

# Invite local dignitaries to travel events

Better by...



## About this activity

Suitable for all schools and nurseries.

Invite local dignitaries to your school to celebrate special events and raise the profile of your STARS work in the local community.

You could invite local councillors, the Mayor, an MP or another well known local person or mascot to your travel event(s). Ask them to present awards, launch or judge a competition, start a sponsored walk or officially open a facility, such as newly installed bicycle parking.

With the support of your school travel working group, contact the local press to ask if they will cover the occasion or send them a press release. Publicise your achievements on your website and school travel notice board, in your newsletter and via social media.

## How to evidence your activity

- Involve your borough officer: Share your ideas, agree your objectives and discuss any challenges you face
- Record the feedback from pupils, staff and dignitaries. Take pictures of the dignitary at your event
- Sign in to Modeshift STARS to add your story. Explain the activity, include copies of any correspondence, press coverage and photos from events.

## How it helps

This activity counts towards:

- Promotion
- Raises the profile of your school's STARS work
- Supports active travel projects
- Encourages community involvement

### Get one step closer to accreditation:

Share how you delivered this activity by writing a short summary, uploading photos and other evidence.



## Activity steps

- 1. Plan the event**

Work with your school travel working group and senior leadership to plan your event and decide who you would like to invite.
- 2. Invite your guests**

Write to your chosen local dignitary inviting them to attend your event.
- 3. Publicity power**

Invite the local newspaper or radio station to cover the event - if they can't attend, send them your press release. Make sure you take photos for your newsletter and website.
- 4. Check for success**

Add your story to the STARS website and feedback to your borough officer.
- 5. Tell your story**

Feedback to your borough officer and add your story to the Modeshift STARS website.