STARS Education and Business Licences

We are Modeshift

We believe that communities are healthier, wealthier, and more inviting when people are given the opportunity to walk, wheel, ride and use public transport for their everyday journeys.

Modeshift is a not-for-profit membership organisation.
We strive to share the best schemes, ideas and knowledge to support our members.

What we do

***Support**, **inspire**, and **champion** individuals and organisations, to deliver interventions and strategies to enhance everyday journeys, uniting them under our umbrella term*

*‘**Team Modeshift**’*

What is a travel plan?

A Travel Plan is a strategic, long-term approach to managing travel demand. It aims to encourage sustainable travel choices and reduce reliance on single-occupancy car journeys.

A well-designed Travel Plan seeks to:

- Promote active travel
- Encourage public transport use
- Reduce car dependency
- Improve air quality and reduce emissions
- Enhance health and wellbeing
- Support community cohesion and safety

What is STARS?

Modeshift STARS is a **national accreditation scheme** designed to support and encourage schools, businesses, and other organisations to promote sustainable and active travel for everyday journeys.

Modeshift STARS is an **online platform** that helps organisations:

- Develop, implement, and monitor Travel Plans.
- Promote walking, cycling, public transport, and other sustainable travel options.
- Reduce car use and improve health, air quality, and road safety.

What is STARS?

Flexibility is its key strength. The platform was designed to adapt to the specific needs and travel patterns of different types of organisations and locations.

Modeshift STARS provides:

- A tool for developing a travel plan
- A national standard for travel plans
- Nationally recognised accreditation

What is STARS?

- Since 2008, almost 8,000 Modeshift STARS accreditation awards have been distributed to education, business, residential and healthcare sites
- The Modeshift STARS programme provides a simple 5-step framework that empowers organisations to make a difference to everyday journeys
- Organisations are supported to develop, deliver, and monitor an effective Travel Plan whilst working towards national accreditation

What is STARS?

- STARS has been supported by Active Travel England since 2015, and schools in England (excluding London) get free access to the system
- STARS also has the support of NHS England, Department for Transport and Department for Education
- We work in partnerships with organisations such as Living Streets, the Bikeability Trust and Sustrans

The STARS Schemes

There are 5 STARS schemes

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Modeshift STARS in Essex County Council

Essex County Council have a Modeshift Membership, an Education Licence and a Business Licence

Across the Unitary Authorities and District Councils they have:

- 699 school sites
- 60 Workplaces
- 3 Residential sites &
- 7 healthcare sites on STARS

What is STARS Education?

STARS Education is the branch of the Modeshift STARS programme specifically tailored for schools.

- It includes all LA primary and secondary schools
- LA nurseries
- Private and independent schools
- Some colleges

What is STARS Business?

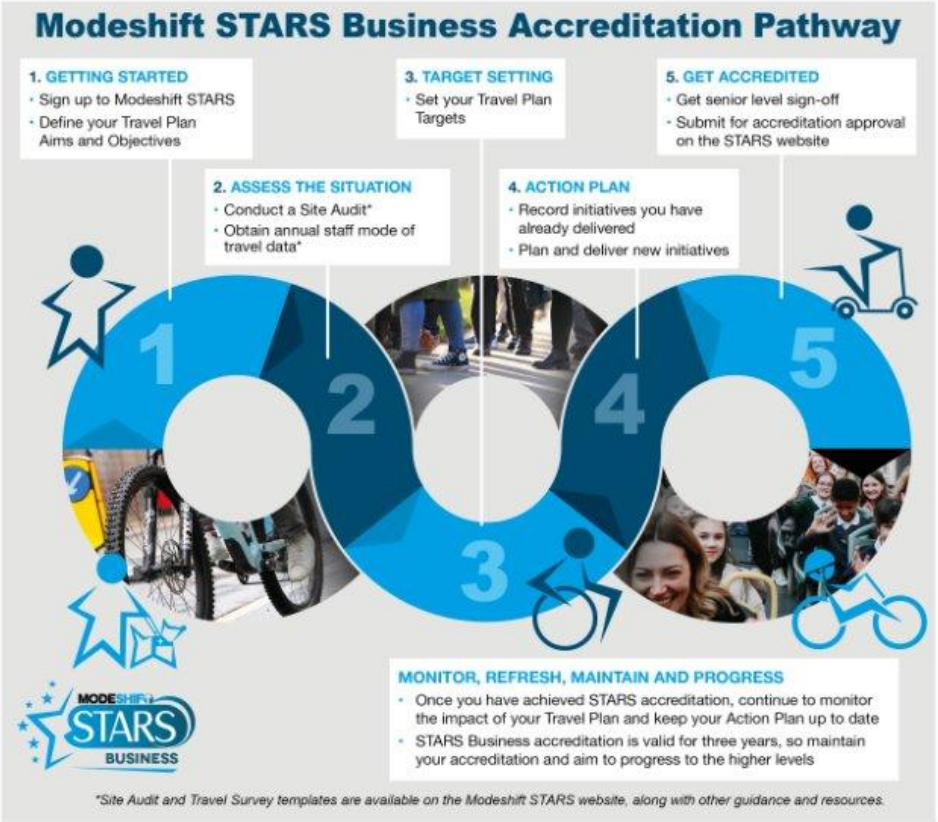
STARS Business is the branch of the Modeshift STARS programme specifically tailored for workplaces and non-educational sites, including:

- Offices and corporate campus
- Industrial and logistics sites
- Healthcare facilities
- Residential developments
- Retail and leisure venues
- Universities and some colleges

Accreditation Pathway

The Modeshift STARS business accreditation programme is 5-step process that empowers organisations to enhance everyday journeys.

Monitor, refresh, maintain and progress



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Accreditation Levels

Approved Travel Plan - includes planned initiatives and a basic outline of the travel plan
Good Travel Plan - includes a range of initiatives that have been delivered and a travel survey
Very Good Travel Plan - where the site can demonstrate that their actions have resulted in a reduction in single occupancy car use
Excellent Travel Plan - where the site can demonstrate actions have achieved a significant reduction in single occupancy car use
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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STARS Business and the Local Authority

There are a number of reasons why a Local Authority should have their own a travel plan. These include:

- Leading by example - if it's good enough for you it must be good enough for others
- Understanding the system – if you use STARS you are better placed to explain to others how it works and provide support
- Good public relations – travel plans are seen favourably by the media
- Cost efficiencies - an effective travel plan can save an organisations money
- Achieving corporate environmental goals – reduced CO2 emissions, air quality etc can be achieved through an effective travel plan

Benefits to businesses

- Brand enhancement
- Improved staff moral and improved staff retention
- Reduced congestion
- Improved community relations
- Reduced business costs
- Achieving carbon reduction targets
- Managing parking demand
- Meeting with planning needs of Local Authority
- Positive environmental improvements

- Potential for national recognition from Modeshift

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Benefits to employees

- Improved health and well being
- Feeling valued in an organisation who are committed to having a positive environmental impact
- Improved staff moral
- More travel options
- Supporting their own environmental targets
- Potential discounts for active travel options
- Opportunities to contribute to travel related initiatives
- Engaging with the community

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So how much does it all cost?

For organisations who decided to develop a Modeshift STARS Travel Plan under the Local Authoritys STARS Business Licence they can do so for free.

Currently Essex County Council hold the Business licence and they pay for this annually.

They are happy to have more sites engaged in developing travel plans via Modeshift STARS.

What has STARS Achieved?

- Currently we have 2216 live STARS accredited sites
- Year on year there are:
  - increased numbers and higher levels of accreditation
  - An increase in LA engaged in STARS
  - An increase in both Business and Education Licences
  - An increase in Healthcare sites engaging in STARS
  - Proven modal shift impacts

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What else does STARS offer?

STARS Education – ATA programme

- The Active Travel Ambassador (ATA) programme gives young people aged 11 upwards the confidence and skills to tackle the transport issues affecting your school.
- With support from a Modeshift ATA Coordinator and school staff, the ATA teams will research and develop behaviour change campaigns, focusing on active travel and road safety.

STARS Education – ATI programme

- The Active Travel Inspectors scheme has been developed by Modeshift to empower Key Stage 2 pupils to inspect their school neighbourhood, identifying ways to make walking, wheeling, and cycling easier and more enjoyable for school journeys.

What else does STARS offer?

Modeshift STARS Awards

- These Awards champion the best of the best! An inspiring mix of individuals, schools, business settings, healthcare organisations, and residential developments who are all dedicated to enhancing everyday journeys and enabling more people to walk, wheel, cycle, and use public transport.

Modeshift STARS Training

- CPD accredited training courses are available for all Modeshift Members as well as bespoke training courses to support users with the development of their travel plans.

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Case studies

We our have a range of case studies on our website including Education, Business, Healthcare and Residential sites. Leisure is coming soon!

To find out more please visit :

Education Case Studies - Modeshift

Modeshift STARS Business Scheme

Modeshift STARS Healthcare Scheme

Modeshift STARS Residential - Effective Travel Plans

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