

# The Thinktravel Service

## Update on Walking and Wheeling Initiatives - November 20<sup>th</sup> 2025



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Accountable Integrity Empower Respect Excellence



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Active  
Travel  
England



## 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!



we  
can  
move

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

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we can move



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.



# What are GCC already doing to enable walking and wheeling?



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# Thinktravel Educational offer



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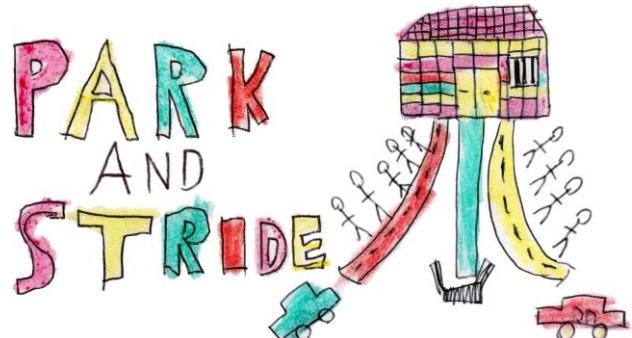


Active Gloucestershire

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# Thinktravel's Offer



<b>EYFS</b>
<b>Y1</b>
<b>Y2</b>
<b>Y3</b>
<b>Y4</b>
<b>Y5</b>
<b>Y6</b>

'We're going on a ... hunt'

'Be a road safety hero'

'Stepping Out' Ped Training

Themed assemblies

'Walk Smart, Look Up'  
Led Cycle/walks Rides

## #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



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# Campaigns, competition & incentivisation



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# Campaigns, competition & incentivisation

- Modeshift Month – September annually
- Cycle to School Week – 13<sup>th</sup> – 17<sup>th</sup> Oct
- Road safety week – 16<sup>th</sup>- 22<sup>nd</sup> Nov
- Big Walk and Wheel \* – 24<sup>th</sup> March- April 4<sup>th</sup> 2026  
\*Note: Charity changed name from Sustrans to 'Walkwheelcycle Trust'
- National Walking Month- May \_ Living Streets
- Walk to school Week – Living Streets – 19<sup>th</sup> May- May 23<sup>rd</sup> 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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Integrity



Empower



Respect



Excellence



# 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

### 3. TARGET SETTING

- Set your Travel Plan Targets

### 5. GET ACCREDITED

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

### 2. ASSESS THE SITUATION

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

### 4. ACTION PLAN

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



### 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

### 3. TARGET SETTING

- Set your Travel Plan Targets

### 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**

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# Inspiring behaviour – the nudging carrot?



You can't buy happiness  
but you can buy  
bikes, and that's  
kind of the same  
thing.

someecards  
user card



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# 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



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**TRANSITION STROUD**  
INSPIRING ACTION FOR A SUSTAINABLE FUTURE

**GLOS  
BIKE  
PROJECT**



# 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 campaigned 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



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R Q R Q R Q



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Gloucestershire  
COUNTY COUNCIL

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@goucestershire.gov.uk](mailto:thinktravel@goucestershire.gov.uk)

On the web: [thinktravel.info](http://thinktravel.info)

FB/X: ThinktravelGlos



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