



Become a Big Pedal promoter

Sustrans Big Pedal is the UK's largest inter-school **cycling, walking and scooting** challenge. The challenge inspires **pupils, staff and parents** to choose 'human power' for their journey to school.

Challenge dates: 25 March - 5 April 2019

"The competition is immense and everyone loves it. Last year, schools in our county clocked up nearly 20,000 journeys during the two weeks."

Teacher, Clayton Primary School

Participation is free to schools and is open to all **primary and secondary schools in the UK including SEN schools**. Schools compete to see who can get the **highest number** of their pupils, staff and parents cycling, walking or scooting to school.

In 2018, over
1,200
schools made
989,414
journeys to schools by
bike and scooter

Why become a Big Pedal promoter?

Organisations, such as local authorities, who work with schools can sign up for a Big Pedal promoter account.

Sustrans Big Pedal is a **fun, easy and inspiring competition** to get **children and adults to travel actively**. It can also inspire long-term changes. In 2018, 82% of Big Pedal schools surveyed said pupils continued to travel actively to school following the competition. This can ultimately help you with your own objectives to:

- improving health
- enhancing mental health and wellbeing
- reducing congestion
- improving air quality

Best of all, participation in the Big Pedal promoter programme is **free**.



"The encouraging thing is that staff find it easy to administer and all schools who take part in one year, choose to take part in following years!"

Judith, Active Travel Cumbria County Council.



We make it easy for you to support Sustrans Big Pedal:

We

1. Organise a 2-week competition
2. Give you promotional materials such as email templates and information sheets.
3. Keep you updated on what's going on with the national campaign.

Provide you with a Big Pedal website account which:

- allows you to create **bespoke leaderboards**
- provides **fun stats and reporting tools** on your schools

You

1. Promote the Big Pedal to schools in your local area
2. Use our **monitoring** tools and fun stats and for your **own reports and press releases**
3. You could also use the competition to organise your own prizes, competitions and generate press opportunities.

How to get involved?

Email bigpedal@sustrans.org.uk and say you want to be a Big Pedal promoter.

Contact schools in your area encouraging them to sign up to Sustrans Big Pedal 2019. Schools can register from January 2019 via the Big Pedal website: www.bigpedal.org.uk.



Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute. Join us on our journey. www.sustrans.org.uk

Sustrans is a Registered Charity No. 326550 (England and Wales) SCO39263 (Scotland)
Company Limited by Guarantee no. 1797726 © Sustrans 2019 Photography: Sustrans


sustrans
JOIN THE MOVEMENT