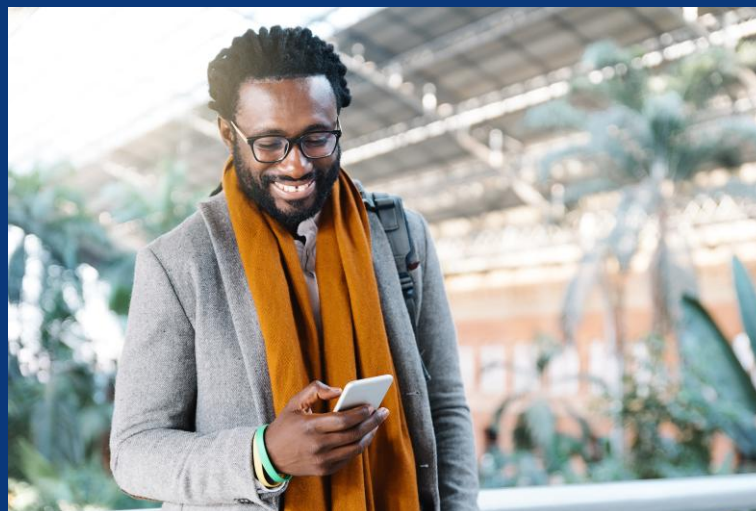


The Thinktravel Service

Update on Walking and Wheeling Initiatives - November 20th 2025



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Integrity



Empower



Respect



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thinktravel
New sense of direction.





ATE's Ambition

- ❑ To increase the number of local journeys being walked, wheeled or cycled by 2030.
- ❑ To do that, we're helping to make active travel a part of everyday life.
- ❑ ATE Funded Projects aimed to embed active travel within local communities by funding key programmes illustrated.

ATE Funded National Programmes



[Bikeability](#)



[Modeshift STARS](#)



[Big Bike Revival](#)



[Active Travel Ambassadors](#)



[Walk to school outreach](#)



[The National Cycle Network](#)

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Active Travel England want 80% of all children to have completed Level 2 Bikeability by the time they leave Primary School

Bikeability Trust also extended funding to increase participation for Learn To Ride, L1 and L3 and more!



Active Travel England funded Living Streets to Increase the proportion of children aged 5-10 that usual walk to school from 49% in 2014 to 55% by 2025



Climate Action Plans:

From spring 2025, Let's Go Zero – the national campaign for all UK schools, colleges and nurseries to be zero carbon by 2030 – will offer training accredited by the Carbon Literacy Project to schools and multi-academy trusts



Sport England, GCC, & Other LA/funders support Active Gloucestershire to deliver 'We can move' social movement dedicated to supporting people of all ages and abilities in getting active. In this case Creating Active Schools in Gloucestershire.



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What are GCC already doing to enable walking and wheeling?



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Thinktravel Educational offer



Support schools in updating Travel Plans & commitment to encouraging active travel to gain STARS accreditation

Use data led approach to understand current travel patterns & create impactful behaviour change



Increased target to deliver Bikeability Cycle training to 80% of pupils

5000 pupils currently trained across Primary & Secondary

Deliver 50 x rides for school transitions & Holiday courses

Offer 40 x family confidence sessions, & Bike fix workshops

Bikeability Trust funded



Co-ordinate & train 30 x School Crossing Patrols

Deliver GB Road Safety Pedestrian training to primary & secondary schools

Deliver educational activities/challenges with curriculum linked resources & materials (GCC Funded)



Safer Routes for School Spring Campaign

52 Glos School's participated

Total Active journeys recorded 58,333

100+ Education, skills and training delivered

Climate Change Funded

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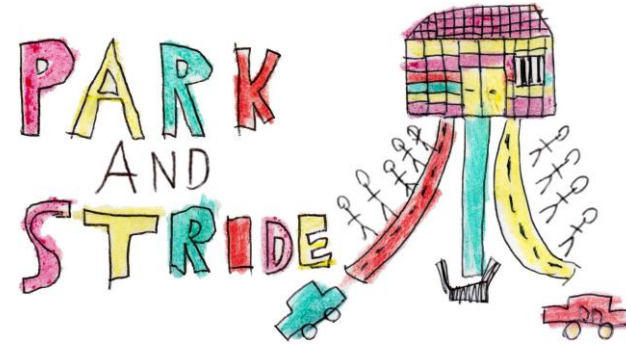


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Thinktravel's Offer



EYFS	‘We’re going on a ... hunt’	Themed assemblies
Y1	‘Be a road safety hero’	
Y2		
Y3	‘Stepping Out’ Ped Training	
Y4		
Y5	‘Walk Smart, Look Up’	
Y6	Led Cycle/walks Rides	



Active Gloucestershire

#ActiveSchoolsConference2025

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Thinktravel's Bikeability Offer*?



- ✓ Bikeability L1-3 and Holiday courses
- ✓ Training school staff to support cycling activities
- ✓ Learn to ride
- ✓ Balanceability
- ✓ Scooter training
- ✓ Cycle bus support & guidance



** Pending Funding*



Campaigns, competition & incentivisation



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Campaigns, competition & incentivisation

- ☐ Modeshift Month – September annually
- ☐ Cycle to School Week – 13th – 17th Oct
- ☐ Road safety week – 16th- 22nd Nov
- ☐ Big Walk and Wheel * – 24th March- April 4th 2026
‘Note: Charity changed name from Sustrans to ‘Walkwheelcycle Trust’’
- ☐ National Walking Month- May _ Living Streets
- ☐ Walk to school Week – Living Streets – 19th May- May 23rd 2026
- ☐ Cleaner Air Day- June 19th 2026

❖ Plus community cycling campaigns to empower the whole family too...
Love To Ride/ Gloucestershire, Pedal Eazy Community Bike Hire. Find out more at [www. thinktravel.info](http://www.thinktravel.info)

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Thinktravel Workplace Offer



Gloucestershire
Active Business Group

ATE Active Travel Grants

Supported led walks/rides
Adult cycle training
Workplace e-bike scheme
Funded through ATE
Glos E-scooter trial



Love To
Ride/Gloucestershire
Seasonal Wheeling
challenges with funded
incentives
Encourages local champions
Ability to rate your route



Workplace Travel Planning
programmes

Travel planning support-
linked to Active Business
Group

Data led behaviour change
programmes



Greener Gloucestershire
The power of Partnerships
& Influencers at
Strategy, policy and local
level

Launched
Gloucestershire She's
Electric campaign

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ATE's Accredited Travel Planning Pathway - Modeshift

Modeshift STARS Education Accreditation Pathway

1. GETTING STARTED

- Sign up to Modeshift STARS
- Define your Travel Plan Aims and Objectives

2. ASSESS THE SITUATION

- Conduct a Site Audit*
- Undertake a Travel Survey*

3. TARGET SETTING

- Set your Travel Plan Targets

4. ACTION PLAN

- Record initiatives you have already delivered
- Plan and deliver new initiatives

5. GET ACCREDITED

- Get senior level sign-off
- Submit for accreditation approval on the STARS website

MONITOR, REFRESH, MAINTAIN AND PROGRESS

- Once you have achieved STARS accreditation continue to monitor the impact of your Travel Plan and keep your Action Plan up to date
- STARS Education accreditation is valid for one year, so maintain your accreditation and aim to progress to the higher levels



*Site Audit and Travel Survey templates are available on the Modeshift STARS website, along with other guidance and resources.

Modeshift STARS Business Accreditation Pathway

1. GETTING STARTED

- Sign up to Modeshift STARS
- Define your Travel Plan Aims and Objectives

2. ASSESS THE SITUATION

- Conduct a Site Audit*
- Obtain annual staff mode of travel data*

3. TARGET SETTING

- Set your Travel Plan Targets

4. ACTION PLAN

- Record initiatives you have already delivered
- Plan and deliver new initiatives

5. GET ACCREDITED

- Get senior level sign-off
- Submit for accreditation approval on the STARS website

MONITOR, REFRESH, MAINTAIN AND PROGRESS

- Once you have achieved STARS accreditation, continue to monitor the impact of your Travel Plan and keep your Action Plan up to date
- STARS Business accreditation is valid for three years, so maintain your accreditation and aim to progress to the higher levels



*Site Audit and Travel Survey templates are available on the Modeshift STARS website, along with other guidance and resources.

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Where to start or build your journey?

1. People - Identify champions from the school, employer and local community to set up new or build on working groups.

2. Prioritisation & Quantification – use Modeshift STARS Schools Travel Planning Platform and make an Action Plan!

3. Partnerships & Campaigns - link in with key services and national initiatives to support your ambition and remember your main resource – your pupils, community and employees 😊

4. Policy & Curriculum –Commit to encouraging Active Travel by creating an endorsed active travel policy and activities in the curriculum

Inspiring behaviour – the nudging carrot?



Micro mobility Services & campaigns

- E-Bike Services:
- GCC funded Pedal Eazy Community Bike Hire- up to 3 months hire through Glos Bike Project, Stroud Transition and GCC libraries
- ATE funded Workplace E-Bike Hire – Up to 3 months
- ATE funded Active Travel Grants – Assist in purchase equipment, Storage, events and campaigns - **NOW open!**
- Gloucestershire E-Scooter Trial –commissioned to Voi accessible Gloucester & Cheltenham
- Cycle Hoops secure storage
- ATE funded Campaigns:
- Love To Ride/Gloucestershire
- She's Electric Gloucestershire

Pedal Eazy loan scheme

Rent an e-bike for up to three months and receive your rental fees back as e-bike vouchers if you decide to purchase an e-bike or accessories from one of our partner stores.

Regular rate: £70 per month. * Jobseeker rate: £30 per month.

With Transition Stroud and Gloucester Bike Project.

For more information, visit
<https://www.thinktravel.info/cycling/pedal-eazy/>
or scan the QR code



from
£30 per
month*

thinktravel

Gloucestershire
COUNCIL



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The Power of Partnerships- Love To Ride's Cycle September – Spot Light



Partnership developed between Thinktravel & Sustainability teams to support Love To Ride's Cycle September as the council's key annual Active travel Campaign.



The campaign included advertising across:

- *Stagecoach Buses + advertising on Real Time Info Platforms
- *Railway posters at local stations
- *Local Answer Magazine adverts circulated to 283,000
- * Greener Gloucestershire Newsletter reached 3,011 subscribers receiving up to 1,850 opens & 217 clicks
- *Bike Workshops
- *Led rides
- * Active Travel Grants
- * Encourage sign up for Love To Ride/Gloucestershire with Thinktravel's Community (Pedal Eazy) and ATE's Workplace E-Bike Hire schemes



Thank you for listening 😊

Please reach out to our friendly Thinktravel Team if you would like further information about our services.

Contact us on :

Email: thinktravel@gloucestershire.gov.uk

On the web: thinktravel.info

FB/X: ThinktravelGlos



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