



Modeshift STARS Business: Getting Started

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As a leading organisation in sustainable travel, **Modeshift aims to be the centre of excellence for the promotion of sustainable travel choices in education, workplace and community settings** by raising standards of industry delivery.

This includes **establishing a standard and level of implementation for travel plans**, sharing best practice on the provision of travel choices information, and **recognising excellence in the delivery of sustainable travel initiatives in schools and workplaces**

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What is Modeshift STARS?



Effective Travel Plans are vital for a healthier, greener, and safer future, as they promote and enable more sustainable and active modes of travel.

Modeshift work with thousands of business, education and community settings across the UK to improve Travel Plan standards, share best practice and award Modeshift STARS accreditation.

Modeshift STARS empowers organisations by providing a centre of excellence for developing, delivering, and monitoring effective Travel Plans.



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What is a Travel Plan?



Travel Plans:

- Population wide strategies for travel behaviour change that can be applied to any setting
 - Education
 - Business
 - Community
- Includes the evidence and rationale to secure commitment and funding to support sustainable travel
- Effective Travel Plans that are delivered – do bring about a change in travel behaviour

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Why Travel Plans?



- ✓ They help to solve travel and transport issues
- ✓ They help an organisation to meet its CSR objectives
- ✓ They support health and well-being

Travel Planning is here to stay:

- ✓ They are compulsory for new developments
 - **'Planning Policy Guidance Note 13 (PPG 13) on Transport'** (2001) "travel plans should be submitted with all planning applications for developments likely to have significant transport implications".
 - 'The Government considers that travel plans should be submitted alongside planning applications which are likely to have significant transport implications... However, unacceptable development should never be permitted because of the existence of a travel plan.'

...but Travel Plans are not always effective

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Switching the emphasis



- The way TPs are secured, monitored and implemented nationally is sporadic at best
- For too long – in too many areas – just seen as a tick box exercise
- Unless a Travel Plan is delivered – it is not worth the paper it is written on
- Ultimately a massive waste of time, money and limited resources
- Modeshift want to change that – make sure that all travel planning is worthwhile and effective
- Switching the emphasis from Travel Plan documents to Travel Plan delivery



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The Journey so far...



2008
Launch of
Modeshift STARS

2014
STARS backed by
the DfT

2015
STARSfor Business
platform launched

2019
Launch of Modeshift
STARS Business Scheme

2012
STARS online
platform launched



2015
First National
STARS School Travel
Awards



2017
STARSfor Ratings
Scheme launched



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The Modeshift STARS Platform



The Modeshift STARS online system provides a comprehensive toolkit that assists in creating, developing and implementing a Travel Plan

- Personalised Site/Organisation profiles
- Site audit tool - looking at physical infrastructure and policies that support sustainable travel options
- Sustainable Travel Action Plan



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Sarah McAlinden, Travel2Next Team Leader:

“I find the STARS system easy to use and very self-explanatory, which can be used by experienced Travel Planners and beginners to the industry.

*The system cuts out all the unnecessary “waffle” you see in some Travel Plans, **stripping it down to information that is relative and required.***

*The first Travel Plan that we submitted was the Head Office travel plan in 2017, **the plan took 2 weeks to complete, from start to finish** (this was allocating 2 hours a day during that time), previous plans have taken 6-8 weeks to complete.”*



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Monitoring and evaluation



- Modeshift STARS generates statistics on:
 - Mode of travel data
 - Travel and transport infrastructure
 - Number and type of initiatives delivered
 - Number of individual engagements

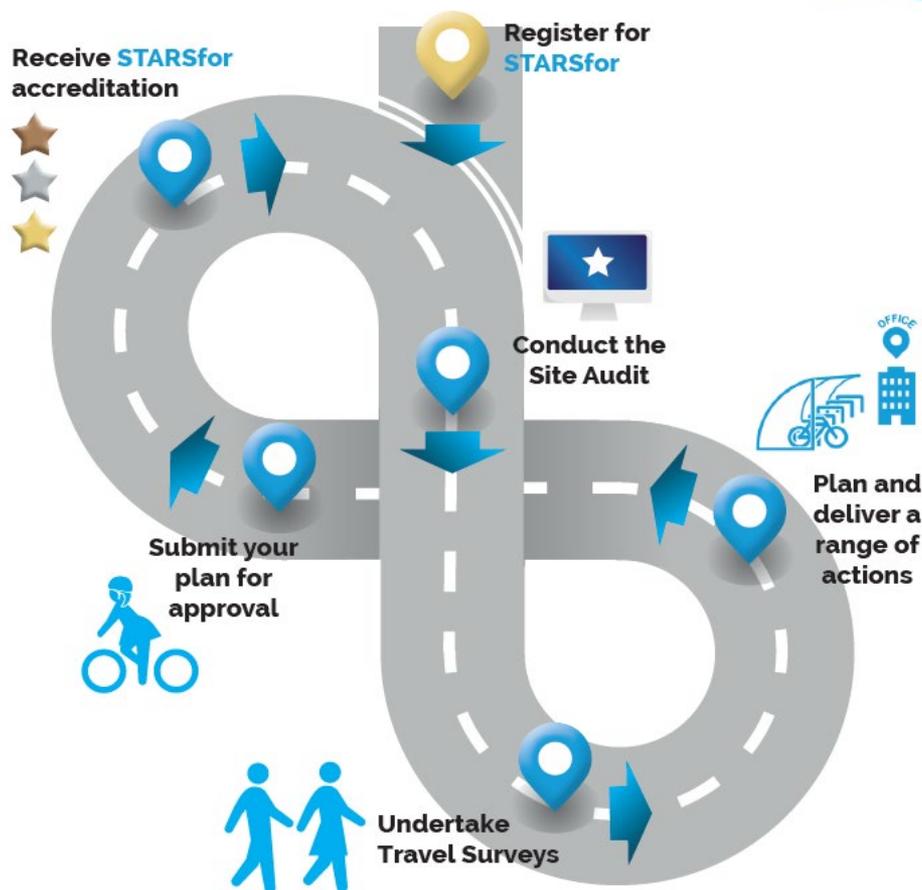


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Focus on delivery...



A continuous process of planning, delivering and reviewing sustainable travel activity

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Modeshift STARS Accreditation



Accreditation Level	Option Two
STARS Green Award	Approved Travel Plan document
STARS Bronze Award	Good Travel Plan that includes a range of initiatives that have been delivered
STARS Silver Award	Very Good Travel Plan where the site can demonstrate that their actions have resulted in a reduction in single occupancy car use
STARS Gold Award	Excellent Travel Plan where the site can demonstrate actions have achieved a significant reduction in single occupancy car use
STARS Platinum Award	Outstanding Travel Plan where the site can demonstrate a significant reduction in all modes of car travel and an increase in sustainable and active travel modes



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Effective Travel Plans work...



Between the 2015/16 and 2018/19 academic years, car use on the journey to school for all STARS accredited schools has reduced from 27.66% to 25.16%, **an overall shift away from single-family car trips of 9%**



All STARS accredited schools achieved an average **increase of walking to school of 2.4%**, increasing from 42.83% in 2015/16 to 43.86% in 2018/19



TRAVEL
2
NEXT

Single occupancy car use had dropped from 79 per cent to 49 per cent in the last three years

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