

ATA Campaign Examples

Welcome to Modeshift's Active Travel Ambassador Scheme!

Modeshift STARS is the National Accreditation scheme that encourages schools to increase levels of sustainable travel in the school community. To support your secondary school in delivering a successful campaign and working towards Modeshift STARS accreditation, we have compiled a selection of campaign ideas and resources that promote safe and active travel.

Please note that these are only suggested activities and campaign ideas.

Modeshift STARS

Please ensure you are registered on Modeshift STARS: <https://modeshiftstars.org/contact-us/stars-education-contact/>

Campaign Ideas

Anti- Idling Campaign			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors campaign to prevent people leaving engines running outside school.	Ambassadors create and circulate Anti-Idling information: - Ambassadors create information to be displayed on the school notice board advising against idling engines (posters, pamphlets etc.) - Create and deliver an assembly highlighting the danger of exposure to harmful pollutants. - Send a letter to encourage parents to turn off their engines. - Set up a 5/ 10 Minute walking zone to encourage those that need to drive to park away from the school gates (can be generated via Modeshift STARS).	PR20: ATA in place. AQ13: Anti Idling Initiative. PR1: Newsletter. PR7: Travel information on notice board. PR9: Assembly. PR10: Social Media Campaign. PR16: Letter from Head Teacher to Parents. W8: 5/10 Minute walking zone in place. P3: Pupils undertake work to complete the School Travel Plan/ STARS application.	Clean Air Day – 15/06/2023

Car Free Day			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors organise a Car Free Day.	Ambassadors organise and create promotional material for a Car Free Day: - Ambassadors create information to be displayed on the school notice board encouraging pupils to arrive by active modes on Car Free Day (posters etc.) - Create and deliver an assembly informing the whole school of the campaign. - Create publicity material for Car Free Day via the school's newsletter, social media channels and website. - Send a letter to parents to inform them of Car Free Day. - Set up a 5/ 10 Minute walking zone to encourage those that need to drive to park away from the school gates (can be generated via Modeshift STARS).	PR20: ATA in place. AQ2: Car free days. PR1: Newsletter. PR7: Travel information on notice board. PR9: Assembly. PR10: Social Media Campaign. PR16: Letter from Head Teacher to Parents. W8: 5/10 Minute walking zone in place. P3: Pupils undertake work to complete the School Travel Plan/ STARS application.	World Car Free Day – 22/09/2022

Park & Stride Campaign			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors organise Park and Stride scheme.	Ambassadors identify suitable Park and Stride sites and encourage walking - Park & Stride sites have been identified and agreed. - Ambassadors create information to be displayed on the school notice board promoting Park & Stride (posters, pamphlets etc.)	PR20: ATA in place. AQ4: Park and walk/stride scheme. P3: Pupils undertake work to complete the School Travel Plan/ STARS application. PR7: Travel information on notice board.	

Parking Pledge Campaign			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors promote safe parking through a Parking Pledge Scheme.	Ambassadors create and circulate advice on safe parking: - Ambassadors create information to be displayed on the school notice board (posters, pamphlets etc.) - Send a letter to parents to encourage safe parking and driving at slow speed when near the school gate. - Set up a 5/ 10 Minute walking zone to encourage those that need to drive to park away from the school gates (can be generated via Modeshift STARS). - Introduce banners and signs to deter irresponsible parking. - Ambassadors to write a piece for the school newsletter reminding parents about safe and legal parking. - Ambassadors deliver an assembly highlighting the importance of safe parking.	PR20: ATA in place. AQ8: Parking Pledge Scheme. AQ7: Parent Parking Campaign. PR1: Newsletter. PR7: Travel information on notice board. PR9: Assembly. PR10: Social Media Campaign. PR16: Letter from Head Teacher to Parents. W8: 5/10 Minute walking zone in place. PR19: School Railing Banners. R9: Road Safety assembly/ presentation. P3: Pupils undertake work to complete the School Travel Plan/ STARS application.	

Road Safety Campaign			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors promote Road Safety and the Highway Code.	Ambassadors educate their peers on the importance of Road Safety and the Highway Code: - Ambassadors create information to be displayed on the school notice board promoting safe travel. - Create and deliver an assembly about the benefits of sustainable travel and how to travel safely. - Ambassadors record school traffic levels.	PR20: ATA in place. AQ6: Highway code is promoted to students, staff and parents. R9: Road Safety assembly/ presentation. R14: Pupils monitoring traffic. PR7: Traffic information on the notice board. PR13: Information on website. PR18: Transition activities. P3: Pupils undertake work to complete the School	Road Safety Week 14-20/11/22 Online resources available from: Explore education resources – THINK!

	- School displays Highway Code information on school website. - Ambassadors undertake route planning activities for Y7 pupils that have recently transitioned to secondary school. - Travel to school information is distributed to new parents.	Travel Plan/ STARS application. PR17: New parent pack.	
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Bus Etiquette Campaign			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors promote responsible behaviour when using public transport.	Ambassadors promote responsible behaviour on public transport to improve the passenger experience for all: - Ambassadors research bus timetables and display information on notice board with copies of bus timetables available in school. - Create poster to be displayed on the school notice board promoting responsible behaviour when using buses. - Create and deliver an assembly about the importance of behaving sensibly whilst using public transport. - School has copies of local transport information available.	PR20: ATA in place. PT2: School promotes public transport. PT3: School promotes responsible behaviour on public transport/ has bus behaviour policy. PT10: School has anti-bullying policy for school transport/ public buses. PR7: Travel information on notice board. PR9: Assembly. P3: Pupils undertake work to complete the School Travel Plan/ STARS application. PR5: Distributing public transport maps.	

Walk to School Day			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors arrange a Walk to School Day.	Ambassadors organise a Walk to School Day to encourage walking: - Ambassadors create information to be displayed on the school notice board encouraging pupils to walk to school on Walk to School Day (posters etc.) - Create and deliver an assembly informing the whole school of the campaign. - Create publicity material for Walk to School Day via the school's newsletter, social media channels and website. - Send a letter to parents to inform them of Walk to School Day. - Set up a 5/ 10 Minute walking zone to encourage those that need to drive to park away from the school gates (can be generated via Modeshift STARS). - Ambassadors complete a survey to explore pupils attitudes to sustainable/ active travel and the barriers that they face.	PR20: ATA in place. P3: Pupils undertake work to complete the School Travel Plan/ STARS application. PR1: Newsletter. PR7: Travel information on notice board. PR9: Assembly. PR10: Social Media Campaign. PR16: Letter from Head Teacher to Parents. W8: 5/10 Minute walking zone in place. P1: In-depth pupil surveys takes place.	Travel Wise Week/ European Mobility Week 16-22/09/22

Cycle to School Day			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors arrange a Cycle to School Day.	Ambassadors organise a Cycle to School Day to encourage cycling: - Ambassadors record how many pupils cycle to school by completing a bike count. - Arrange for a cycle club to take place that day. - Promote safe cycling routes and ensure safe place for bikes to be stored on site. - School has copies of local transport and cycling information available.	PR20: ATA in place. C4: Opportunity to practice cycling skills at break time. C8: Bike Week. C5: School takes part in Sustrans Big Walk and Wheel. P2: Pupils conduct bike counts. P3: Pupils undertake work to complete the School Travel Plan/ STARS application. PR5: Distributing cycling maps.	Bike Week- 8-15/06/23 Love to Ride's Cycle September (13years +)

Active Travel Competition			
Information	Actions	Initiative Codes and Names	Additional Information
Ambassadors launch an Active Travel Competition.	Ambassadors promote and organise a competition that promotes active travel: - Photo competition of pupil's journeys to school. - Ambassadors to log the number of active journeys. - Reward for the best photograph (small prize, certificate). - Display photographs in the school to promote active journeys*. - Create publicity material to promote the Active Travel Competition via the school's newsletter, social media channels and website.	PR20: ATA in place. P3: Pupils undertake work to complete the School Travel Plan/ STARS application. PR8: Competitions run and promoted in school. PR10: Social Media Campaign	
*Ensure relevant permissions are obtained before taking or using photographs.			

Events	STARS Initiative Code	Dates	Information
Travel Wise Week/ European Mobility Week	AQ10-12: Other smarter driving initiatives.	16 -22/09/22	
Love to Ride's Cycle September	C6: Cycle competitions/ schools cycle challenge. CU1: School takes part in competitions promoted by others.	September 2022	Participants must be 13 years + Log cycle journeys via the app and collect points https://www.lovetoride.net/uk
Catch the Bus Month	PT9: Catch the bus week.	September 2022	
World Car Free Day	AQ2: Car free days.	22/09/22	https://www.livingstreets.org.uk/about-us/our-work-in-action/world-car-free-day
Road Safety Week	R18: Road Safety Day/ Week.	14-20/11/22	https://www.brake.org.uk/road-safety-week
Clean Air Day Campaign	AQ15: National Clean Air Day.	15/06/23	KS3 Resources - https://www.actionforcleanair.org.uk/campaigns/clean-air-day/campaign-resources/school-resources
Bike Week	C8: Bike Week	8-15/06/23	https://www.cyclinguk.org/bikeweek
Sustrans Big Walk and Wheel	C5: School takes part in Sustrans Big Walk and Wheel. W16-18: Other walking/ scooting initiative		https://bigwalkandwheel.org.uk/

Useful Resources	
Think!	Explore education resources – THINK!

Adding Initiatives to the STARS system:

To see how to add initiatives refer to the 'Modeshift STARS How To: Add Initiatives in Modeshift STARS' document from the Guidance menu.

Cycling —Travel	
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 in Sustrans Big Pedal
C6	Cycle competitions/ schools 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
C20	National Cycle Challenge
C16-18	Other cycling initiatives
Public Transport—Travel	
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

Walking & Scooting —Travel	
W3	Local Walking Reward Scheme
W8	5 / 10 Minute walking zone in place
W9	Educational / Curriculum Walks
W11	Walking trips
W14	Active travel breakfast
W16-18	Other walking/scooting initiative
Road Safety & Training —Travel	
R1	Cycle training for pupils (E.g. Bikeability)
R6	Independent travel training
R7	Young Driver Training
R8	Cycle training for staff and / or parents
R9	Road Safety assembly/ presentation
R11	School invites experts/organisations to talk about personal safety
R12	Safety around large vehicles training
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
R19-21	Other road safety & training initiatives
Air Quality —Travel	
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	Other smarter driving initiatives
—12	

Curriculum—Supporting	
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—Supporting	
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/ MPs
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