

Sustrans Bike It in London

Inspiring school children to travel actively

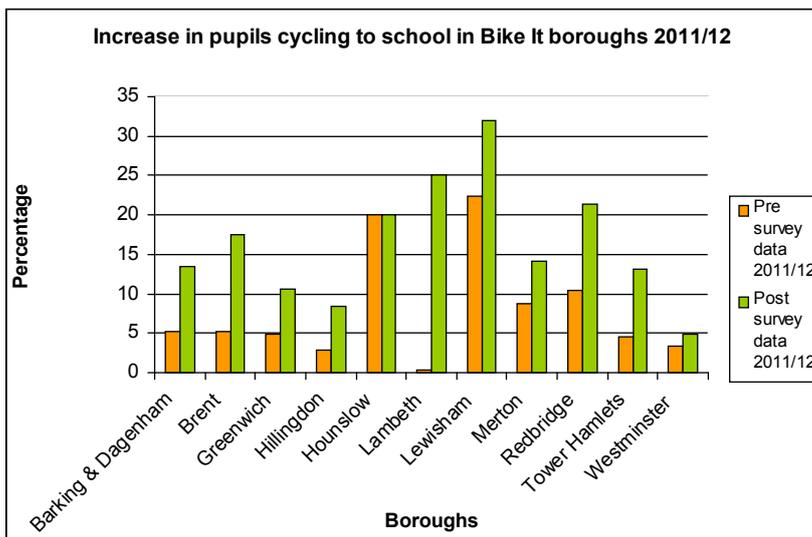


Sustrans **Bike It** programme started in London in 2006 to help inspire school children get fit and healthy by teaching them the skills they need to cycle safely and responsibly.

We do this by **helping schools to make the case for cycling** in their school travel plans; we **support cycling champions** in schools and **demonstrate that cycling is a popular choice** amongst children and their parents.

Our aim is to **create a pro-cycling culture** in the school which continues long after the Bike It officer has left.

Bike It in London has consistently **doubled the number of pupils cycling regularly** to school year on year.



In responding to the needs of our partners throughout the UK, Sustrans has taken **learning and successes from Bike It** to develop a broader sustainable and active travel to school programme targeted at the wider school community. This programme, called **Bike It Plus**, focuses on:

Active Travel – promoting a variety of healthy, environmentally friendly, and safe modes of travelling to and from school e.g walking, cycling, scooting

Health and Wellbeing – tackling issues such as obesity brought on by children not reaching recommended levels of physical activity

Social Inclusion – addressing barriers created by living in deprived areas and young people becoming NEET (Not in Education, Employment or Training).

Curriculum – embedding safer and more sustainable travel choices and learning into school assemblies, lessons and assessment activities.

Olympic Legacy – organising events to inspire children to cycle to school for fun and for sport.

Key Statistics in London for 2011/12

Pupils regularly cycling to school increased from 6.6% to 15.6%

Pupils never cycling to school decreased from 85% to 66%

Pupils usually driven to school decreased from 23% to 21%

15,000 pupils engaged

5000 parents engaged

Over 200 schools over 6 years of the programme

“It’s great to see so many children riding to school, this looks like a great project, can I get on a bike for the photo?”

Jon Cruddas MP Barking and Dagenham, attending Beam Primary School



Bike It U Can 2 parent project

This 8 week programme works with parents to teach them how to ride a bike, if they have never been on one and to help improve cycling skills and confidence if they can already ride. Thereby giving them the skills to safely cycle to school with their children and to cycle for leisure and work journeys.

“I think this is a wonderful idea. Anyone can ride a bike, but to learn how to ride on the road you need to learn how to ride right. Participant, Westminster Bike It U can 2 programme.

What the pupils thought:

‘You have inspired me to cycle more’

“Thanks so much for teaching me to ride my bike. I never thought I was going to and my parents are so proud of me”

What parents thought:

“Thank you so much! This is something we never thought Oliver would achieve. We went cycling in the park at the weekend as a family and have seen a change in his behaviour and confidence since”

What the schools thought:

“These sessions have been great at getting parents involved with their children. It has been great to have an activity where dads have got involved too”

What we are doing now:

Sustrans has **10 Bike It Officers** working in **14 London boroughs**, supporting a further six boroughs at a distance. In addition to the traditional Bike It activities, officers are also delivering:

Bike It U Can 2 parent project

PE GCSE cycling

BMX and Track sessions

Rolla-league for secondary schools

For more information contact:

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Sustrans is the charity that’s enabling people to travel by foot, bike or public transport for more of the journeys we make every day. It’s time we all began making smarter travel choices.

