

## Modeshift STARS Business Accreditation Scheme fees:

Your organisation added to the Modeshift STARS online platform	£150	(Only applies to sites in areas where the local authority is not participating in Modeshift STARS. Local charges may apply.)
Bronze level accreditation	£150	(£0 if your site is within a Local Authority that is participating in the Modeshift STARS Business Scheme)
Silver level accreditation	£250	
Gold level accreditation	£500	

Once approved, all levels of accreditation remain valid for 36-months. If your application is rejected you can re-apply within 12-months for free.

### Why Modeshift STARS?

- ★ **Saves time and money** – Modeshift STARS Business saves time when creating a Travel Plan therefore reducing the cost of writing the document
- ★ **Supports the planning process** – provides a direct communication channel with local authority Planning & Transport teams
- ★ **Delivers on Corporate Social Responsibility objectives** – Modeshift STARS Business can help your organisation support sustainable travel in the community
- ★ **Supports the development of a healthy and sustainable workforce** – Modeshift STARS Business is about creating a healthier and more productive workforce for your organisation
- ★ **Helps meet BREEAM standards** – via the production of a national standard Travel Plan
- ★ **Provides National Accreditation** – receive national recognition for your achievements and the chance to win National Awards

### Additional Guidance

Modeshift has produced a range of free resources and guidance documents, available to view by visiting: [modeshiftstars.org](http://modeshiftstars.org)



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

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

[admin@modeshiftstars.org](mailto:admin@modeshiftstars.org)



# Modeshift STARS Business Accreditation Scheme

Modeshift STARS is the Centre of Excellence for the delivery of Effective Travel Plans in Education, Business and Community settings.

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

## Five steps to getting started

1. Visit [www.modeshiftstars.org](http://www.modeshiftstars.org) and select the Modeshift STARS Business logo.
2. Choose your location from the list of local authorities that appears on the next page then select the 'Register' tab from the top right corner of the page.
3. From the registration page, enter your name, select 'Site' and then select the role that is most appropriate to your position in the organisation (e.g. Travel Plan Coordinator).
4. Ensure that the location listed under 'Your LA' is correct and then select your site from the drop down menu. If it is not listed, select 'other' and then enter the name of your organisation into the box.
5. Complete the rest of the registration form and then select 'Register'.

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

## Achieving National Travel Plan Accreditation

There are three Modeshift STARS Business accreditation levels that you can apply for:



### BRONZE

- Produce a Travel Plan
- Carry out a baseline survey
- Set at least one target for modal shift
- Identify at least one travel and transport issue
- Deliver a minimum of 5 actions to increase levels of sustainable travel
- Demonstrate corporate commitment to Travel Plan



### SILVER – meet all bronze criteria, plus:

- Mode of travel survey response rate is increased from the previous survey
- Establish a travel working group (minimum of 3 persons)
- Deliver a minimum of 15 actions to increase levels of sustainable travel
- Achieve modal shift away from car travel and increase sustainable travel



### GOLD – meet all bronze and silver criteria, plus:

- Mode of travel survey response rate is increased from the previous survey
- Deliver a minimum of 25 actions to increase levels of sustainable travel
- Deliver 2 Gold standard actions
- Achieve modal shift away from car travel and increase sustainable travel
- Provide a case study to demonstrate Gold level status

## How does it work?

Modeshift STARS is an online platform that supports the creation of a Travel Plan, followed by a continuous process of planning, delivering and reviewing as set out in the Modeshift STARS Journey below:

