

Preparatory Plan

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Title	Preparatory Plan
Work Package	WP2: Communication and Dissemination
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Revision History	/



1 Introduction

The preparatory plan is a framework plan setting the details for the preparation activities. This plan will lead the STARS consortium through the first phase of the project and informs on the process taking place during the implementation phase. In the plan, timelines, parameters and requirements of WP3 and WP4, targets and training requirements will be set.

The preparatory plan follows the four steps of WP2 – Development and knowledge transfer.

- Preparation and knowledge transfer
- Developing the programme around partners' needs
- Testing and training
- Expert Seminar – ongoing improvement

The plan is a guideline, which is built around partners' needs. It is not a static plan, but a strategy that can be adapted to the process when needed. As work package leader (WP2), Mobiel 21 will make sure all requirements are fulfilled.

- Guiding, encouraging and providing the tools for schools to increase cycling levels and reduce the number of collisions with young people
- Encouraging schools to work independently as a community to commit to monitoring and evaluating their travel activity

The STARS consortiums objective is to create a long lasting toolkit of measures which can be rolled out to other local authorities.



2 Preparation and knowledge transfer

2.1 Preparatory workshop

2.1.1 Content

The preparatory workshop was held in London on 10th-11th April. Good practice schemes around Europe were presented in preparation for both the Accreditation Scheme (primary schools) and the Youth Travel Ambassador Scheme (secondary schools). External experts were invited to share their experiences from projects aimed at both target groups.

Primary school campaigns

- Children Miles Campaign (Bielefeld)
- Madrid on foot, Safe route to school (Madrid)
- Car Free (Milan)
- Pedibus (Milan)
- Little Red Riding Hood Walks Alone exhibition and parents video (Madrid)
- TfL STAR (Hackney)

Primary school experts

- Modeshift STARS (Nick Butler)
- Traffic Snake Game (M21)
- Road Safety Label (Ronald Soemers, Noord Brabant)
- STAR TRACK (TfL)

Secondary school campaigns

- I-Bike (Edinburgh)
- Torrecaminos – Bike or walk to school (Torrelodones / GEA 21)
- ECO-Tripper (IEE project Connect / M21)
- Concrete Dreams, Safer Choices (Hackney)
- Ride2School (Rotterdam)
- Civitas School Cycling Programme (Aalborg)

Secondary school experts

- From5to4 campaign (DTV)
- Youth Travel Ambassadors (TfL)

The minutes of the preparatory workshop are part of the PMG1 minutes. The output of the preparatory workshop was used in the preparation meeting between the WP2/3/4 leaders.

2.1.2 Timing

What	Who	When
Preparatory workshop	All partners	11-12/04/2013



2.2 Background analysis

2.2.1 Content

All implementation partners will undertake a full background analysis. Partners will use the template (in guidances for STARS advisors) to collect the information about the participating cities and schools. The templates will be collected and summarised by Mobiel 21. The data will be collected for each school participating in STARS, so different collection rounds will be conducted (at least one per school year).

2.2.2 Timing

What	Who	When
Produce Background Analysis template	M21/GEA21	30/6/2013
Undertake background analysis	All partners	Ongoing
Send B Analysis results to M21	All partners	1/8/2013 – Ongoing

2.3 Local workshops

2.3.1 Content

All partners will hold a local workshop. The local workshop will bring together the STARS Advisors who will be responsible for coordinating the STARS activities as well as representatives from the participating schools (headmasters, teachers, students) and other stakeholders (police, local authority, etc.). All partners will use the guidelines to host the meeting and the template to report on the local workshop. See timeline below.

2.3.2 Timing

What	Who	When
Guidelines for local workshop	M21	31/07/2013
Reporting template for local workshop	M21/GEA21	31/07/2013
Undertake local workshop	All partners	15/08/2013 to 15/10/2013
Reporting on local workshop to M21	All partners	30/09/2013



2.4 Synthesis of needs and parameter setting

2.4.1 Content

The output of the preparatory workshop, background analysis and local workshops will be used during the preparation of both the primary and secondary schemes. It will be a cyclic process. Partners will give input according to the timetables in this preparatory plan. Additional information will be provided upon request.

2.4.2 Timing

What	Who	When
Constant feedback from partners, stakeholders and target group will be fed back into the development process.	All partners	Ongoing



3 Developing the programme around partners' needs

On 26th April, WP2, WP3 and WP4 work package leaders met to link the output of the preparatory workshop to the first draft Accreditation and Youth Travel Ambassador schemes. For both schemes, guidelines will be developed for partners to use. These guidelines include a working plan with all information, questionnaires, toolkits, reporting templates, etc.

3.1 Accreditation (WP3)

3.1.1 Content

Based on the input of the preparation and knowledge transfer tasks, a standardised accreditation model will be developed. The outcome will be described in the working plan, consisting of:

- D2.4 Accreditation guidelines
- D2.2 Local workshop reporting template
- D3.1 Implementation plans template
- D3.2 Letters of commitment template
- D3.3 Accreditation action plans template
- D3.4 Accreditation audits template
- D3.4 Annual reporting and case studies template

Along with the guidance and the working plan, an accreditation toolkit will be developed. The accreditation toolkit will be a ready-to-use set of measures, which will enable schools to take ownership of the project and implement behaviour change initiatives. The toolkit will take advantage of previous successful national and EU-funded projects to mainstream other campaigns and initiatives that have proved to work (see list of projects from preparatory workshop).

The STARS website will provide a system for schools to register their journeys and accreditation activities. The toolkit will also be available on the website, including all guidelines and templates.

3.1.2 Timing

What	Who	When
First Draft STARS methodology	NBr	3/5/2013
Example letter of commitment for schools	NBr	3/5/2013
Comments on first draft STARS methodology	M21/DTV/LEPT	13/5/2013
Final version to partners	NBr	24/5/2013
Comments from partners to NBR/M21/LEPT	All partners	31/5/2013
Draft Guidelines and working plan	M21/NBr/LEPT	1/7/2013



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Comments on guidelines and working plan to M21/LEPT	All partners	5/7/2013
Final version ready for translation	M21	10/7/2013
Translated versions to M21	All partners	30/7/2013
Accreditation website online (EN)	M21/DTV/LEPT	15/8/2013
Draft accreditation toolkit	M21/NBr	15/8/2013
Translation of accreditation website	All partners	1/09/2013
Draft accreditation toolkit for test schools	M21/Nbr/LEPT	1/09/2013
Final accreditation toolkit	M21/NBr/LEPT	1/12/2013



3.2 Peer-to-peer engagement (WP4)

3.2.1 Content

Based on the input of the preparation and knowledge transfer tasks, a standardised peer-to-peer model will be developed. The outcome will be described in the working plan, consisting of:

- D2.5 Accreditation guidelines
- D2.2 Local workshop reporting template
- D4.1 Implementation plans template
- D4.2 YTAS action plans template
- D4.3 Case study reports template

The peer-to-peer model will be supported by a YTAS toolkit and a Cycle Challenge website. The toolkit will be based on a pretested TfL model (available from LEPT) and includes guidance on how to set up the YTAS Scheme, engage students and ensure ongoing participation. The Cycle Challenge website will be the interface for all students where they can meet each other, learn about the STARS project, and which they can use to promote YTAS to their peers. The tool will monitor and stimulate cycling and will be based on similar tools (F5T4, Challenge4Change, etc.)

3.2.2 Timing

What	Who	When
First draft YTAS & CC methodology	DTV	3/7/2013
Comments on first draft YTAS & CC methodology	M21/NBR/ LEPT	10/7/2013
Final version to partners	DTV	16/7/2013
Comments to DTV/M21/LEPT	All partners	22/7/2013
Draft Guidelines and working plan ready	M21/DTV	26/7/2013
Comments on guidelines and working plan to M21	All partners	29/7/2013
Final version ready for translation	M21	31/7/2013
Translated versions to M21	All partners	15/8/2013
Cycle Challenge website online (EN)	M21/DTV/LEPT	23/8/2013
Draft YTAS toolkit	M21/DTV/LEPT	23/8/2013
Translation of Cycle Challenge website	All partners	1/09/2013
Final YTAS toolkit	M21/DTV/LEPT	1/12/2013



4 Testing and training

4.1 Training

4.1.1 Content

A training session will be held for all partners (and STARS Advisors) on both the accreditation and peer-to-peer models. The training will offer the following skills:

- Training on running and managing the accreditation and peer-to-peer engagement initiatives (by DTV and Noord Brabant)
- Training in youth engagement, school engagement and empowerment (by Mobiel 21)
- Training in communications and marketing (by POLIS)
- Training in monitoring and evaluation (by GEA 21)
- Training on how to train local administrations to deliver the scheme.

4.1.2 Timing

What	Who	When
Training on Accreditation model	All partners	Together with PMG2
Training on P2P model	All partners	Together with PMG2

4.2 Testing

4.2.1 Content

The accreditation and peer-to-peer models will be tested during the first year of implementation. Feedback will be collected from the schools and will be used to refine the models where necessary. The guidance for schools will also be updated with input from the test phase.

4.2.2 Timing

What	Who	When
Test Accreditation model	All partners	09/2013 – 06/2014
Test P2P model	All partners	09/2013 – 06/2014
Feedback test phase to M21	All partners	30/06/2014



5 Expert seminar – ongoing improvement

5.1.1 Content

Feedback will be collected from the implementation cities on a regular basis.

- At PMGs
- At official reporting moments in the project (PR1, PR2, IR, FR)

An expert seminar will be held after Year 1 of implementation to collect information on what has worked well, what hasn't worked well, best practices, modal shift achieved and where improvements can be made. Along with the STARS Advisors from the partner cities, at least 30 other cities from outside the consortium will be invited to the seminar to provide them with STARS training and to disseminate the results of the first year of the project. Mobiel 21 will organise and host the meeting in conjunction with PMG4.

5.1.2 Timing

What	Who	When
Expert Seminar	Representatives of implementing cities + 30 cities outside the consortium	09-11/2014