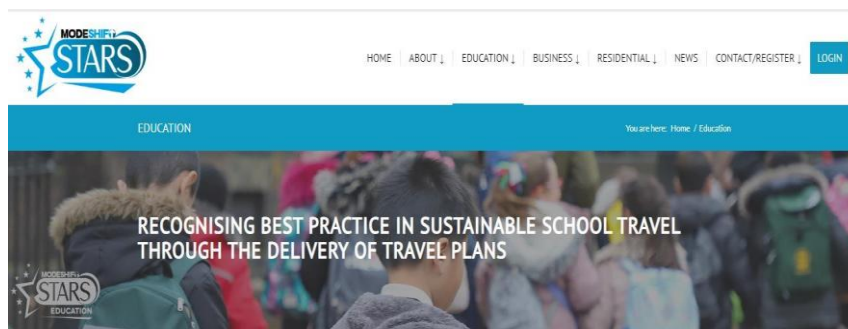


North Yorkshire Sustainable Travel Team

The sustainable travel team encourage and support schools, businesses and residential service users to travel in a more sustainable manner (through walking, cycling or using public transport more).

- **Modeshift Stars** – This is a DFT approved site and all schools are encouraged to register with this site. Schools can work on the active travel initiatives and then can gain accreditation which can be used on all the school's promotion, marketing, Ofsted etc. This is free for all schools in the Country.

<https://modeshiftstars.org/education>



- The **Active Travel Ambassador (ATA)** programme provided by Modeshift Stars supports young people aged 11 upwards with the confidence and skills to address transport issues affecting their school community. With support from an ATA Coordinator and school staff, ATA teams research and develop behaviour change campaigns, focusing on active travel and road safety. [The Active Travel Ambassador \(ATA\) Programme | Modeshift](#)

- **WOW – the walk to school challenge** is a pupil-led initiative run by UK charity, Living Streets. Children self-report how they get to school every day, with those who walk, wheel, cycle, scoot or Park and Stride at least once a week awarded collectible WOW badges.



WOW has been helping to reduce congestion and pollution at thousands of schools for 20 years. On average, WOW schools' benefit from 59% fewer car journeys to the school gates and 43% more active journeys. Thanks to funding

from Active Travel England, schools in North Yorkshire may be eligible for free WOW resources, including access to the WOW Travel Tracker. [WOW - the walk to school challenge](#)

- Sustainable Travel Officer (STO's) **can support with events** such as 'walk to school' 'cycle to school' active travel events or anything else that encourages pupils and staff to 'move more'.
- STOs can **provide Y6 transition** assemblies, preparing Y6 students for Y7 through information on route planning, local and school transport options, keeping safe and anything else they need to know (instead of going in the family car).
- **Spike the Road Safety hedgehog** – 'Spike' is used for lots of promotional events for youngers pupils including meet and greet at the school gates (Spike giving out promotional items to those who walk, cycle, scoot to school).



- **Parking buddies** – STO's regularly 'loan out' parking buddies that can be used for outside schools to reduce the number of parked cars. These are used on a loan basis and most schools invest in their own following out 6 week loan period due to their success.



All of the above services are free of charge for North Yorkshire schools, please contact Chrystal.staveley@northyorks.gov.uk