.	Photo of maps in school reception.
PR6	School has an active travel policy	School has published a policy actively encouraging safe and sustainable travel. School has created / published a cycling policy. Cycling permit scheme. Scooting policy.	Copy of policy(ies); screenshot of website where they are published.

Code	Initiative name	Example	Examples of evidence
PR7	Travel information on notice board	Bike It notice board; sustainable travel notice board; travel info on Eco-Schools noticeboard; classroom/hall displays	Picture of the noticeboard or display
PR8	Competitions run & promoted within school	Competitions run by & promoted within the school by either staff or pupils. These may be organised linked to national events or be purely local to the school	Pictures of competition promotion; copies of entries; pictures of prize giving.
PR9	Assembly	Staff and pupils can run their own assemblies with sustainable travel or road safety themes, or you could invite an expert in to do an assembly for Be Bright Be Seen or something else!	Photos of the assembly, PowerPoint presentation slides, lesson plan for the assembly
PR10	Social Media Campaign	School uses social media (Facebook, Twitter, etc.) to promote safe and sustainable travel.	Copies of tweets; screenshots
PR11	Sponsored events	School takes part in a national campaign to raise money for charity or you could hold your own sponsored car free day or cycle ride/scoot to raise money for the school. National examples include Living Streets' Happy Shoesday.	Photos, letters to parents, posters
PR12	Parents' evenings/ Induction evenings	School promotes active travel at parents evening and induction evenings to highlight the facilities available at school and encourage parents to explore the options available for the journey to and from school	Photos, printed information
PR13	Information on website	Advertise any of your school travel activities on the school website. Put a summary of your Modeshift STARS travel plan on your site.	A screenshot of the relevant information on the school website
PR14	Councillor/ MP/ Mayor invited to an event	Local councillors/Mayor/MPs have been invited to attend an event at the school related to sustainable travel. This could be a prize giving; opening new cycle parking, etc.	Copy of the letter sent, photos from an event

Code	Initiative name	Example	Examples of evidence
PR15	Within the Prospectus	Summary of travel plan; statements on school's policy regarding travel and expectations on parents/students are included in the school's prospectus	Copy of relevant parts of prospectus
PR16	Letter from Head Teacher to Parents	Head teachers may write to parents about active travel or inconsiderate parking to try and encourage parents to change habits and try a new way of travelling to school. Messages may include Park & Stride, avoiding School Keep Clear markings, respect for local residents, road safety, health and exercise, etc.	Copy of letter to parents
PR17	New parent pack	Travel to school information is distributed to new and prospective parents	Copy of pack
PR18	Transition activities	Route planning activities; practice walks/bike rides/bus trips for pupils transitioning to secondary school. Local initiatives include Going INTO Year 7; SmartRoute year 6/7 transition project	Lesson plans; risk assessments; photos of activities; examples of work
PR19	School Railing Banners	Banners are placed on school perimeter promoting walking, scooting or cycling to school; advertising park & stride sites, etc. Banners could be professionally produced or designed by pupils.	Photos of the banners. Examples of pupils' work designing the banners.
PR20	JTA/YTA/JRSO's in place	The school has active Junior Travel Ambassadors (JTA); Youth Travel Ambassadors (YTA); Junior Road Safety Officers (JRSO) ; Sustainable travel ambassadors; Bike Buddies or similar See the Modeshift STARS resources section, http://modeshiftstars.org/teacher/resources.php for everything you need to get started with JTA or YTA.	Examples of work the group has carried out; letters to parents; photos.

Code	Initiative name	Example	Examples of evidence
PR21	Travel to school information maps created	School has created travel to school maps showing the best walking and cycling routes; bus stops; park and stride sites, etc.	Copy of map.
PR27	Active travel shop / enterprise	Reflector shop; School sells locks, lights, etc. JTA/YTA/JRSO enterprise to raise funds & promote safe and active travel	Photos; publicity materials
PR22	Other promotion method 1	Any sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
PR23	Other promotion method 2	Any sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
PR24	Other promotion method 3	Any sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Curriculum

Code	Initiative name	Example	Examples of evidence
CU1	School takes part in competitions promoted by others	The school enters competitions promoted externally to the school. These could be national competitions such as Living Streets' WOW badge competition or local competitions like inter-school challenges	Examples of pupils' work; acknowledgement of entries; photos of prizes or events if you're lucky enough to win!
CU2	School teaches the health benefits of safe / active travel	Schools will incorporate this into their curriculum or assemblies. Examples could include contribution to 60 mins daily exercise, increase heart rate, mental health benefits, reducing obesity, etc.	Copy of lesson plan

Code	Initiative name	Example	Examples of evidence
CU3	School teaches environmental benefits of active travel	Schools will incorporate this into their curriculum or assemblies. Examples could include reduces CO ₂ , reduces pollution, improves schools gate congestion, etc.	Copy of lesson plan
CU4	Theatre in Education on sustainable travel or road safety	School has taken part in a Theatre in Education show promoting Road Safety or active travel.	Photos; copies of bookings; examples of pupils' work.
CU5	Bike maintenance lessons	Pupils are taught bike maintenance. This may include safety checks; gears and brakes; puncture repair, etc.	Copy of lesson plan; photos of lessons
CU6	Cycling lessons (PE)	Cycling in PE lessons. This may include Go Ride; Bike Polo; Mountain Biking; Trail Riding; Skills Sessions	Copy of lesson plan; risk assessments; photos of work
CU7	Road safety lessons	Road safety lessons are included as part of the school's curriculum.	Lesson plans; examples of pupils' work
CU8	Pupils use school travel survey data from STARS in lessons	Data from STARS are used in lessons.	Lesson plans; examples of pupils' work.
CU9	School uses Living Streets WOW Travel Tracker to collect data	School uses the Living Streets WOW Travel Tracker to collect data. See www.livingstreets.org.uk/traveltracker	Screenshots
CU13	School collects postcode data	School provides postcode and travel mode data to local authority for production of postcode plot maps	Copy of email sent to local authority; copy of map; screenshots

Code	Initiative name	Example	Examples of evidence
CU10	Other curriculum work 1	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
CU11	Other curriculum work 2	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
CU12	Other curriculum work 3	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Partnerships

Code	Initiative name	Example	Examples of evidence
P1	School works with Police/ Safer Neighbourhood Team/ PCSO to promote safe & sustainable travel	School has connections with local police or PCSO's who can be invited into the school for assemblies or classroom activities. PCSO takes your YTA's or JRSO's outside at the start/end of the school day and monitor any parking and traffic issues.	Lesson or assembly plans. Photo of PCSO with YTAs/JRSO's
P2	School works with other schools to promote safe and sustainable travel	School may join up with other local schools to promote an event, for example, a joint car free day. Primary school and Secondary school may link together to look at active travel for transition days or other events.	Photos, risk assessments, lesson plans
P3	School presents their work to other groups	School attends events where the audience is not only other schools, such as the Modeshift Convention, to present their work	Copies of presentation; photos of the event

Code	Initiative name	Example	Examples of evidence
P4	School works towards the Sustainable Schools Framework	The schools is working towards the Sustainable Schools Framework. See http://se-ed.co.uk/edu/sustainable-schools/ for information	Lesson plans; examples of pupils' work.
P5	School works with Local councillors/ Mayor/ MPs	The school works with Local councillors/Mayor/MPs to promote or resolve issues relating to sustainable travel or road safety	Copies of correspondence. Pictures of events.
P6	School has achieved Eco School status	School has achieved Eco Schools Bronze, Silver or Green flag award. It complements Modeshift STARS well as both have a focus on sustainable living	Picture of certificate, green flag or screenshot of the Eco Schools logo on the school website
P7	School works with local residents/ resident associations to promote safe and sustainable travel	Schools may want to work with local residents to tackle the issue of parking outside schools as it fosters better relationships between the school and its neighbours.	Photos, letters to residents, letters to parents
P8	School works with local charities/ NGOs to promote safe and sustainable travel	School works with Living Streets, Sustrans, CTC, British Cycling or local organisations to promote safe and sustainable travel	Photos, lesson plans, letters
P9	School works with local sport/ health partnerships to promote safe and sustainable travel	School works with health visitors to encourage active travel to school, looking at healthy snacks for the journey to school, or sports providers by using journey to school as part of the 60 minute daily activity.	Photos, risk assessments, letters to parents



Code	Initiative name	Example	Examples of evidence
P10	Other Partnerships 1	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
P11	Other Partnerships 2	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative
P12	Other Partnerships 3	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative	Lesson plans; photos; letters; newsletters; websites; risk assessments; publicity material as appropriate for the initiative

Consultation Initiatives (2 for Bronze, 7 for Silver and 10 for Gold)

Pupils

Code	Initiative name	Example	Examples of evidence
P1	In-depth pupil surveys take place	In-depth surveys that explore pupils attitudes to sustainable/active travel and barriers that they face	Copies and results of surveys
P2	Pupils conduct bike counts	Pupils regularly monitor the number of bikes that are parked at school	Recorded numbers of bikes provided
P3	Pupils undertake work to complete the School Travel Plan / STARS application	Pupils devise initiatives / Action Plans and deliver activities, conduct Site Audits	Examples of pupil's work relating to the School Travel Plan / STARS
P4	The School Travel Plan / STARS is discussed at School Council / pupil meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings	Minutes of meetings
P5	Pupils monitor WOW	Pupils regularly monitor / collect Living Streets WOW Travel Tracker data	Recorded numbers



Parents

Code	Initiative name	Example	Examples of evidence
PA1	In-depth parent's surveys take place	In-depth surveys that explore parent's attitudes to sustainable/active travel and barriers that they face	Copies and results of surveys
PA2	The School Travel Plan / STARS is discussed at PTA (or similar) meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings	Minutes of meetings

Staff

Code	Initiative name	Example	Examples of evidence
S1	In-depth staff surveys take place	In-depth surveys that explore staff attitudes to sustainable/active travel and barriers that they face	Copies and results of surveys
S2	The School Travel Plan / STARS is discussed at staff meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings	Minutes of meetings

SMT and Governors

Code	Initiative name	Example	Examples of evidence
SM1	The School Travel Plan / STARS is discussed at Senior Management / Governors meetings	School Travel Plan / STARS issues, actions and monitoring are key agenda item at meetings	Minutes of meetings
SM2	The School Travel Plan / STARS is an item on the Governor's Annual General Meeting agenda	The School Travel Plan / STARS is discussed at the meeting	Minutes of the relevant part of the meeting
SM3	The School Travel Plan / STARS is part of the School Improvement / Development Plan	The School Travel Plan / STARS is included within school policy documents	Copy of the relevant part of the plan

Residents, Businesses and Local Community

Code	Initiative name	Example	Examples of evidence
RBLC 1	Residents are informed of the school's efforts to promote safe and active travel	The school's neighbours have been informed of the aims and objectives of the School Travel Plan and are aware of the activities that are being delivered.	Copies of communications that have been distributed

Code	Initiative name	Example	Examples of evidence
RBLC 2	Residents are consulted on the development and implementation of the School Travel Plan	The school's neighbours have been consulted on the development and implementation of the School Travel Plan / STARS	Results of surveys, consultation
RBLC 3	School engages with the local community to promote safe and active travel across the area	Community centres, community groups, local sports clubs, etc support the work of the school to promote safe and active travel.	Copies of communications between organisations and evidence of activities delivered
RBLC 4	Schools seeks the support of the business community to promote safe and active travel	Local businesses support the School Travel Plan / STARS activity of the school which in turn supports their own STARSfor Sustainable Travel Award applications	Copies of communications between organisations and evidence of activities delivered

Local Authority

Code	Initiative name	Example	Examples of evidence
LA1	School is engaged with the LA with regards to implementing the School Travel Plan and STARS	The Local Authority are aware of the school's efforts to promote safe and active travel	Copies of communications between the school & LA (could be a Councillor, member of staff, department or team)

Note: the same piece of evidence can be used more for more than one initiative