

### Modeshift STARS Active Travel planner 2020 - 2021

	Campaign	Actions
<b>Autumn term 1</b> 2 September 2020 to 23 October 2020	<ul style="list-style-type: none"> <li>• <a href="#">Cycle September</a> – for staff and parents</li> <li>• 12 September: <a href="#">World's biggest bike ride</a> – for families</li> <li>• 28 September – 2 October: <a href="#">bike to school week</a> – for pupils</li> <li>• 8<sup>th</sup> October: <a href="#">Clean Air Day</a></li> <li>• 9<sup>th</sup> October: <a href="#">Hello Yellow</a></li> <li>• October: <a href="#">International walk to school month</a> - Happy Shoesday</li> </ul>	Promote via newsletter & social media Consider cycle training for pupils Promote <a href="#">County Rider</a> to adults  Clean air day <a href="#">pledges</a>  <a href="#">Active travel</a> & mental well being  Choose a theme day to promote – eg, <a href="#">shoesday</a> or geography <a href="#">topic</a>
<b>Autumn term 2</b> 2 November to 18 December 2020	<ul style="list-style-type: none"> <li>• 16 – 20 November: <a href="#">anti bullying week</a></li> <li>• <a href="#">Friendship Friday</a></li> <li>• <a href="#">Odd socks</a></li> <li>• 16 - 22 November: <a href="#">Road Safety Week</a> – no need to speed</li> <li>• 16 - 22 November <a href="#">world nursery rhyme week</a></li> <li>• December Love to Ride: <a href="#">Winter Wheelers</a> to staff and parents</li> </ul>	Personal safety on the school journey – celebrating friendships and <a href="#">odd socks</a> ! For availability of DCC resources: <a href="mailto:roadsafety@derbyshire.gov.uk">roadsafety@derbyshire.gov.uk</a> adapt a <a href="#">nursery rhyme</a>  Social media promotion
<b>Spring term 1</b> 4 January to 12 February 2021	<ul style="list-style-type: none"> <li>• <a href="#">Red January</a> – active travel new year resolutions</li> </ul>	Make an <a href="#">active travel</a> new year resolution
<b>Spring term 2</b> 22 February to 1 April 2021	<ul style="list-style-type: none"> <li>• 4 March: <a href="#">World Book Day</a></li> </ul>	Link mode of travel/journeys to <a href="#">book theme</a> or <a href="#">bling bike/scooter</a>
<b>Summer term 1</b> 21 April 2021 to 28 May 2021	<ul style="list-style-type: none"> <li>• Dates to be agreed <a href="#">Big Pedal</a></li> <li>• 24 – 28 May: <a href="#">Choose your move and get into the Travel Smart groove</a></li> </ul>	Sign up & take part – consider <a href="#">wheelers breakfast</a> – possibly donation from local supermarket
<b>Summer term 2</b> 7 June 2021 to 22 July 2021	<ul style="list-style-type: none"> <li>• 3 June: <a href="#">World Bicycle Day</a></li> <li>• 5 -13 June: <a href="#">Bike Week</a></li> </ul>	Social media promotion – family bike ride School community bike ride