



**LET'S  
WALK TO  
SCHOOL**

# How WOW can help you get your Modeshift STARS



**Did you know that taking part in Living Streets' WOW – year-round walk to school challenge can help you work towards achieving national accreditation through Modeshift STARS.**

Many of the initiatives on the STARS initiatives guide overleaf can be met by taking part in WOW. From running the initiative, you not only get a tick for taking part, but you'll also get points for communicating about the challenge, encouraging Park and Stride and much, much more. This guide will show you which of the Modeshift STARS initiatives you can tick off with WOW.

If your school uses the WOW Travel Tracker, you can opt in to sharing the data with Modeshift, rather than completing an additional travel survey. Data is sent to Modeshift at the end of each term for participating schools where every class records data on at least 60% of the available recording days during the term.

## What is Modeshift STARS?

**Modeshift STARS is the national schools awards scheme that has been established to recognise schools that have demonstrated excellence in supporting cycling, walking and other forms of sustainable travel. It has:**

- Accreditation Framework - rewarding schools over three levels, Bronze, Silver and Gold, for increasing the number of young people who regularly walk, cycle and use other forms of sustainable travel to get to and from school.
- An Online Platform - allowing schools to plan, deliver and monitor activity through a secure login resulting in an online School Travel Plan.
- The National School Travel Awards - supported by the Department for Transport and recognising schools that have demonstrated excellence in promoting cycling, walking and other forms of sustainable travel.



For more information, please visit [www.modeshiftstars.org](http://www.modeshiftstars.org)

**Have a look at the Modeshift STARS initiatives overleaf that WOW can help you tick off.**



## Walking & Scooting

- W1** Living Streets' WOW initiative
- W2** Living Streets' Next Steps to Secondary School initiative
- W3** Local Walking Reward Scheme
- W6** Living Streets' Walk to School Week
- W7** Walk to school month
- W8** 5/10 Minute walking zone in place
- W9** Educational/Curriculum Walks
- W10** Walking bus in place
- W11** Walking trips
- W12** Scooter storage installed
- W13** Scooter club
- W14** Active travel breakfast
- W19** Parent shelter installed
- W25** Secure buggy storage installed
- W16-18** Other walking/scooting initiative

## Cycling

- C1** Dr Bike/cycle maintenance sessions
- C2** Cycle parking installed
- C3** Bikers Breakfast
- C4** Opportunity to practice cycling skills at break time
- C5** School takes part Sustrans Big Pedal
- C6** Cycle competitions/ school cycle challenge
- C7** Cycle reward scheme
- C8** Bike week
- C9** Cycle club in place
- C10** Pool bike system in place
- C11** Cycle purchase scheme for staff
- C12** Bicycle Security Marking
- C13** Cycle rides/excursions

- C14** Cycle Train/Bike Bus in place
- C15** Bling Your Bike Day
- C20** National Cycle Challenge
- C16-18** Other cycling initiatives

## Road Safety & Training

- R1** Cycle training for pupils (E.g. Bikeability)
- R2** Learn to Ride
- R3** Balance Bike Training
- R4** Scooter training
- R5** Pedestrian skills training
- R6** Independent travel training
- R7** Young Driver Training
- R8** Cycle training for staff and/or parents
- R9** Road Safety assembly/presentation
- R10** Be Bright Be Seen Activities
- R11** School invites experts/organisations to talk about personal safety
- R12** Safety around large vehicles training
- R13** Use of transition resources
- R14** Pupils monitoring traffic
- R15** School has lobbied for installation of traffic calming outside of school
- R16** School has lobbied for installation of safer crossings on the route to school
- R17** School has lobbied for installation of 20mph zone outside of school
- R18** Road Safety Day/Week
- R23** In car safety training for young adults
- R24** Nursery teaches road safety & active travel messages
- R19-21** Other road safety & training initiatives

## Air Quality

- AQ1** School promotes car sharing
- AQ2** Car free days
- AQ3** Car free zone in place
- AQ4** Park and walk/stride scheme
- AQ5** Removal of car parking spaces
- AQ6** Highway code is promoted to students, staff and parents
- AQ7** Parent parking campaign
- AQ8** Parking Pledge Scheme
- AQ9** Eco Driver Training
- AQ13** Anti Idling Initiative
- AQ14** Air Pollution Promotion
- AQ15** National Clean Air Day
- AQ10-12** Other smarter driving initiatives

## Public Transport

- PT1** Public transport used for school trips
- PT2** School promotes public transport
- PT3** School promotes responsible behaviour on public transport/has bus behaviour policy
- PT4** Private coaches for school trips pick up and set down in safe/accessible places.
- PT5** School promotes young person's travel card scheme
- PT9** Catch the bus week
- PT10** School has anti-bullying policy for school transport/public buses
- PT11** Hop Off - get off two stops early
- PT6-8** Other public transportation initiatives

## Promotion

- PR1** Newsletter
- PR2** Info sent to residents/School communicates with residents

- PR3** Local media/Schools gets local media attention
- PR4** Presenting to/ sharing ideas with other schools
- PR5** Distributing cycling and public transport maps
- PR6** School has an active travel policy
- PR7** Travel information on notice board
- PR8** Competitions run & promoted within school
- PR9** Assembly
- PR10** Social Media Campaign
- PR11** Sponsored events
- PR12** Parents' evenings/ Induction evenings
- PR13** Information on website
- PR14** Councillor/ MP/ Mayor invited to an event
- PR15** Within the Prospectus
- PR16** Letter from Head Teacher to Parents
- PR17** New parent pack
- PR18** Transition activities
- PR19** School Railing Banners
- PR20** JTA/YTA/JRSO in place
- PR21** Travel to school information maps created
- PR27** Active travel shop/enterprise
- PR22-24** Other promotion method

## Curriculum

- CU1** School takes part in competitions promoted by others
- CU2** School teaches the health benefits of safe/active travel
- CU3** School teaches environmental benefits of active travel
- CU4** Theatre in Education on sustainable travel or road safety

- CU5** Bike maintenance lessons
- CU6** Cycling lessons (PE)
- CU7** Road safety lessons
- CU8** Pupils use school travel survey data from STARS in lessons
- CU9** School uses Living Streets WOW Travel Tracker to collect data
- CU13** School collects postcode data
- CU10-12** Other curriculum initiatives

## Partnerships

- P1** School works with Police/ Safer Neighbourhood Team/ PCSO to promote safe & sustainable travel
- P2** School works with other schools to promote safe and sustainable travel
- P3** School presents their work to other groups
- P4** School works towards the Sustainable Schools Framework
- P5** School works with Local councillors/ Mayor/Ms
- P6** School has achieved Eco School status
- P7** School works with local residents/ resident associations to promote safe and sustainable travel
- P8** School works with local charities/ NGOs to promote safe and sustainable travel
- P9** School works with local sport/ health partnerships to promote safe and sustainable travel
- P10-12** Other partnership initiatives

Supported by:



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