

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

This document is designed to help keep track of activities and events planned and delivered as part of the Modeshift STARS accreditation scheme. School champions may use this as guidance to select initiatives to be delivered in their school.

Recommended initiatives are highlighted in blue because they are yet to be carried out and meet at least one of the following criteria:

- They are simple to achieve and easily reviewed or updated independent of any external support
- They are available at no cost to the school through the South Yorkshire STARS team, local authority or another local agency
- They have been highly effective in other schools, being well received by pupils, parents or staff
- They relate to local or national campaigns that are taking place over the current/next school term.

Initiatives highlighted in red are due to expire and should be updated as soon as possible

Initiatives highlighted in orange have been completed but will need to be renewed over the next academic year to remain valid

Initiatives highlighted in green have been completed and are valid for well over a year

Schools may also wish to target any of the other initiatives listed but those shaded out may be less relevant to the context of their school or relatively difficult to achieve in the current school term.

Walking & Scooting

Code	Initiative name	Example/ideas	Further notes
W1	Living Streets WOW Campaign	Primary school takes part in WoW with Living Streets, http://livingstreets.org.uk/wow (Free resources available to download)	Yearlong commitment, costs associated with resources
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	Costs associated with resources?
W3	Local Walking Reward Scheme	Locally promoted walk or scoot to school reward scheme. Local names include: Walk on Wednesday, MEGA Friday, Go Kinetic	Walk Rotherham MargaretBarker@pfpleisure.org
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	Manageable timescale, easily linked with other activities
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	Easy to promote – to consider what other supporting initiatives can be offered

Code	Initiative name	Example/ideas	Further notes
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. We will have access to a mapping tool that can produce PDF maps available online to parents	Only available once the mapping tool has been finalised. Costs associated with printing the maps professionally.
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.	Must be an effective link with road safety/sustainability. Link outdoor learning with curriculum. Possible activities in the local woods or Sustrans Big Street Survey resources available. Church walk should ideally be listed under W11
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.	Logistics of walking bus including requirements for volunteers. Park and stride scheme easier to set up.
W15	Using Walking Bus App	School's walking bus uses the Salford University Walking School Bus app: http://www.gowsb.com/ OR www.crocodile.org.uk .	Logistics of walking bus including requirements for volunteers. Could enable more pupils to walk to school from home.
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.	Works well with younger pupils Currently listed under W9
W12	Scooter storage installed	Do you have scooter storage?	Is there demand for more storage? Council may be able to support with funding.
W13	Scooter club	Break time or after school scooting club is in place.	Simply set aside an area of playground for scooter use. Add codes, obstacle courses or mini-ramps
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.	Cost associated with providing breakfast for large number of pupils walking/scooting. Would bikers breakfast be more appropriate?
W19	Parent shelter installed	Shelter installed for parents waiting to collect their children	
W25	Secure buggy storage installed	Secure storage installed for parents to leave buggies while visiting school/early years setting	
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	10 Day Active Travel Challenge OCT 15th-26th 2018 To upload evidence
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	Walk Rotherham Initiative MargaretBarker@pfpleisure.org
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	

Cycling

Code	Initiative name	Example/ideas	Further notes
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.	DQS can provide posters and letters prior to visiting the school with tools and parts. FREE .Planned for Sep 2018
C2	Cycle parking installed	Cyclepods, Minipods, Sheffield stands or bike shelters installed.	Was current storage installed in the last three years?
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.	Very easy to set up. Possible to gain support from local supermarkets and run a raffle alongside the event. Planned for Sep 2018
C4	Opportunity to practice cycling skills at break time	Part of playground/field is set aside at break times for cycling practice	Target age/ability. Safe area required to be managed by staff. Limited time at break for structured session?
C5	School takes part in The Big Pedal	Sustrans annual Big Pedal competition. See www.bigpedal.org.uk . March	Lots of resources available (may be some costs), opportunity to win great prizes.
C6	Cycle competitions/schools cycle challenge	Inter school cycling events; Big Bike Race; Leeds Schools Cycle Challenge	
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	Bike fairy/loyalty card scheme/link with other initiative. Very similar to set up with small prizes and rewards (DoJo/Golden Time etc). DQS can provide slap bands, pencils and other small prizes.
C8	Bike week	School participates in National Bike Week or Sustrans Bike to School Week. June	
C9	Cycle club in place	British Cycling Go Ride; After school cycling club; lunchtime cycling club	Attendance more likely during school time. Consider aims and objectives of club/ability and ages to target.
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	Promote the Bike Hub (www.journeymatters.co.uk) to parents. Explore funding?
C11	Cycle purchase scheme	School takes part in Cycle to Work Scheme. Schemes include Cyclescheme,	HR Manager or Business Manager to investigate. Is

Code	Initiative name	Example/ideas	Further notes
	for staff	Bike2Work, Bicycle Benefits (On Your Bike), Cycleplus, NHS Bikes for Work.	there a demand from staff?
C12	Bicycle Security Marking	Police bike marking scheme. Datatags, ImmobiTags or similar electronic tagging scheme. Also use for scooter security marking	Cost associated with these schemes. Police do not appear to offer these any more.
C13	Cyclerides/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	DQS to explore options for rides local to the school. Links to D of E or other scheme?
C14	Cycle Train / Bike Bus in place	Organised groups of pupils cycle to and from school together	
C15	Bling Your Bike Day	Fancy dress event for bikes. It may be a ride, event or competition.	Could deliver more sessions as part of a Be-Bright Be-Seen event. Planned for Oct/Nov 2018
C20	National Cycle Challenge	https://www.lovetoride.net/uk?locale=en-GB SEPTEMBER	Aimed at adult commuters – could staff set up a team and ride to school?
C16	Other cycling initiative 1	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	Cycle skills sessions for pupils, parents or staff. Activities as part of a sport day?
C17	Other cycling initiative 2	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	
C18	Other cycling initiative 3	Any cycling action not covered elsewhere. Use the Action Title to name the initiative	

Road Safety & Training

Code	Initiative name	Example/ideas	Further notes
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	Bikeability L1 and 2. DQS to provide evidence. To book 2018/19 contact Kerry at Cycle Experience Kerry@cycleexperience.com FREE
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	With or without parents. Delivered to a ratio of 1 adult to 3 pupils for complete beginners.
R3	Balance Bike Training	Pre-school/reception year training using balance bikes. Scheme names include Balanceability, PrePedal, Balance Buddies and other local names	Possible to include activities off the bike designed to improve dexterity and coordination.

Code	Initiative name	Example/ideas	Further notes
R4	Scooter training	Road Safety training for pupils using scooters. Example schemes include Scooterbility; Scooter skills	
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/	Issue with funding for Pedestrian trainers. Possible provision from South Yorkshire Road Safety Partnership
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.	
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	
R8	Cycle training for staff and / or parents	Staff or parents have qualifications to take children on rides or teach bike maintenance. Bikeability (or similar) training to encourage confidence in parents to cycle the school run.	Basic training on checking and setting up a bike / Puncture repair workshops / more advanced maintenance / Learn to ride or bikeability style training. May be challenging finding a time appropriate for parents.
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 motosetc)	Easily linked to a Be-Bright day or cycle safety assembly.

Code	Initiative name	Example/ideas	Further notes
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>	<p>Run a Be-Bright day with curriculum activities tied in.</p> <p>Planned for Oct/Nov 2018</p>
R11	School invites experts/organisations to talk about personal safety	<p>External experts visit school to talk about personal safety and road safety subjects. Examples include Police/PCSO; Fire Service; Local Authority Officers; independent experts</p>	
R12	Safety around large vehicles training	<p>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).</p>	<p>FREE GIST road safety training available</p> <p>http://www.gistworld.com/about-gist/corporate-social-responsibility/gist-child-road-safety-programme.aspx</p>
R13	Use of transition resources	<p>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</p>	
R14	Pupils monitoring traffic	<p>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</p>	<p>Link to other curriculum areas such as Geography, Maths or Citizenship. Sustrans Big Street Survey</p>
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>	<p>Is there a need for any traffic calming outside school? Some Councillors are very active in this area and may support with funding.</p>

Code	Initiative name	Example/ideas	Further notes
R16	School has lobbied for installation of safer crossings on the route to school	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. 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.	Is there a need for any crossings? Local Authorities have limited funding for these.
R17	School has lobbied for installation of 20mph zone outside of school	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' 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.	Is the road already 20mph?
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 .	Poster competition?
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.	
R24	Nursery Teaches Road Safety & Active Travel Messages	For example using the Children's Traffic Club Nursery Leader's Guide	
R19	Other road safety & training initiative 1	Any road safety or training action not covered elsewhere. Use the Action Title to name the initiative	RMBC (Ellie Coote) / Police / Fire?
R20	Other road safety & training initiative 2	Any road safety or training action not covered elsewhere. Use the Action Title to name 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	

Air Quality

Code	Initiative name	Example/ideas	Further notes
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.	Easy to set up some form of noticeboard in the staff room or investigate online platforms that could be promoted e.g. www.BlaBlaCar.co.uk
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. World Car Free Day – 22nd September.	Easy to promote in newsletters/pupils to create posters. Link to curriculum – global warming or health.
AQ3	Car free zone in place	A zone around the school where parents are requested not to park has been identified, mapped and publicised.	Create a publicity campaign with kids and social media to encourage parking away from school.
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	Create a publicity campaign with pupils, create a 5-10 minute walking zone or liaise with local pubs/community centres to set up a park and stride system.
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.	This may prove unpopular with drivers but is it feasible?
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.	Easy to get free copies of Tales from the Road to share with pupils.
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	Easy to promote through newsletters and competitions. Consider how to link to curriculum and effectiveness of promotion.
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.	Relatively easy to set up.
AQ9	Eco Driver Training	School offers Eco Driver training to staff or older students	

Code	Initiative name	Example/ideas	Further notes
AQ13	Anti-Idling Initiative	Campaign to prevent people leaving engines running outside school. Examples: JTA/YTA campaign; school gate posters/banners	Easy to promote in newsletters etc – link to other initiatives
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.	Lesson about the health impacts of air pollution?
AQ15	National Clean Air Day	School participates in National Clean Air Day. Free resources are available from https://www.cleanairday.org.uk/June/July	
AQ10	Other Air Quality initiative 1	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative	
AQ11	Other Air Quality initiative 2	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative	
AQ12	Other Air Quality initiative 3	Any Air Quality action not covered elsewhere. Use the Action Title to name the initiative	

Public Transport

Code	Initiative name	Example/ideas	Further notes
PT1	Public transport used for school trips	School uses public transport (not private coaches) for school trips, to get to swimming lessons, etc.	
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	Publicise bus timetables/carry out personalised travel planning for parents living further afield.
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.	
PT4	Private coaches for school trips pick up and set down in safe /	Private coaches do not pick up and drop off on school keep clear markings	

Code	Initiative name	Example/ideas	Further notes
	accessible places.		
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	Evidence required
PT9	Catch the bus week	School takes part in / promotes Catch the Bus Week. July www.catchthebusweek.co.uk	
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	
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	
PT6	Other public transportation initiative 1	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	
PT7	Other public transportation initiative 2	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	
PT8	Other public transportation initiative 3	Any public transport action not covered elsewhere. Use the Action Title to name the initiative	

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

Promotion

Code	Initiative name	Example/ideas	Further notes
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	Aim to include at least 3 news stories per year.
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.	Aim to contact local residents at least once per year.
PR3	Local media / Schools gets local media attention	Articles in local press/radio/television highlighting school's promotion of sustainable & active travel	Aim to produce a press release once per term. DQS to support.
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.	Working with other schools in the local area or as part of a trust.
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.	DQS can provide RMBCmaps and these can be promoted in a newsletter to parents and made available in 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.	DQS can provide templates. These can be short statements or paragraphs and may be included in a school travel plan.
PR7	Travel information on notice board	Bike It notice board; sustainable travel notice board; travel info on Eco-Schools noticeboard; classroom/hall displays	Pupils and staff to create a display. Ideally a noticeboard is visible to parents and whole school community with advice and guidance.
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	
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	Planned for Sep/Oct 2018

Code	Initiative name	Example/ideas	Further notes
		something else!	
PR10	Social Media Campaign	School uses social media (Facebook, Twitter, etc.) to promote safe and sustainable travel.	
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.	Relate to school travel and sustainability. Could a sponsored cycle or walk (within the school grounds) take place?
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	Potential to set up information stall at an open evening/induction event.
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.	Could a dedicated link be created on the school website for road safety and active travel to school initiatives with news, events, policies and guidance?
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.	DQS contacting local councillors and council leaders to attend future presentations of Modeshift STARS awards.
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	Has this been produced, is it available within school or on the website?
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.	Are there specific parking issues/campaigns or could the head write to parents to celebrate achieving Bronze award and encourage parents to support school in achieving Silver?
PR17	New parent pack	Travel to school information is distributed to new and prospective parents	
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	Possible map reading skills/planning a safe journey to new school by bike, on foot or on public transport. DQS to contact Wingfield.
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.	Could link in with a new campaign or pupils could design a banner to professionally print. Is a banner used for WOW?

Code	Initiative name	Example/ideas	Further notes
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.	Support may be available from Road Safety Officer Ellie Cooteor the South Yorkshire Road safety Partnership. ellie.coote@rotherham.gov.uk Allison.Cooper@sheffield.gov.uk
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.	Link to a classroom activity with JRSOs?
PR27	Active travel shop / enterprise	Reflector shop; School sells locks, lights, etc. JTA/YTA/JRSO enterprise to raise funds & promote safe and active travel	Could the school purchase items from https://brightkidz.co.uk/ to sell in school or from H&J bike supplies.
PR22	Other promotion method 1	Any sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	
PR23	Other promotion method 2	Any sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	
PR24	Other promotion method 3	Any sustainable travel promotion method not covered elsewhere. Use the Action Title to name the initiative.	

Curriculum

Code	Initiative name	Example/ideas	Considerations
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	
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.	DQS to share various lesson plan ideas Walk Rotherham may also be able to support MargaretBarker@pfpleisure.org
CU3	School teaches	Schools will incorporate this into their curriculum or assemblies.	DQS to share various lesson plan ideas

Code	Initiative name	Example/ideas	Considerations
	environmental benefits of active travel	Examples could include reduces CO ₂ , reduces pollution, improves schools gate congestion, etc.	
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.	
CU5	Bike maintenance lessons	Pupils are taught bike maintenance. This may include safety checks; gears and brakes; puncture repair, etc.	Puncture repair workshop can easily be offered to KS2 pupils.
CU6	Cycling lessons (PE)	Cycling in PE lessons. This may include Go Ride; Bike Polo; Mountain Biking; Trail Riding; Skills Sessions	DQS to support
CU7	Road safety lessons	Road safety lessons are included as part of the school's curriculum.	
CU8	Pupils use school travel survey data from STARS in lessons	Data from STARS are used in lessons.	Easily linked to a Maths lesson or tied in with other curriculum areas such as Geography.
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	Cost and time associated with WOW
CU13	School collects postcode data	School provides postcode and travel mode data to local authority for production of postcode plot maps	How will the data be used?
CU10	Other curriculum work 1	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	
CU11	Other curriculum work 2	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	
CU12	Other curriculum work 3	Any sustainable travel related curriculum work not covered elsewhere. Use the Action Title to name the initiative.	

Partnerships

Code	Initiative name	Example/ideas	Further notes
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Code	Initiative name	Example/ideas	Further notes
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.	
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.	
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	
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	
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	Possible involvement with Cllrs to provide Road Safety signs.
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	
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.	
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	
P9	School works with local sport/ health partnerships to promote safe and sustainable	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.	

Code	Initiative name	Example/ideas	Further notes
	travel		
P10	Other Partnerships 1	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative	Can the local supermarket support a bike breakfast or provide a prize for other travel initiative?
P11	Other Partnerships 2	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative	
P12	Other Partnerships 3	Any sustainable travel related partnership work not covered elsewhere. Use the Action Title to name the initiative	

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

Pupils

Code	Initiative name	Example/ideas	Further notes
P1	In-depth pupil surveys take place	In-depth surveys that explore pupils attitudes to sustainable/active travel and barriers that they face	JRSOs or other pupil focus group could help pupils take ownership of future initiatives.
P2	Pupils conduct bike counts	Pupils regularly monitor the number of bikes that are parked at school	Pupils carry out daily bike counts as part of a cycle to school campaign or weekly counts throughout the year.
P3	Pupils undertake work to complete the School Travel Plan / STARS application	Pupils devise initiatives / Action Plans and deliver activities, conduct Site Audits	
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	
P5	Pupils monitor WOW	Pupils regularly monitor / collect Living Streets WOW Travel Tracker data	

Parents

Code	Initiative name	Example/ideas	Further notes
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	To research surveys/focus group ideas and assess what data should be gathered and how it will be used.
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	

Staff

Code	Initiative name	Example/ideas	Further notes
S1	In-depth staff surveys take place	In-depth surveys that explore staff attitudes to sustainable/active travel and barriers that they face	To research surveys/focus group ideas and assess what data should be gathered and how it will be used.
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	

SMT and Governors

Code	Initiative name	Example/ideas	Further notes
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	
SM2	The School Travel Plan / STARS is an item on the Governor's Annual General Meeting	The School Travel Plan / STARS is discussed at the meeting	

Code	Initiative name	Example/ideas	Further notes
	agenda		
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	

Residents, Businesses and Local Community

Code	Initiative name	Example/ideas	Further notes
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.	
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	
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.	
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	

Local Authority

Code	Initiative name	Example/ideas	Further notes
LA1	School is engaged with the LA with regards to implementing the	The Local Authority are aware of the school's efforts to promote safe and active travel	

Code	Initiative name	Example/ideas	Further notes
	School Travel Plan and STARS		

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