#AndSheCycles

Ambassador resource pack

sustrans
JOIN THE MOVEMENT

#ANDSHECYCLES

Welcome

- First of all, thank you agreeing to take on the role of #AndSheCycles ambassador at your school.
- Theatre Director Marianne Elliott sums it up perfectly:

> ***"If you can't see it, you can't be it. It's having those brilliant women break out and do something - then other girls can say, 'I can do it, too!"***

- This pack isn't homework, **it's a space for ideas, creativity and opportunities.** Dip in and out of it as and when you need to.

What is #AndSheCycles?

- #AndSheCycles is a project aiming to address the gender gap when it comes to cycling as a teenager.
- We want to encourage girls that whether it's for fun, a way to get from A to B or for sport, **cycling is for EVERYONE**.
- The campaign aims to be inclusive of trans and intersex women and girls, as well as non-binary and gender fluid people who are comfortable in a space that centres the experience of young women.

What are the barriers?

- We want to hear what you're up against, so we can help create solutions. We want you to think about any barriers you've faced that made you less keen to cycle, especially if there are any that are specific to your school or area.
- It would be great if you could ask some of the younger pupils too. We'll pop some links to resources in the links section to help with this. The important thing is to make them feel valued and listened to. This can be a great stepping stone to get girls who haven't cycled in a while.
- Use these barriers to shape how the project tackles them in your school or area.

Myth busting and barrier smashing

- Some of the most common barriers and myths that have come up in other groups are:

***No other girls do it *They feel too self-conscious or embarrassed**

***They were told it's not for girls *They think it's not cool**

***They believe it's just for sporty people**

- However you choose to tackle the barriers, the most important aspect is **making it fun and inclusive** for other teenage girls.
- We want to create safe spaces for **ALL** girls even those who have never cycled to take part.
- In this video from the Green Schools Ireland campaign, you can hear girls describing some similar barriers and how the campaign helped to overcome them.

Training Opportunities

- **Cycle Ride Leader course**

(1 full day or 2 half days to enable you to lead and assist on bike rides)

- **Bikeability Instructor**

(A one-day course that enables you to deliver Bikeability Scotland levels 1 and 2. This means both playground based and on –road sessions)

- **Bike Maintenance** and how to deliver basic bike maintenance sessions to other girls.
- Ideas for how to run **fun, engaging skills sessions**, **games, obstacle courses**. In addition to **learn to ride** and **confidence building sessions.**
- **How to plan and risk assess routes.**

The last three can all be bespoke to you and your school's needs.

Activity ideas

- **Organise an #AndSheCycles sponsored bike ride** to raise money for your school's chosen charity. In the run up to this you'd do some general bike skills training and some smaller training rides building up to the main thing. Hopefully this will encourage people to take part and then when they realise how much fun it is they'll want to join the #AndSheCycles group.
- **Look out for action days** like **clean air day, car free day, bike to school week** and try and create mass action riding to school on those days.
- **Hold an #AndSheCycles raffle**: this is a regular weekly or monthly raffle, however, you can only get a raffle ticket if you've cycled to school. This would be something that might take time to build momentum for. We can fund a prize.

Activity ideas

- **Plan a ride to a local pump track, ice cream parlour or park.** This doesn't need to be a long ride. If possible, use dedicated cycle routes so the girls know where they are in the future. We can help with route planning, risk assessment and training for you and your group leaders.
- You can find lots of **cycling games ideas** on the Cycling Scotland website here.
- **Hold a session on basic bike maintenance.** This could include puncture repair classes and how to do basic fixes if you get into bother when you're out on a ride. **This is something we can provide some informal training on too.**
- You could **arrange a Be Seen ride** where girls dress in bold colours to show that teenage girls on bikes are a visible presence.

Your activity ideas

- This is a space for you to pop down your ideas.

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Social media content creation

- This is another opportunity for girls to be involved in the #AndSheCycles campaign whether you're behind the camera or in front of it.
- You can capture footage from rides and sessions or you can be involved in the editing. This means taking that footage, using Canva and our branding tools to turn it into a reel, story, or post ready to go out onto our social media channels.
- **IMPORTANT!** Anyone who is going to be on camera needs to have filled out one of our photo consent forms. If you are over 16 you can do this yourself. For anyone under 16 we need their parents to consent before you can share any content with us. Details of how to get the forms are on the last page of this pack.

Social media content creation

- At the moment, we're looking for content for our **Instagram, Snapchat** and **TikTok** channels.
- We want our followers to feel **excited to cycle** to school, to the cinema, to shops and so on. This is a supportive **movement to motivate** and inspire them. We want everyone to **feel represented** and part of a **bigger community** – they're never alone. We want them to be **proud to be a cyclist** and a **change-maker**.
- Our campaign strives to make them feel **confident, informed, safe and prepared** and, above all, **empowered.**
- If you are interested, we'll send you a more in-depth social media volunteer pack and set up a time to go through it all. We can also organise some external training around creating engaging content.

What is Sustrans doing?

- We've been trying to **tackle the lack of visibility** by funding and supporting initiatives like this one in schools and youth organisations across Scotland.
- We've also been trying to **tackle societal attitudes** about who cycling is "for" through talks at events, everyday interactions with partner organisations as well as our social media channels.
- We're using our Instagram, Snapchat and TikTok to **normalise teenage girls cycling.**
- **We're providing training opportunities** for our ambassadors and school staff and youth organisations taking part in the project.

Support available

- At Sustrans we have access to some exciting bits of equipment. Depending on availability, you can borrow the following:
- **Skills Kits** - these are a series of cones, slalom (coconut shy poles), limbo, ramps and seesaw which can be used for developing confidence and creating obstacle courses.
- **Smoothie bike** - this is a regular bike with a blender attached to the back wheel, so as you pedal you turn the blades in the blender which means you can make smoothies or milkshakes.
- **Pedal Cinema** - this is a little bit more sophisticated. There's only one in Scotland so it is in high demand. The pedal cinema has three bikes that generate electricity as you pedal. This electricity is harnessed and powers a projector that can show anything as long as it's on a USB stick. We have lots of premade playlists and videos available, but equally if you wanted to create your own film and save it to a USB you could do a pedal powered movie premier!

Links, contacts and consent forms

- **For any support** or queries, **no matter how big or small**, please email us at andshecycles@sustrans.org.uk
- Teachers can download the **teacher pack** to help with **discussions about barriers to cycling** on the #AndSheCycles website
- You can find our online **photo consent forms** here. Remember any participants who are under 16 must get their form signed by their parent/guardian.
- Follow us on **Instagram**, **TikTok** and **Snapchat**!