

Modeshift STARS Business Initiatives List

| Category | Type | ID | Action |
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| Travel Initiatives | Cycling | BC1 | Bike Security Marking takes place |
| Travel Initiatives | Cycling | BC2 | CCTV installed for cycle security |
| Travel Initiatives | Cycling | BC3 | Corporate membership of cycle loan scheme e.g. Brompton Dock |
| Travel Initiatives | Cycling | BC5 | Cycle maintenance sessions |
| Travel Initiatives | Cycling | BC6 | Cycle parking / storage installed |
| Travel Initiatives | Cycling | BC8 | Cycle to work day |
| Travel Initiatives | Cycling | BC9 | Cycle to work scheme in place |
| Travel Initiatives | Cycling | BC10 | Cycle to work week |
| Travel Initiatives | Cycling | BC11 | Cycle training available for staff |
| Travel Initiatives | Cycling | BC13 | Cycling maps available to staff/visitors |
| Travel Initiatives | Cycling | BC14 | Cycling promoted between sites |
| Travel Initiatives | Cycling | BC15 | Discounted cycle accessories event |
| Travel Initiatives | Cycling | BC16 | Dr Bike sessions delivered |
| Travel Initiatives | Cycling | BC17 | Help to buy scheme |
| Travel Initiatives | Cycling | BC18 | Implementation of cargo bike scheme |
| Travel Initiatives | Cycling | BC19 | Improved cycle access to site |
| Travel Initiatives | Cycling | BC20 | Lockers installed for storage of equipment e.g. cycle helmets |
| Travel Initiatives | Cycling | BC21 | Offer led / guided cycle rides |
| Travel Initiatives | Cycling | BC22 | Paying cycle mileage rates for staff |
| Travel Initiatives | Cycling | BC24 | Provision of pool bikes for staff/students |

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| Travel Initiatives | Cycling | BC25 | Secure discounts with local bike shops |
| Travel Initiatives | Cycling | BC26 | Set up Bike User Group (BUG) |
| Travel Initiatives | Cycling | BC27 | Showers available |
| Travel Initiatives | Cycling | BC30 | Install bike repair / tool station |
| Travel Initiatives | Cycling | BC29 | Other cycling initiative |
| Travel Initiatives | Cycling | BC31 | Install emergency bike kits on reception / communal area |
| Travel Initiatives | Cycling | BC32 | Workplace Cycling Challenge |
| Travel Initiatives | Cycling | BC33 | Cycle maintenance training for staff |
| Travel Initiatives | Promotion | BP18 | Eco driving promoted |
| Travel Initiatives | Public Transport | BPT1 | Membership of bus company's corporate travel scheme |
| Travel Initiatives | Public Transport | BPT2 | Negotiate bus travel discount for staff |
| Travel Initiatives | Public Transport | BPT3 | Promote Park & Ride schemes |
| Travel Initiatives | Public Transport | BPT4 | Providing public transport tickets for staff business journeys |
| Travel Initiatives | Public Transport | BPT5 | Run a 'travel by bus' promotion |
| Travel Initiatives | Public Transport | BPT6 | Season ticket purchase schemes for buses |
| Travel Initiatives | Public Transport | BPT7 | Season ticket purchase scheme for rail |
| Travel Initiatives | Public Transport | BPT8 | Provision of public transport smart cards for staff/students/visitors/residents |
| Travel Initiatives | Public Transport | BPT9 | Provision of timetables/maps/information |
| Travel Initiatives | Public Transport | BPT10 | Participate in Catch the Bus Week |
| Travel Initiatives | Public Transport | BPT11 | Launch and manage dedicated bus services |
| Travel Initiatives | Public Transport | BPT12 | Display real time public transport information |

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| Travel Initiatives | Public Transport | BPT13 | Improve on-site infrastructure for buses and bus users |
| Travel Initiatives | Public Transport | BPT14 | Subsidised single / return tickets with staff ID pass on key routes |
| Travel Initiatives | Public Transport | BPT15 | Shuttle service from staff car park / between sites |
| Travel Initiatives | Public Transport | BPT17 | Workplace Public Transport Challenge |
| Travel Initiatives | Public Transport | BPT16 | Other public transport initiative |
| Travel Initiatives | Reducing Car Use | RC1 | Car Free Day |
| Travel Initiatives | Reducing Car Use | RC2 | Charge for on-site car parking |
| Travel Initiatives | Reducing Car Use | RC3 | Ensure parking permit system based on parking need |
| Travel Initiatives | Reducing Car Use | RC4 | Review business mileage policies |
| Travel Initiatives | Reducing Car Use | RC5 | Removal of car parking spaces |
| Travel Initiatives | Reducing Car Use | RC6 | Review employee parking entitlement |
| Travel Initiatives | Reducing Car Use | RC7 | Offer incentives for non-use of car parking space |
| Travel Initiatives | Reducing Car Use | RC8 | Enforcement against unauthorised parking |
| Travel Initiatives | Reducing Car Use | RC9 | Parking charges increased |
| Travel Initiatives | Reducing Car Use | RC10 | Carpooling/sharing scheme established |

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| Travel Initiatives | Reducing Car Use | RC12 | Installation of electric vehicle charging points |
| Travel Initiatives | Reducing Car Use | RC13 | Establishment of car club for site users |
| Travel Initiatives | Reducing Car Use | RC14 | Park and walk scheme established |
| Travel Initiatives | Reducing Car Use | RC15 | Provision of car sharing spaces |
| Travel Initiatives | Reducing Car Use | RC16 | Provision of electric vehicles for staff as pool cars |
| Travel Initiatives | Reducing Car Use | RC17 | Review vehicle fleet for efficiency savings |
| Travel Initiatives | Reducing Car Use | RC18 | Use of FORS accredited drivers/vehicles |
| Travel Initiatives | Reducing Car Use | RC19 | Provision of incentives for Car Sharers |
| Travel Initiatives | Reducing Car Use | RC20 | Installation of secure parking for motorised scooters / motorbikes |
| Travel Initiatives | Reducing Car Use | RC21 | Safe and fuel-efficient driver training delivered |
| Travel Initiatives | Reducing Car Use | RC22 | Provision of pool cars for staff |
| Travel Initiatives | Reducing Car Use | RC24 | Hold event to match car sharers |
| Travel Initiatives | Reducing Car Use | RC25 | Workplace car share Challenge |

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| Travel Initiatives | Reducing Car Use | RC23 | Other reducing car use initiative |
| Travel Initiatives | Smarter Working Practices | SW1 | Implement flexible working policies and procedures |
| Travel Initiatives | Smarter Working Practices | SW2 | Implement home working policies and procedures |
| Travel Initiatives | Smarter Working Practices | SW3 | Use of web and teleconferencing facilities to limit travel for meetings |
| Travel Initiatives | Smarter Working Practices | SW4 | Utilisation of cycle courier services |
| Travel Initiatives | Smarter Working Practices | SW5 | Prioritise using local suppliers where possible and practicable |
| Travel Initiatives | Smarter Working Practices | SW6 | Other smarter working practices initiative |
| Travel Initiatives | Walking | BW1 | Improved pedestrian signage on site |
| Travel Initiatives | Walking | BW2 | Improved pedestrian access to site |
| Travel Initiatives | Walking | BW3 | Encourage public transport users to get off a stop earlier |
| Travel Initiatives | Walking | BW4 | Promote walking route websites and apps e.g. walkit.com |
| Travel Initiatives | Walking | BW5 | Offer led lunchtime / after work walks |
| Travel Initiatives | Walking | BW6 | Provide pool umbrellas for staff use |
| Travel Initiatives | Walking | BW7 | Provide walking maps |
| Travel Initiatives | Walking | BW8 | Run or participate in a pedometer challenge |
| Travel Initiatives | Walking | BW9 | Walk to work week promoted |
| Travel Initiatives | Walking | BW10 | Walking promoted between work sites |

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| Travel Initiatives | Walking | BW12 | Workplace Walking Challenge |
| Travel Initiatives | Walking | BW13 | Set up a WAG (Walking Action Group) |
| Travel Initiatives | Walking | BW11 | Other walking initiative |
| Supporting Initiatives | Monitoring | M1 | Keep annual records of participation levels in sustainable travel schemes and incentives |
| Supporting Initiatives | Monitoring | M2 | Monitor usage of car park |
| Supporting Initiatives | Monitoring | M3 | Monitor number of car sharers |
| Supporting Initiatives | Monitoring | M4 | Monitor number of bicycles parked on site |
| Supporting Initiatives | Monitoring | M6 | Air quality monitoring |
| Supporting Initiatives | Monitoring | M5 | Other monitoring initiative |
| Supporting Initiatives | Policies and Procedures | PP1 | Create a Travel Policy for staff/students/visitors |
| Supporting Initiatives | Policies and Procedures | PP2 | Nominate Sustainable Travel Champions to provide communication to and from staff |
| Supporting Initiatives | Policies and Procedures | PP3 | Work with another organisation e.g. share resources, compete in a competition |
| Supporting Initiatives | Policies and Procedures | PP4 | Other policies and procedures initiative |
| Supporting Initiatives | Promotion | BP1 | Information on travel options provided to new starters |

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| Supporting Initiatives | Promotion | BP2 | Information on travel options provided to visitors |
| Supporting Initiatives | Promotion | BP3 | Launch day for sustainable and active travel |
| Supporting Initiatives | Promotion | BP4 | Participation in Commuter Challenge |
| Supporting Initiatives | Promotion | BP5 | Personalised Travel Planning delivered |
| Supporting Initiatives | Promotion | BP6 | Provide real time transport updates |
| Supporting Initiatives | Promotion | BP7 | Run sustainable travel competition |
| Supporting Initiatives | Promotion | BP8 | Sustainable travel options promoted on company website |
| Supporting Initiatives | Promotion | BP9 | Sustainable travel options promoted on internal website |
| Supporting Initiatives | Promotion | BP10 | Sustainable travel posters in place |
| Supporting Initiatives | Promotion | BP11 | Sustainable travel promoted via payslips or newsletters to staff |
| Supporting Initiatives | Promotion | BP12 | Travel maps created & provided |
| Supporting Initiatives | Promotion | BP13 | Working with the local authority to support sustainable travel in the community |
| Supporting Initiatives | Promotion | BP15 | Sustainable travel options promoted on social media |

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| Supporting Initiatives | Promotion | BP19 | Promote road safety through an active travel campaign or event |
| Supporting Initiatives | Promotion | BP20 | Travelwise Week initiative |
| Supporting Initiatives | Promotion | BP21 | Encourage drivers to switch off their engines/promote anti-idling |
| Supporting Initiatives | Promotion | BP22 | Raise awareness of illegal/inconsiderate driving, blocking pavements and cycle routes etc |
| Supporting Initiatives | Promotion | BP17 | Other promotion, communication or events initiative |
| Supporting Initiatives | Staff Health & Wellbeing | WB1 | Encourages homeworking staff to take walks or bike rides at lunchtime or before work |
| Supporting Initiatives | Staff Health & Wellbeing | WB2 | Flexible working policy to ensure staff have access to daylight during winter |
| Gold Standard | Gold Standard | BG1 | Share best practice with other sites |
| Gold Standard | Gold Standard | BG2 | Support another site to achieve STARS accreditation |
| Gold Standard | Gold Standard | BG3 | Sponsor, fund or support sustainable travel in your community, e.g. support a local initiative, school, community group, etc, |
| Gold Standard | Gold Standard | BG4 | Zero staff drive to work |
| Gold Standard | Gold Standard | BG5 | Shared sustainable travel services with other organisations |
| Gold Standard | Gold Standard | BG6 | The organisation fully funds and trains a travel coordinator post to deliver sustainable travel activities |
| Gold Standard | Gold Standard | BG7 | Be a case study (at conference / online or within community news) |