

Modeshift STARS Active Travel planner 2021 - 2022

	Campaign	Actions
Autumn term 1 2 September 2021 to 22 October 2020	<ul style="list-style-type: none"> • Cycle September – for staff and parents • 27 September – 1 October: bike to school week – for pupils • 8th October: Hello Yellow • 18 – 22 October: Travel Smart week 	Promote via newsletter & social media Consider cycle training for pupils Promote County Rider to adults Active travel & mental well being Collect & submit travel data - Promote active travel
Autumn term 2 1 November to 23 December 2021	<ul style="list-style-type: none"> • 15 – 19 November: anti bullying week • Friendship Friday • Odd socks • 15 - 21 November: Road Safety Week – be a road safety hero • 15 - 19 November world nursery rhyme week • December Love to Ride: Winter Wheelers to staff and parents 	Personal safety on the school journey – celebrating friendships and odd socks! For availability of DCC resources: roadsafety@derbyshire.gov.uk adapt a nursery rhyme Social media promotion
Spring term 1 10 January to 18 February 2022	<ul style="list-style-type: none"> • Red January – active travel new year resolutions 	Make an active travel new year resolution
Spring term 2 28 February to 8 April 2022	<ul style="list-style-type: none"> • 3 March: World Book Day 	Link mode of travel/journeys to book theme or bling bike/scooter
Summer term 1 25 April to 27 May 2022	<ul style="list-style-type: none"> • Dates to be agreed Big Pedal • 23 – 27 May: Travel Smart week 	Sign up & take part – consider wheelers breakfast – possibly donation from local supermarket
Summer term 2 6 June to 22 July 2022	<ul style="list-style-type: none"> • 3 June: World Bicycle Day • Date to be confirmed: Bike Week • Date to be confirmed Clean Air Day 	Social media promotion – family bike ride School community bike ride Clean air day pledges