

Modeshift's termly newsletter for schools

## Special Points of Interest:

- Offers, discounts and FREE resources from Modeshift's partners
- Walking and Cycling challenges with national charities
- Ideas and innovation from around the country
- STARS Regional Awards—inspiring schools to aim for Gold Level accreditation



## MODESHIFT STARS LAUNCHES IN HAMPSHIRE

In February this year Hampshire Council launched the Modeshift STARS scheme to every school in the county. The event on February 5th at the town hall in Winchester was attended by schools and

stakeholders throughout the county.

Ross Butcher, Chair of Modeshift spoke about the new STARS system and how it has been designed and built to work with and support staff in schools to report on their travel activities. Ross was able to share some new features of the system such as its ability to be used for expanding school travel plans and can help save schools both time and

money.

To showcase the success of the scheme Nigel Watson Deputy Head of Coldean primary school in Brighton and Hove spoke about how easy the system was to use and how they quickly realised they were already on the way to reaching silver level.

Hampshire has a target 30% of the schools in the county to achieve bronze level.



*Ross Butcher, Chair of Modeshift, speaking at the launch in Hampshire*



## YOUR MODESHIFT STARS UPDATE

To date over 2000 schools nationwide are signed up to and using STARS, alongside 3000 schools in London using Transport for London's STARS equivalent scheme.

For schools enrolled onto the STARS scheme the deadline to complete this year's STP and accreditation application is Friday July 25th.

### New features on the STARS system

- Planning area for new and expanding schools
- Read only access

### Coming soon

A brand new homepage with best practice sharing and resources

Schools achieving a level of STARS accreditation will receive the accredited logo as well as a certificate and plaque. Any gold level schools will also be put forward as nominees for School of the Region and will be invited to the national sustainable travel conference in November.

You will find information on last year's Regional Awards on Page 7.

For any questions about

STARS please speak to your local school travel advisor.

The Modeshift STARS system is now available to all Local Authorities outside of London. If your Local Authority signs up, you will soon be on your way to receiving a level of national accreditation and an award.

For more information visit the [Modeshift website](http://modeshift.org.uk) or email us at [stars@modeshift.org.uk](mailto:stars@modeshift.org.uk)

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## PARKING SAFETY PROJECT IN KENT

**P**arking Safety Project due to schools experiencing parking and safety issues. Inconsiderate parking left the pupils with no choice but to risk their safety by walking in the road and between vehicles. The school became so concerned about this dangerous situation that they approached Kent County Council (KCC) for help!

**U**sing 'Pupil Pester Power' the Junior Parking Officers (JPO's) were born!

*Pupil's ideas were innovative & creative, giving them a sense of responsibility and achievement'*

**T**he Junior Parking Officer team developed a project plan for the year long campaign, with actions for each term. The JPO's produced termly newsletters, with a "Keep in the Zone or we might moan" map and name & shame section. They designed banners, posters for lampposts and even produced their own parking tickets. The Art Club produced 'Wooden Children', life sized cut outs that were placed on railings.

**S**taff helped to raise the profile and awareness in Assemblies. And the campaign was supported by Traffic Wardens and Police who attended on a regular basis

**T**he project promoted safety and helped to improve the environment. Parking behaviour is better and initiatives will continue to promote good practice. A short film has been made to promote to other schools. Due to the success KCC are

funding a website to hold info, ideas and downloadable resources connected to responsible parking. To find out more [visit their website](#)

**T**he Pupil's ideas were innovative & creative, giving them a sense of responsibility and achievement. It has had a positive effect on the whole school, that's now embedded within it's ethos. The wider community have seen the good work which has helped to build better relations.

**M**embers covered the £2000 to run the project, through the Members Highway Fund. KCC are hoping they will be encouraged to fund similar initiatives as this has shown that soft measures can be a cost effective way of addressing school travel related issues.

**T**he Parking Safety Project has been a great success, engaging with the whole school community and improving safety in the local area.



*Junior Parking Officers using 'Pupil Pester Power'*



*Why not run a competition to name your High Vis Teddy*

## OFFERS FROM BRIGHTKIDZ

**B**rightkidz offers an exciting range of products to help promote your walking, cycling or road safety schemes.

**A**ll STARS members can register for Brightkidz school discount prices by visiting [their website](#).

**H**ere are some additional discounts exclusive to STARS schools for this spring:

1. High Vis Teddy Mascot: £10.50 (standard price £15.00)
2. Shiny Feet Stickers sheet of 100: 65p (standard price 85p)
3. Pack of 30 'I love my scooter' reflective badges: £22.50 (standard price £30.00)
4. Cycle Seat Cover: £1.10 (standard price £1.50)

**T**o order, email [info@brightkidz.co.uk](mailto:info@brightkidz.co.uk) quoting 'STARS Spring14

Offers'. Valid until 30 April 2014. Prices exclude VAT. Free delivery for orders over £25 (inc VAT). £3.95 delivery charge for orders under £25.



## OFFERS FOR SCHOOLS FROM CYCLEPODS



*Scooterpods are available in a wide range of colours*



*Cyclepods air kit at Three Bridges Station*



**MINIPODS** are for bikes and scooters, in fact 8 of EACH for nursery and primary school children. They don't require any ground works before installation, unlike traditional bike racks which require extensive and costly foundations and footings to be laid. They can also go onto a grassed or soft area too!

An environmentally sustainable product, Minipods are available in 100% recycled material and are proudly manufactured in the UK! They are stylish, space saving, secure and eco-friendly, making them perfect for schools who are working towards or have achieved **Eco Schools**, **Green Flag** and **Healthy Schools** status.

**SCOOTERPODS** hold up to 12 scooters. They are compact enough to post out to schools in 2 halves in a recycled box and will arrive with nuts and bolts, ready for fuss free, self installation at the school onto a hard standing surface. Just wheel the scooters in and lock them!

All Primary colours are available, plus **pink**, **purple** and **orange** are offered and our **black** version is made from 100% recycled materials which is great for **ECO SCHOOLS**. They truly

capture the children's imagination!

We also offer discounts on both these products for all schools that fall within a LEA that is affiliated with Modeshift! This means YOU are entitled to the following discounts;

Minipod including delivery, installation and a 5 year warranty = £1,249.00 (RRP £1,399.00)

Scooterpod including delivery and 3 year warranty = £300.00 (RRP £350.00)

**Hot off the press!** We are pleased to announce some new additions to our rapidly expanding product range that Cyclepods supply: **Public Bike Repair Stands** and **Bike Pumps** and our new **Bespoke Minipod Shelter!**

We are offering the Minipod Shelter at an introductory price, so please take advantage before the summer break in July 2014!

One great idea that a school came up with was to use these as a parent shelter, which works really well, so they ordered for their Minipods and some as waiting shelters, to keep their parents dry in the very wet conditions we have encountered across

the country, this winter.

We have already had many orders for the pumps and Fix it kits - in particular from UK Local Authorities and the Minipod shelter is a welcome addition to many UK sites.

**Call Jan or Ellie on the Cyclepods School Travel Team to find out more about products and discounts and see how we can help transform your School site!**

E: [Jan@cyclepods.co.uk](mailto:Jan@cyclepods.co.uk) / [ellie@cyclepods.co.uk](mailto:ellie@cyclepods.co.uk)

T: 01959 546041

*"New additions to our rapidly expanding product range..."*



*New minipod shelter to cover scooters, bikes and parents*

## SUSTRANS BIG SHIFT

Sustrans Big Shift is a new free to access online challenge to motivate the school community to travel more actively, with schools set individualised targets for increasing active travel based on their current levels.

Over a five-day period, the school is rewarded depending on which target they reach - they can seek to better their existing levels or compare themselves with other schools locally and across the UK.

*‘Increasing active travel to school – a six-week step-by-step guide’*

### Key features

- available any time of the year
- individual classes and year groups can take part, as well as a whole school
- option to repeat the challenge to improve on your achievements
- open to all schools in the UK
- can be done in one week or over five days on different weeks

For more information, visit the [Sustrans Big Shift website](#)

Before taking part in the challenge we recommend schools take a look at our fantastic free guide ‘Increasing active travel to

school – a six-week step-by-step guide’. Designed for teachers, parents and governors to help get more people active on the journey to and from school, the guide contains a suggested programme and top tips for events, activities and lessons to inspire more journeys by foot, bike or scooter.

The programme is designed to be delivered over six weeks (though you can take longer if you wish) culminating in a celebratory week of action – a perfect build up to the Big Shift challenge!

Contact us now for a copy, call 0117 915 0100 or email [education@sustrans.org.uk](mailto:education@sustrans.org.uk)



## DISCOVER THE BENEFITS OF WALKING THIS WALK TO SCHOOL WEEK



*Park & Stride*

This May schools can run Strider’s Family Walking Challenge; get involved with our campaign to make walking to school safer and easier; and download our resources (including a guide to setting up a Park and Stride scheme) to help ensure everyone can walk at least the last 10 minutes to school.

We will also hold a number of national Dance Walk events during Walk to School Week to celebrate walking to school, and will support schools to fundraise during the week with a Walk to School Week fundraising guide.

Visit the Living Streets [Walk to School website](#) for the latest information on all that’s going on.

### Walk to School Week Resources

The “Strider’s Family Walking Challenge” pack contains everything needed to run a walking challenge during Walk to School Week. However, you’ll need to place your order soon to ensure delivery in time for Walk to School Week.

Find out about the challenge pack and other resources in the [Living Streets online shop](#)

### Living Streets work with schools locally

In addition to our resources and events we help schools to encourage walking in a number of local authorities across England. If your school is in Blackpool,

Buckinghamshire, Durham, Gateshead, Hampshire, Hartlepool, Hertfordshire, Leicester, Manchester, Newcastle, North Tyneside, South Tyneside, Stoke-on-Trent, Sunderland, Tameside, West Sussex or Wirral please get in touch on [walktoschool@livingstreets.org.uk](mailto:walktoschool@livingstreets.org.uk) to find out how to get involved.





*Co-operative provide free packs of high viz equipment for walking buses*

## RESOURCES FOR YOUR WALKING BUS FROM THE CO-OP

The Co-operative Group provide schools across the whole of the UK with free packs of UK made, high vis waistcoats and snapbands, to help support new and existing walking bus schemes for schools and after school clubs.

The packs are supplied and sent out by Brightkidz and

funded by the Co-operative Group as part of their Green Schools Revolution.

To order a pack and for more info on the scheme see the following link

Co-operative Group Walking Bus scheme.



## YOUTH TRAVEL AMBASSADORS IN HAVERING

Throughout the 2012/2013 school year, pupils from The Coopers' Company and Coborn School participated in the pilot of Transport for London's Youth Travel Ambassadors (YTA) Scheme. The scheme enables young people to design youth-led safe and sustainable travel projects in their community. The YTA team at Coopers Company and Coborn School, designed a project to promote cycling to school for all students across all age groups, focussing especially on girls in Years 7 and 8.

Members of the Coopers' bike club, bike polo team and school travel plan committee participated in the YTA scheme. Their role was to promote active and sustainable travel to and from school. They came up with ideas to promote this by researching what it was that prevented young people from cycling, and then targeting their campaign to solve those problems.

The team pitched their campaign to TfL experts and were awarded the maximum funding of £300 for the YTA

scheme whilst the school also received other grants from TfL for a new bike sheds and bikes. The £300 was used to buy a trophy for a new cycling competition between schools, free breakfasts for students who cycled regularly, bike-ability sessions and prizes to reward students who travelled sustainably.

The scheme was created by the school's YTA team when they recognized how only 1 or 2 girls cycled to school daily when the amount of boys that did was far higher. After creatively planning the project, the team worked out ways to create incentives to cycle; rewarding cycling with house points and free breakfasts. The school also created a cycling competition with Oaks Park High School as an incentive for both schools to increase cycling.

This student-led project has been tremendously successful with both girls and boys cycling to school. Students are eager to join the YTA team itself. The school hopes to continue its success in active and sustainable travel even further, getting even more

people to not only cycle but walk or take the bus rather than driving.

This project uses innovative ways to get people to travel to and from school sustainably, making students healthier and happier in the process. The entire project was student-led and run in partnership Havering Council and TfL. The scheme has also impacted the wider community with less traffic and congestion on nearby roads due to students cycling rather than driving. The scheme had not only been far reaching, but also extremely successful, with many more pupils cycling to school than was even imaginable before.

There has been an increase of over 30 more students cycling to school regularly, with more on competition dates. In terms of the campaign, many of these new cyclists are girls. The team have been able to increase participation by addressing the issues they identified through surveying students and their parents at the research stage of the project.

*"...increased participation by addressing the issues they identified..."*



*YTA Team pitching their campaign to experts from Transport for London*



## CITIZENSHIP CHALLENGE IN BUCKINGHAMSHIRE

**L**iving Streets and Chesham Grammar School campaign in a box is a citizenship challenge to enable students to lead a campaign on active travel involving the whole school and wider community. Students must identify the barriers to walking and provide innovative solutions; these must then be communicated to the whole school and local decision makers.

**T**he students at Chesham Grammar School decided to target attitudes to walking by delivering the Living Streets active travel challenge, Free Your Feet, and raise the profile of walking in the school.

*highlighting the importance of active and sustainable travel”*



*Members of the Sixth Form Council speaking to an audience of decision makers, at a Living Streets event in Westminster .*

**T**hrough research and discussion with their peers, the students decided to extend the brief to include sustainable travel. This was necessary in order to make the campaign more relevant to their school, which has a very wide catchment and led to involving more of the students.

**T**he students’ campaign was an active and sustainable travel challenge week whereby those who participated and recorded their travel mode on postcards provided were entered in to a prize draw. The Sixth Form Council at Chesham Grammar School led the entire campaign including: deciding priorities for the school, consulting with their peers, recruiting pupil volunteers, producing resources, promoting the initiative internally and to the wider community, involving local businesses and facilitating the delivery of the challenge. They also assisted with the data collection before and after the challenge.

**T**he Living Streets LSTF Project funded the active travel challenge (Free your Feet) resources for the students, including prize draw, postcards and posters. The Campaign in a Box project had a minimal budget, again funded through the LSTF Project, which the students had to take in to account when shaping the campaign, they managed to allow for one cost only. This was £117 for breakfast bars. In addition the students were able to raise free breakfast produce from local supermarket, Waitrose and partner with the Buckinghamshire County Council Sustainability Team

to obtain additional prize vouchers.

**T**hrough the Living Streets Campaign in a Box resource the students decided to survey their peers to ascertain their issues. The students learnt distance was the main barrier, in light of this they decided to include sustainable travel for those who had to travel a fair distance to school, in order to include a wider representation of the student body. This meant they had to recruit Buckinghamshire County Council as a partner to fund the prize for their sustainable element.

**I**n addition, their peers raised the concern of not having enough time to walk. To tackle this, students produced a map of ‘park and stride’ locations one mile from the school for students to walk in from. They also decided to provide breakfast bars at these locations for those who had to leave earlier and would potentially skip breakfast. The students, along with volunteer recruits, manned these locations in the mornings to award the bars and sign off their peers’ travel postcards.

**T**he students increased the active and sustainable travel to school by a huge 11%. They also raised awareness very publically in their local town, including support from local businesses and press coverage. They motivated the student body resulting in two students walking 5 miles to school and ‘tweeting’ their progress.

**I**n addition, due to their hard work and success the students were nominated to speak at a Living Streets event at Westminster to an



*Breakfast bars and fruit for those that walked to school*

audience of decision makers. The students gave a presentation on their work, findings and recommendations for the future. The congregation were highly impressed.

**M**oreover, practise Ofsted Inspectors told the school the campaign was ‘very impressive’. The students created a legacy for the school who have booked dates to deliver the challenge again next year, with the support of Living Streets.

**T**he project was innovative with the students adapting an existing project by thinking of new ways to excite and involve their peers. It was student-led and was inclusive of the whole student body. The students approached local businesses to work in partnership with, as well as with Living Streets and Buckinghamshire County Council.

**O**verall the project highlighted the importance of active and sustainable travel to the whole school and enthused many to take part, resulting in an 11% increase for the school, benefitting the wider community in terms of congestion, access and safety. In addition it provided a legacy for future years and was very low cost.

*To achieve Gold STARS accreditation schools demonstrate that it has exceeded expectations in at least one sustainable travel category*

## INVOLVING THE WHOLE SCHOOL COMMUNITY

Beverley St Marys Primary school is a large primary school close to the centre of Beverley and draws pupils from a large area of the town and also some of the surrounding villages. The town has just been designated a British Heart Foundation Heart Town

The school have really embraced the whole school travel, modal shift, healthy lifestyle philosophy and are extremely lucky to have a School Travel Champion Wendy Copley, who with the full support of the head teacher work towards making the journey to school more sustainable and safer.

This in turn has led to the engagement and support of the whole school community.

Wendy makes things happen and is passionate about not only encouraging walking, cycling, scooting to school but road safety, and encouraging the health benefits of active travel. She also involves the whole school community in any events that are being promoted.

The school are always keen to take part in new initiatives and have been involved in the 'Better by bike project' which we are now

promoting to schools throughout the East Riding,

Both the head teacher and Wendy have been keen to be involved in the project, which is aimed at encouraging more pupils to cycle to school, for leisure and sport.



*Winners of the School of the Region Award are invited to the Modeshift Convention*



## THEMED WALK TO SCHOOL DAYS

At Cheddington Combined School we hold regular themed Walk to School days (at least once every half term) which encourage families to travel to school actively and sustainably on a regular basis.

The walks run from both ends of the village to either the front or rear of the school. One of the starting points is a Park and Walk site which enables parents that usually drive to school to join in. At this point we start with up to 10 children, collecting others on the way and can often end up with 50 people (pupils, siblings and parents) walking each route.

The walks are often linked to a charity or national event and also to curriculum topics. At the last Comic Relief Walk we raised nearly £500. We recognise that there are wide reaching benefits to make walking more relevant to families and

pupils especially when it is fun. We always involve our JRSO's who think up ideas and help on the walks.

Staff also help out and join in, usually there are one or two members of staff on each walk, they always join in with the theme if they are unable to do the actual walk. The Walk to School Days involve the whole school community and their families.

Since the 2010/2011 school year we have enjoyed a Wear a Hat to School Walk, a Pink Walk for Breast Cancer, a Funny Walk to School for Comic Relief in 2011 & 2013, a Spotty Walk to School & a Sleep Walk to School for Children in Need in 2010, 2011 & 2012, a Santa Stroll in 2010, 2011 & 2012, a Funny Feet Walk, a Welly Walk, a Dance Your Way to School, a Holiday Walk to School, a Favourite Character Walk to School, a Jubilee Parade to School, a

Be Bright be Seen Walk, an Olympic Torch Relay and a Super Hero Walk to School during Walk to School Week in May 2013. On 28th June 2013 we held a Help for Heroes march to school, even though it was pouring with rain it was still well supported.

Feedback on the walks is excellent - comments from our most recent parent survey include - I think you do an wonderful job organising the walk to school days - Thank you for the walk to school days, the children really enjoy them - My children especially enjoy the dressing up walks - The children love the social aspect of the walk to school days. During the recent Walk to School Week our JRSOs did some walk to school interviews to find out from the children what they thought the best part about taking part in the walks.

Some of the children interviewed thought that the walks were a fun and sociable but safe way of walking to school without their parents. Some of the children just like dressing up & others just liked walking to school in a big group! It is just lovely to hear the buzz of chatting children getting to school in a fun way that is not only sustainable but healthy too.



## WALK TO SCHOOL BREAKFAST IN TRAFFORD

The school decided that to encourage and reward people who walk to school, they would put on a free breakfast once a month. This also included providing a park and stride site at a local church.

Mrs Ann Heard (headteacher) and other school staff to advertise scheme to children and parents and prepare breakfasts. Rev Ross Makin (vicar from St Hilda's church) to arrange church car park to be opened. Trafford's road safety team provided assistance on the breakfast days and free fluorescent keyrings to participating pupils

The overall cost was minimal - the school covered the cost of the breakfasts and the staff gave their time freely to help with the food. Keyrings were provided by Trafford from their annual road safety budget.

Local residents complain about inconsiderate parking by parents, the head was unhappy about the amount of people driving to school and wanted to tackle the problem. A large catchment area meant it was unfeasible to stop parents driving altogether, so a park and stride site was set up to accommodate those who could not walk.

Lots of people participated in the scheme, with walking rates going up on the breakfast days. Many parents liked the social aspect of spending a bit of time with other parents over breakfast. It has been so well received

that the school is planning to expand the event to become a 'street party' in the new term, closing the whole street to traffic (with the residents' support) and incorporating sustainable travel activities and information stands

This project has a joined up approach, needing the cooperation of the school, a local church and Trafford's road safety team. It has improved relations with the local residents, who can see that the school are making an effort to tackle the parking problems. It has also had a positive impact with the parents, who have been encouraged to walk and socialise with other parents. It is sustainable, as at the moment it is only once a month so not too time consuming for the staff. The pupils love being involved and being rewarded for walking to school.



*Park and stride site at St Hilda's Church*



## DON'T MISS OUT ON SOLAR POWER IN 2014

The Government may have announced another cut in its support for solar PV and other green energy technologies but the Engynious SEEd Schools Solar programme is not cutting back on its offer so schools can benefit from this low-carbon renewable power.

Cut your energy costs and spend more on teaching and learning.

Register for information by visiting the [Engynious SEEd](#)

[Schools Solar Programme website.](#)

This programme is designed for schools that want the benefits but none of the costs or risks of installing and managing renewable power.

It guarantees:

- Cheap renewable energy
  - Energy cost savings, so more to spend on education
  - A lower carbon footprint
  - Support with your sustainability education
- costs associated with**

- No capital or on-going costs associated with installing, monitoring and operating the solar PV

The details of the offer are subject to changes in government support so make sure you apply soonest if you want the best deal for your school.

Current offer ends June 30, 2014



*Solar powered at Pedmore Technology College*

Please do not hesitate to contact us if you have any comments, requests for information or ideas for future articles

 [info@modeshift.org.uk](mailto:info@modeshift.org.uk)

 [www.modeshift.org.uk](http://www.modeshift.org.uk)

 [@Modeshift1](https://twitter.com/Modeshift1)

Modeshift is a national membership organization that specialises in active and sustainable travel and provides behaviour change support for those working with children, young people, families, school communities, educational establishments and places of work.

Our objectives

- To increase active and sustainable modes of travel journeys
- To support the provision of skills, training and experiences to enable young people to travel more actively, safely and independently