



Getting Accredited
Modeshift STARS Education
2019/2020

What is Modeshift STARS Education?

Modeshift STARS Education 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.

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
- **Step Two** - Click Contact/Register and select STARS Schools Contact at the top right of the screen
- **Step Three** - complete and submit the online registration form, taking care to select your local authority area from the drop-down list.

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 Education 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.



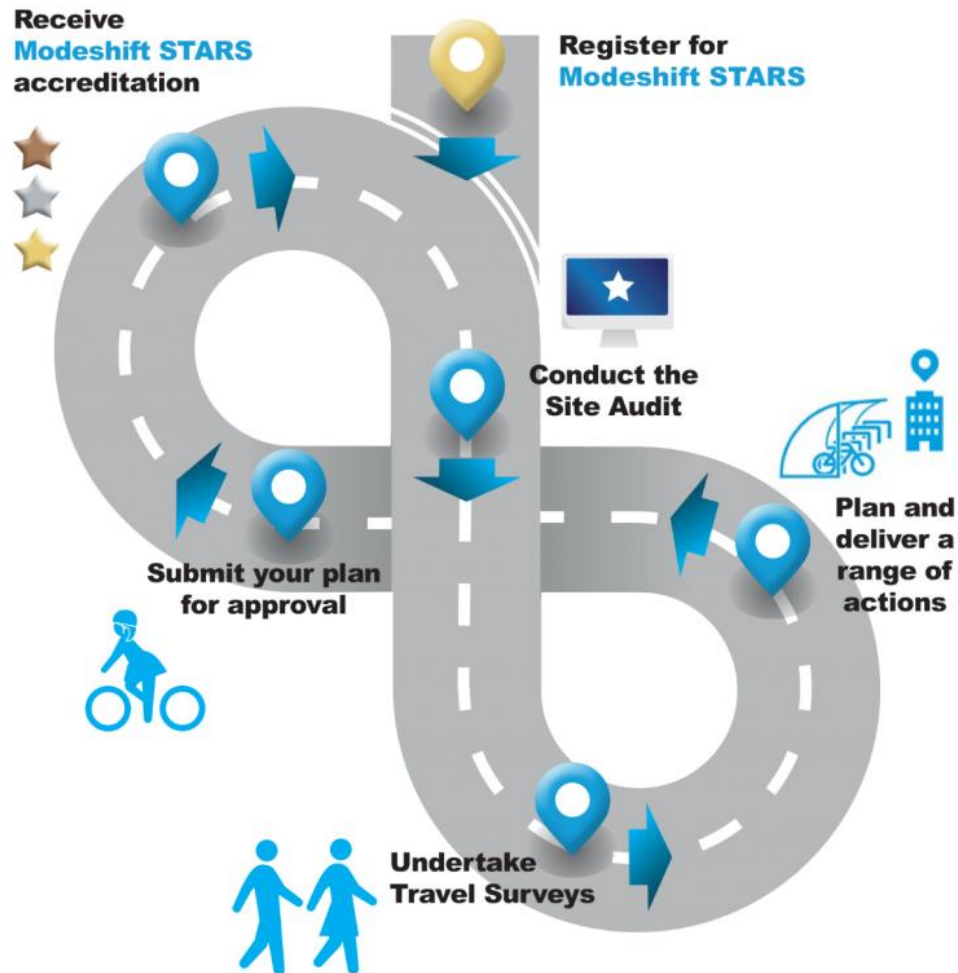
For schools that have excelled with promoting sustainable travel and achieved a noticeable reduction in car use on the journey to school by fully embracing sustainable travel as the norm throughout the entire school community.

Modeshift STARS Education 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 Progress' tab on your web page. The Accreditation Checklist available under the Guidance menu is another helpful aide to completion.

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 Education is a process and 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.



Using the Modeshift STARS System

In the rest of this guide, we 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 'School Details' section</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Required for all three levels</i>
<i>e.g. Reduction in pupils travelling to school by car in the last 3-years, or <10% travel by 'Car'</i>	•	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Required for Silver and Gold levels</i>
<i>e.g. External funding secured to support the delivery of sustainable and active travel initiatives.</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.

Note: This is not a 'how to' user guide. Basic functions are outlined in the box below. For detailed instructions about how to use Modeshift STARS Education, once logged in click on the Guidance menu and browse the documentation in there. 'Basic User Guide: Key Points' and 'How to add and update initiatives' are good starting points.

Login at: www.modeshiftstars.org/education



= Perform a Process: Add a new survey, target, transport issue, consultation, or initiative



= Focus on/return to the section




= Edit the section

Introduction and Travel & Transport Infrastructure sections

The essential criteria for these two sections are 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 your 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. Where it appears, clicking on the  icon 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. You can download a template in this section so you can create your own Policy if you don't already have one.

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"/>
Complete 'Opening Hours' section	<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 the key details about the transport links into your school site. As with the previous section, you are required to enter information into all the boxes. 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.

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 from the Guidance menu to use with your pupils.

Note: It is possible for you to complete more than one pupil survey each year. If you choose to do so, one survey may be carried out each term.

If you conduct more than one pupil survey in an academic year, the results will be averaged to provide your overall figures which are displayed in the Pupil Surveys This Year and Pupil Travel Modal Shift tabs and used for any calculations.

It is only possible to conduct one staff survey per academic year.

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 *Details of Coach Parking Facilities* you will need to provide some extra information on the provision that is available or where coaches pick up/drop off safely when there is no coach parking on site.

The *Transportation Links* section requires more detailed text input for each of the travel modes that people may use to travel to your school. We 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* section which is not currently mandatory for any of the STARS levels although we would expect to see it completed in any Silver and Gold level application. This provides a more detailed audit of the transport infrastructure around your school.

Travel & Transport Infrastructure Tasks	Bronze	Silver	Gold
'On-site Facilities' section completed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
'Transportation Links' section completed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
STARS Routes to School Audit	•	•	•

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 instructions on completing surveys see the *How To: Conduct a whole school hands-up survey* guide under the Guidance menu.

The pupils' survey must have a minimum of an 80% response rate or 70% for KS3, KS4 & 16 – 18 in order to meet the accreditation criteria, whilst the staff survey must have a minimum 50% response rate.

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.

Living Streets Travel Tracker

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 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 term.

Further, data for any single term shall only count towards STARS accreditation if at least 80% of pupils have provided Travel Tracker data for that month. You can however top-up your Travel Survey results with surveys from other classes that are not using Travel Tracker to ensure you achieve the 80% response rate.

As Travel Tracker does not collect Preferred travel information, 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' completed – minimum 80% response rate (70% for secondary and 16-18)	☒	☒	☒
A minimum of two annual pupil travel surveys recorded within the last 3-years, one of which must be from the current academic year	•	☒	☒
Reduction in pupils travelling to school by car in the last 3-years, or <10% travel by 'Car'	•	☒	☒
Reduction in pupils travelling to school by car in the last 3-years of at least 5 percentage points, or <10% travel by 'Car'	•	•	☒
Staff survey conducted with a minimum 50% response rate	☒	☒	☒

Important: Modal shift away from the car is measured year on year. To achieve Silver or Gold accreditation you must have at least two years of pupil survey data. The most recent must be from the current academic year and the oldest within the last three years.

The system will display older historic data for your information; however this will not be used in modal shift calculations.

Review and set new targets for increasing sustainable travel

Once you have completed a pupil survey that meets the response rate requirements 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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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. You can go to the *Consultation* section of your current plan where you will see a summary table which shows how many activities you have *Completed* and how many you have *Planned*. The table below shows how many consultations 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.

	Bronze	Silver	Gold
Consultations	2	7	10

See the 'How to Add and Update Initiatives' and 'Basic User Guide' in Guidance for instructions on how to add a new Consultation type. Note: the process for adding Consultations is identical to adding Initiatives, just use select Consultations instead.

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.

Consultation Tasks	Bronze	Silver	Gold
A minimum of two unique 'Consultation' actions recorded and Completed	☒	•	•
A minimum of seven unique 'Consultation' actions recorded and Completed – with evidence	•	☒	•
A minimum of ten unique 'Consultation' actions recorded and Completed – with evidence	•	•	☒

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 *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
A minimum of one current issue has been identified, and recorded	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Plan and Complete Initiatives

Key to the achievement of Modeshift STARS is the delivery of initiatives that bring about a change in the travel behaviour of your school community. You should put together a plan that best suits the unique circumstances of your school. There are well over 100 initiatives for you to choose from in the system split between travel initiatives and 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. See the 'How to Add and Update Initiatives' and 'Basic User Guide' in Guidance for instructions on how to add a new Initiative. In the Travel Initiatives and Supporting Initiatives tabs you will see a summary table 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 Air Quality Public Transport	10	20	25
Supporting Initiatives	Promotion Curriculum Partnerships	5	10	15

Deliver a range of Travel and Supporting Initiatives

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.

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.

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

NOTE: There must be sufficient information in ‘Reporting’ for someone outside the school to understand what was done. ‘N/A’, ‘none’, abbreviations, initials and similar are not acceptable for accreditation.

Initiatives have one of four statuses:

- *Planned:* not yet completed
- *Completed – No evidence:* complete, but no evidence attached, only valid towards Bronze Accreditation
- *Completed:* complete with evidence attached, valid towards Bronze, Silver or Gold Accreditation
- *Expired:* More than three years have passed since completing the initiative. It no longer counts towards accreditation

Action Plan Tasks	Bronze	Silver	Gold
A minimum of ten unique ‘Travel Initiatives’ recorded and Completed	☒	•	•
A minimum of twenty unique ‘Travel Initiatives’ recorded and Completed – with evidence	•	☒	•
A minimum of twenty-five unique ‘Travel Initiatives’ recorded and Completed – with evidence	•	•	☒
A minimum of five unique ‘Supporting Initiatives’ recorded and Completed	☒	•	•
A minimum of ten unique ‘Travel Initiatives’ recorded and Completed – with evidence	•	☒	•
A minimum of fifteen unique ‘Travel Initiatives’ recorded and Completed – with evidence	•	•	☒

Gold Standard Initiatives

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

- *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*). This could be one very large initiative or the combined effect of several smaller ones.
- *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. Funding may be ‘in kind’, e.g. an organisation giving time for free; fundraising by the school; using grants (other than from local authority) or many other sources.

Action Plan Tasks	Bronze	Silver	Gold
The school should demonstrate that it has exceeded expectations in at least one of the following categories: Walking, Cycling, Public Transport, Air Quality or Road Safety & Training	•	•	☒
External funding secured to support the delivery of sustainable and active travel initiatives.	•	•	☒

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 *Signoff* section. Signoff requires a statement of support from the school's Senior Management Team.

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
Application is signed off by Head Teacher/SMT and LA Officer.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Statement of endorsement provided by Senior Management Team	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Submit for approval	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Important! You can view your progress towards achieving all three levels of Modeshift STARS at any time in the Accreditation Progress tab.

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.

Important:

Bronze Accreditation is valid for one year

Silver Accreditation is valid for two years

Gold Accreditation is valid for three years.

To keep Silver or Gold accreditation current during its two or three years you should at a minimum conduct annual pupil and staff surveys and ensure other aspects of your plan are kept up to date.

Supporting resources and documents

We regularly update supporting resources and documents so check the Guidance menu for other help & support.

Further Information

In the first instance you should contact your local authority for all support and guidance with delivering Modeshift STARS that is not covered here or in the other Guidance documents.

If you are not sure who to contact you should use Contact/Register and select STARS Schools Contact at the top right of the www.modeshiftstars.org screen; then complete and submit the online contact form, taking care to select your local authority area from the drop-down list. Only if your local authority does not appear on the list select Admin STARS Management Team.

www.modeshiftstars.org/education