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## Issue 1 – Summer Term Primary School Newsletter 2024



### Hello and welcome from Kirstie Hurst-Knight, Portfolio Holder for Children and Education.

I'm happy to introduce the new Sustainable Travel Team which has been created to encourage safe and sustainable travel to and from schools across Shropshire. The team will be delivering the new **'Our Journey' programme** which supports schools to complete initiatives like Modeshift STARS to encourage more walking, wheeling, or cycling which will create a safer and healthier environment for us all.

The team plan to produce a newsletter each term to highlight new events for the school year ahead. We hope that schools will be able to participate in national and local events and initiatives that they are most interested in.

The team are also hoping through the 'Our Journey' programme that schools will be happy to engage and participate in new activities around road safety education, carrying out poster campaigns or competitions, and accessing Bikeability cycle training. Schools will be encouraged to develop travel plans using Modeshift STARS which the team would be happy to help you create.

I hope you find these newsletters useful and please feel free to circulate any of these articles within your own newsletters and please contact the team by email at: [sustainabletravelplanning@shropshire.gov.uk](mailto:sustainabletravelplanning@shropshire.gov.uk) if you would like any further information or support. The team would love to hear from you.

Thank you for taking the time to read this and best wishes,

**Kirstie Hurst-Knight**



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**For more information on anything you have seen in the newsletter or if you would like to speak to us, please email: [sustainabletravelplanning@shropshire.gov.uk](mailto:sustainabletravelplanning@shropshire.gov.uk)**

## Modeshift STARS

Start your school on its path towards active travel accreditation!

Shropshire Council has partnered with Modeshift STARS to deliver sustainable travel plans in schools. More information can be found at: [Education - Modeshift STARS](#)



Modeshift STARS is the Centre of Excellence for the delivery of Effective Travel Plans in Education, Business and Community settings. The STARS Education scheme recognises schools and other educational establishments that have shown excellence in supporting cycling, walking and other forms of sustainable and active travel.

### **Accreditation Steps: the first step is Green - Approved Travel Plan**

To get green star accreditation you must:

- Complete your Modeshift STARS Application
- Set at least two targets
- Plan – 10 Sustainable Travel Initiatives, 5 Supporting Initiatives and 2 Consultation Initiatives



Much of what you may be doing already will count towards your school achieving green star accreditation, including planning to take part in some of the national campaigns (see our calendar below).

**We can help sign you up and register your progress with Modeshift STARS. Please complete this Microsoft Form: <https://forms.office.com/e/ct6dsEQtmf>**

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## Road Safety Superhero Squad – Design Competition



Primary school students across Shropshire are being invited to design a squad of superheroes to feature in a new schools' active travel and road safety programme which Shropshire Council is launching later this year.

The team will support schools to achieve Modeshift STARS accreditation and deliver a new digital road safety education programme comprised of tailored sessions aimed at each year group.

To support students with their learning throughout the programme, a squad of road safety superheroes will be created in a competition launching on Monday 15<sup>th</sup> April 2024.

The squad of superheroes will be led by the already designed 'Super Zeb', which has been created by Woodside Primary at Oswestry.

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## How can we enter the competition?

The competition opens on Monday 15<sup>th</sup> April 2024, with the deadline for entries being sent back to the team of Friday 24<sup>th</sup> May 2024. Each school will receive a worksheet template to be used for all designs.

Students are encouraged to design a superhero based around the animal names used in crossing types – Pelicans, Toucans, Tigers or even a Pegasus.

Although students may choose to take the worksheet home, each school are asked to select 4 - 5 entries and send these to [sustainabletravelplanning@shropshire.gov.uk](mailto:sustainabletravelplanning@shropshire.gov.uk).

The entries will be judged by the Sustainable Travel Team along with the Council's Portfolio Holder for Children and Education, Cllr Kirstie Hurst-Knight.

The winning designs will be selected and will be turned into animated characters by Shropshire Council's designers. The animated characters will be rolled out in the new road safety education films in 2024-2025.

Look out for the winners who will be featured in the next newsletter.

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## School Streets coming soon...

Summer term will see the introduction of the first camera enforced School Streets across Shropshire. Vehicles travelling into the streets by non-residents or permit holders during the restriction times will be captured by cameras and enforcement will take place.

School Streets offer a proactive solution for school communities to tackle road safety concerns, air pollution and encourage a healthier lifestyle with active travel to school for families.

More information will be available on the upcoming School Street launch will be included in our next Newsletter.



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## Brand new road safety education digital resources





We are delighted to announce that four brand new road safety education sessions are currently in production as part of the 'Our Journey' programme. Two of these sessions will be launched in September 2024. All the sessions will replace the 'Stepping Out' pedestrian training offering previously delivered across Shropshire.

Each digital resource will contain a key road safety message aimed at each year group.

- Reception & Year One – 'Our first journey to school'
- Year Two & Year Three – 'Our first active travel journeys'
- Year Four & Year Five – 'Our independent journeys to school'
- Year Six – 'Our journey to secondary school'

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## Calendar of upcoming campaigns and events - Summer Term 2024

Activity Name & Description	Resources
<p><b>Living Streets Walk to School Week</b>  <i>Monday 20<sup>th</sup> May to Friday 24<sup>th</sup> May</i></p>  <p>School organises a 'Walk to School Week'</p>	<p>Order your school resources pack by visiting:  <a href="http://livingstreets.org.uk">Walk to School Week (livingstreets.org.uk)</a></p>
<p><b>Brake Kids Walk</b>  <i>Wednesday 19<sup>th</sup> June 2024</i></p>  <p>Every year, thousands of schoolchildren aged 4–11 take part in Brake's Kids Walk – a short, supervised walk to share important road safety messages.</p>	<p>Information and resources available at:  <a href="https://www.brake.org.uk/get-involved/professionals/teachers-and-youth-workers/brake-s-kids-walk">https://www.brake.org.uk/get-involved/professionals/teachers-and-youth-workers/brake-s-kids-walk</a></p>
<p><b>Participate in Clean Air Day 2024</b>  <i>Thursday 20<sup>th</sup> June 2024</i></p> 	<p>Clean Air Day lesson resources available at:  <a href="http://www.cleanairday.org.uk/about-clean-air-day">www.cleanairday.org.uk/about-clean-air-day</a></p>
<p><b>Modeshift STARS Deadline</b>  <i>Wednesday 31<sup>st</sup> July 2024</i></p>  <p>To gain Modeshift STARS accreditation by July 2024, submit all information on your school portal.</p>	<p>Contact your dedicated Sustainable Travel Officer by email:  <a href="mailto:sustainabletravelplanning@shropshire.gov.uk">sustainabletravelplanning@shropshire.gov.uk</a> for more information.</p>

### How can we sign up to 'Our Journey'?

If you are interested in signing up to the new 'Our Journey' programme you can do so by completing this Microsoft form: <https://forms.office.com/e/ct6dsEQtmf>



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