

# Bike It – Bournemouth & Poole

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## End of Project Report

November 2012



## About Sustrans

Sustrans makes smarter travel choices possible, desirable and inevitable. We're a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

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## Executive Summary

In November 2008, Bournemouth & Poole Teaching Primary Care Trust commissioned Sustrans to deliver the Bike It project as part of a local approach to tackle high levels of childhood obesity, in line with the national obesity strategy *Healthy Weight, Healthy Lives*.

Sustrans' Bike It project works in schools to get more young people cycling (and walking), more often. Officers deliver a planned programme of activities designed to bring about long term behavioural change, with the creation of the legacy built into the core of the project.

Hands-up survey results from Bike It schools in Bournemouth & Poole show that **the project has consistently increased levels of cycling to school over one year of intensive engagement in the project meeting the core aim of the project:**

- Regular cycling levels increased from 19.7% before Bike It to 34.5% after one year of engagement in the project
- This includes an increase in everyday cycling to school from 5.0% before Bike It to 9.6% after one year of Bike It

Results from schools in their third year of the project show that these **high levels of cycling have been sustained over subsequent years of the project:**

- Everyday cycling increased from 4.4% before Bike It to 8.2% after one year of the project, increasing to 9.1% of pupils in year three

This increase in cycling has been complimented by an **increase in levels of walking** and a corresponding **decrease in pupils being driven to school:**

- Everyday levels of walking to school have increased from 32.9% before Bike It to 38.5% of pupils in the third year of the project
- The percentage of pupils regularly being driven to school decreased from a baseline of 65.0% before Bike It to 48.6% after three years of the project

Hands-up survey results in Bournemouth & Poole are supported by results from our national surveys with teachers and partners engaged in the project. Alongside reporting increased levels of active travel, 62% of teachers said that Bike It had **reduced car use** on the school commute. 74% of teachers also said that **Bike It has increased awareness of the need to be physically active.**

Qualitative feedback from teachers across the UK also highlights **a number of unexpected benefits of Bike It activities** including *"punctuality of children on bikes and scooters"*, increased *"responsibility"* and *"independence"* and the *"opportunity for children to work as part of a team."* Teachers also praised the range of activities, providing *"excellent cross-curricular links"*, enabling **Bike It to engage hard-to-reach groups** and providing *"outstanding engagement with all abilities."*

Over the course of the project, **the Bike It Officer in Bournemouth & Poole has delivered over 480 of these Bike It activities and events and 72 school assemblies** to pupils to raise awareness of the benefits of active travel. Bike It has also worked in conjunction with Bikeability to create five new cycle trainers and help deliver Level 2 National Standard cycle training to over 553 pupils.

As a result of Bike It, twelve schools now have new cycle storage – an investment of over £80,000 – ensuring that adequate infrastructure is in place to meet the demands of increased cycling to school.

Qualitative feedback from teachers in Bournemouth & Poole has been overwhelmingly positive:

*"The more that organisations like Sustrans can do to campaign for safe cycle routes and encourage families to cycle and generally catch 'the next generation', the better! In all my time in education, this surpasses (in my opinion) most initiatives which come and go as fashions but rarely provide a lasting change in either performance or behaviour. This might!"*

## About Sustrans

Sustrans is a leading UK charity enabling people to travel by foot, bike or public transport for more of the journeys we make every day. Sustrans makes smarter travel choices possible, desirable and inevitable. Millions of people choose to travel in more sustainable ways due to the work Sustrans is doing. Sustrans started out in Bristol in 1977 and is now a national charity working in a number of different ways to get more people travelling actively and sustainably. We work with families, communities, policy-makers and partner organisations so that people are able to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.

## About Bike It

Sustrans' Bike It project works in schools to get more young people cycling (and walking), more often. Our officers deliver a planned programme of activities designed to bring about long term behavioural change, with the creation of the legacy built into the core of the project. We do this by:

- Working with the school management team to gain their full support for the project
- Using every opportunity possible to explain the benefits of cycling (and walking) to the young people, their parents and teachers
- Addressing parental and school concerns about the safety of young people getting around by bike (and on foot), with the help of the local authority and other partners
- Organising practical activities that help give people confidence to cycle (and walk) more, including group cycle rides and walks, cycle training and bike maintenance
- Linking cycling (and walking) to the school curriculum
- Providing training opportunities for teachers, parents and volunteers, enabling them to start leading activities themselves
- Organising local events, generating positive publicity and motivating children, parents, staff and community members to join in
- Arranging UK-wide mass-participation events, such as the Big Pedal
- Providing ongoing support for schools as they progress through the Sustrans School Mark, our scheme to recognise and encourage long-term commitment to cycling (and walking).

## Aims

### Overall Aim

To increase the number of young people travelling to school actively and/or sustainably.

### Specific Aims

- To increase the average level of cycling to school to 2% at all schools after one year, 5% at the end of the second year, and 10% at the end of the third year of the project
- To reduce the number of young people travelling to school by car – with a shift to active travel modes or use of public transport
- To raise awareness of the benefits of active travel
- To create a culture of active travel within project schools that can be sustained once the Project Officer has departed

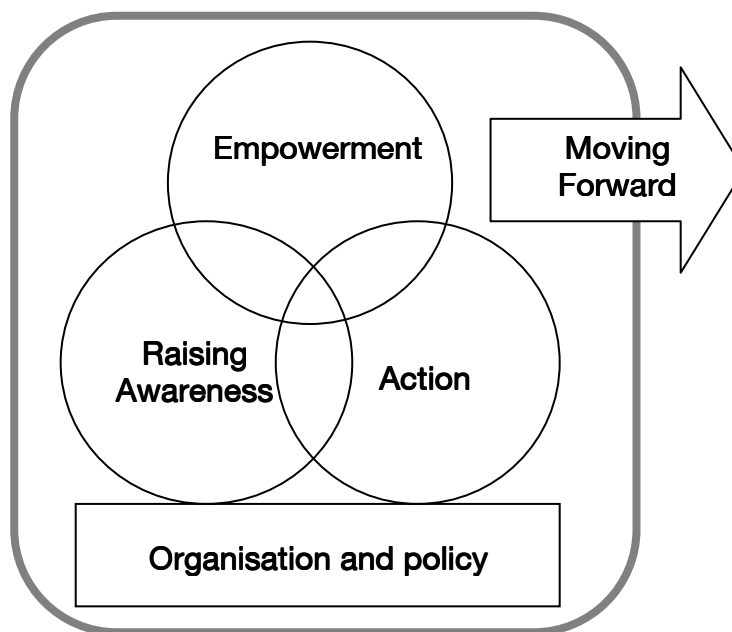
### Potential secondary benefits

- Increased levels of physical activity among pupils
- Increased wellbeing among pupils
- Increased levels of active travel outside of school
- Increased active travel among pupils' parents and teachers
- Reduced car usage among pupils' parents and teachers

## Delivery Methodology

The key components of the Bike It project are as follows:

- Before commencing the project, we look at the 'Organisation and Policy' of the school to ensure the project will be fully supported
- 'Raising Awareness' activities are delivered towards the start of the project to develop people's knowledge of the reasons *why* we want to change behaviour
- Having helped show people the reasons for changing behaviour, the next stage is to enable this change – thus 'Empowerment' activities follow
- 'Action' activities – activities that motivate and celebrate the behaviour change - have the biggest impact after the *why* and *how* questions have been responded to.



The process of delivery of these elements is not completely linear and many activities may fulfil two or three of the intended outcomes. It is also important to revisit each of the elements at regular intervals during the programme as the project engages with a new intake of participants. Sustainability ('Moving Forward') is achieved by the progressive shift of ownership and responsibility for the project from the Sustrans Officer to the wide school community. This is achieved by training pupil and teacher 'champions', volunteers and parents to be able to deliver the different aspects of the project and by ensuring a supportive environment is created within and around the school. The School Mark programme is available to set clear, achievable targets, signposting the next steps towards long-lasting cultural change.

A detailed breakdown of School Mark criteria is provided as an appendix to this report (pp13-16).

**The School Mark programme consists of three progressive levels** for schools to work through. The achievements that are set out are cumulative, so that a school must complete the previous level before moving on to the next. The scheme is not time-bound, and is only dependent on schools meeting the set criteria.

**Bronze** - the school has worked in partnership with Sustrans to bring about some organisational, cultural and behavioural changes that help to support pupils in cycling to school.

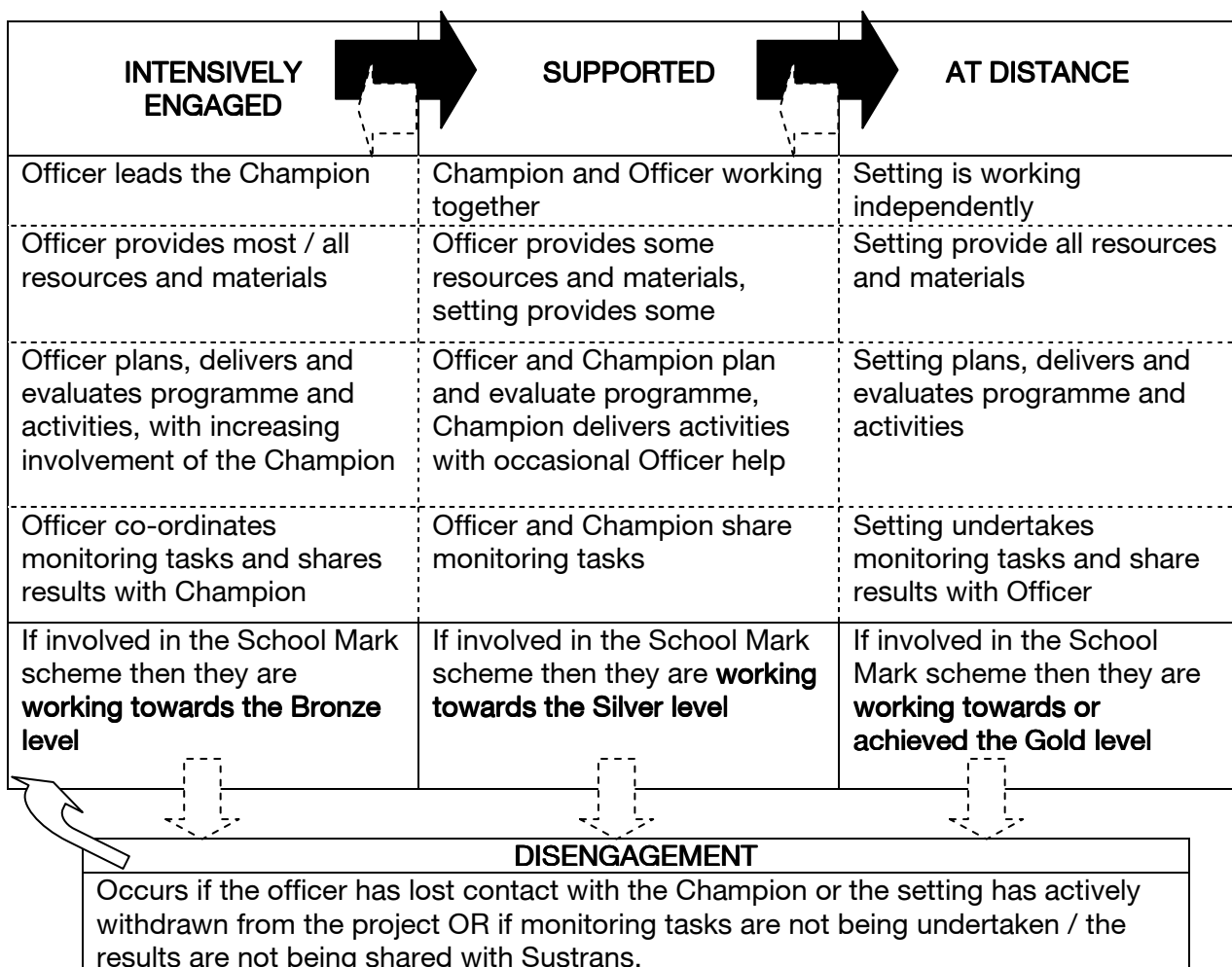
**Silver** – the school continues to demonstrate its commitment to the ideals of the project, but with more of the energy and resources coming from within the school and its community.

**Gold** – the school that has demonstrated on-going commitment to the project over several years which has led to significant, organisational, cultural and behavioural changes, and the school is continuing with little or no input from the Sustrans officer.

Schools join the programme at the ‘Intensively Engaged’ stage. After a period of intensive support the establishment will move to the ‘Supported’ stage, typically after 12 to 18 months and then on to ‘At distance’ after a further period of time.

Whilst the predominant movement should be from ‘Intensive’ to ‘At Distance’ engagement, it may occasionally be necessary to go back a step to a higher level of support. This may be because of a change in the local context in which the project is operating, which is surmountable, but which has a short term impact on the ability of the community to take on increasing responsibility.

### Progress in School Mark Programme



## About Bike It in Bournemouth & Poole

In November 2008, Bournemouth & Poole Teaching Primary Care Trust commissioned Sustrans to deliver the Bike It project to promote cycling to school in Bournemouth & Poole.

The project was commissioned as part of a local approach to tackle high levels of childhood obesity in Bournemouth & Poole, in line with the national obesity strategy *Healthy Weight, Healthy Lives*, which advocated a whole-family approach to eating well and being active.

The project targeted school pupils aged 5-11, with a strong emphasis on winning the hearts and minds of the young people as a catalyst to engender interest in cycling and increase levels of cycling to school.

A Service Level Agreement was made between Sustrans and Bournemouth & Poole Teaching Primary Care Trust outlining a commitment for Sustrans to report quarterly on progress in meeting the following outputs and outcomes:

- Up to 12 schools intensively engaged each year
- As many students and staff as possible have a presentation on cycling and the purpose of the project each year
- At least one major cycling event to be held at each school
- At least one school community cycling event to be held at each school (to which the whole school are invited) e.g. turning a normal school day into a Cycle Day
- A School Cycle Champion is in place at each school
- The average level of cycling to school increases to 2% at all schools after one year, 5% at the end of the second year, and 10% at the end of the third year of engagement in the project

Alongside the delivery of activities in school, the Bike It Officer has also improved cycle storage within fifteen of the nineteen schools that he has worked with over the course of the project. Sustrans have directly provided cycle storage grants in twelve schools, with funding provided by the local authority in a further three schools. This is a total investment of over £80,000 – leaving a lasting legacy within the schools to meet the demands of increased cycling and scooting to school.

## Bike It Schools in Bournemouth & Poole

Table 1-1 provides details of all schools engaged in the project, including their first year of engagement and School Mark status at the end of the project. All schools listed were intensively engaged in their first year of the project.

**Table 1-1 List of all schools engaged in Bike It in Bournemouth & Poole**

School name	School roll	Date of engagement	School Mark
<b>Branksome Heath Middle School</b>	535	Dec 2008	Achieved Bronze: Working towards Silver
<b>Canford Heath Middle School</b>	475	Dec 2009	Achieved Bronze
<b>Corpus Christi Catholic Primary</b>	433	Dec 2009	Achieved Bronze & Silver: Working towards Gold
<b>Hamworthy First School and Nursery</b>	410	Sep 2010	Achieved Bronze: Working towards Silver



**Table 1-1 (continued) List of all schools engaged in Bike It in Bournemouth & Poole**

School name	School roll	Date of engagement	School Mark
Hamworthy Middle School	344	Sep 2011	Working towards Bronze
Heatherlands First School	340	Dec 2008	Achieved Bronze: Working towards Silver
Hillbourne School and Nursery	420	Sep 2009	Achieved Bronze: Working towards Silver
Kings Park Primary	394	Dec 2008	Achieved Bronze: Working towards Silver
Kingsleigh Primary	371	Sep 2010	Working towards Bronze
Kinson Primary	298	Dec 2009	Achieved Bronze: Working towards Silver
Manorside Combined School	280	Dec 2008	Working towards Bronze
Moordown St John's CofE Primary	414	May 2011	Working towards Bronze
Pokesdown Primary	330	Dec 2008	Achieved Bronze: Working towards Silver
St Aldhelm's CofE VA Combined School	464	Sep 2010	Working towards Bronze
St Katharine's CofE Primary	436	Dec 2008	Achieved Bronze: Working towards Silver
St Luke's CofE Primary	419	May 2011	Achieved Bronze
St Mark's CofE Aided Primary	417	Sep 2010	Achieved Bronze & Silver
Talbot Combined School	470	Jul 2009	Achieved Bronze: Working towards Silver
The Epiphany CofE Primary	431	Dec 2008	Achieved Bronze: Working towards Silver

## Monitoring and Evaluation

Sustrans' Research & Monitoring Unit are responsible for monitoring the impact of the Bike It project across England, Wales and Northern Ireland.

The following tools have been used to effectively monitor the impact of the project against the intended aims and outcomes of the project:

- Pre and post hands-up surveys with pupils
- Activity logs
- Bike counts
- Teacher surveys
- Partner surveys

## Hands-up survey results

Hands-up surveys are used to monitor variations in the mode of travel of school pupils. Pupils are surveyed by class, responding to a number of multiple choice questions relating to school travel by raising their hands. The surveys are delivered by Sustrans or school staff pre and post intervention. They ask pupils about their modes and frequency of travel to school, whether they have a bike at home that they can regularly use and how often they ride their bike outside of school. This allows analysis of changes which have taken place over time.

Over the course of the project, hands-up surveys were conducted with 18 schools in Bournemouth & Poole in their first year of Bike It. Follow-up surveys have been conducted with 14 of these schools in their second year of the project and ten of these schools in the final year of the project.

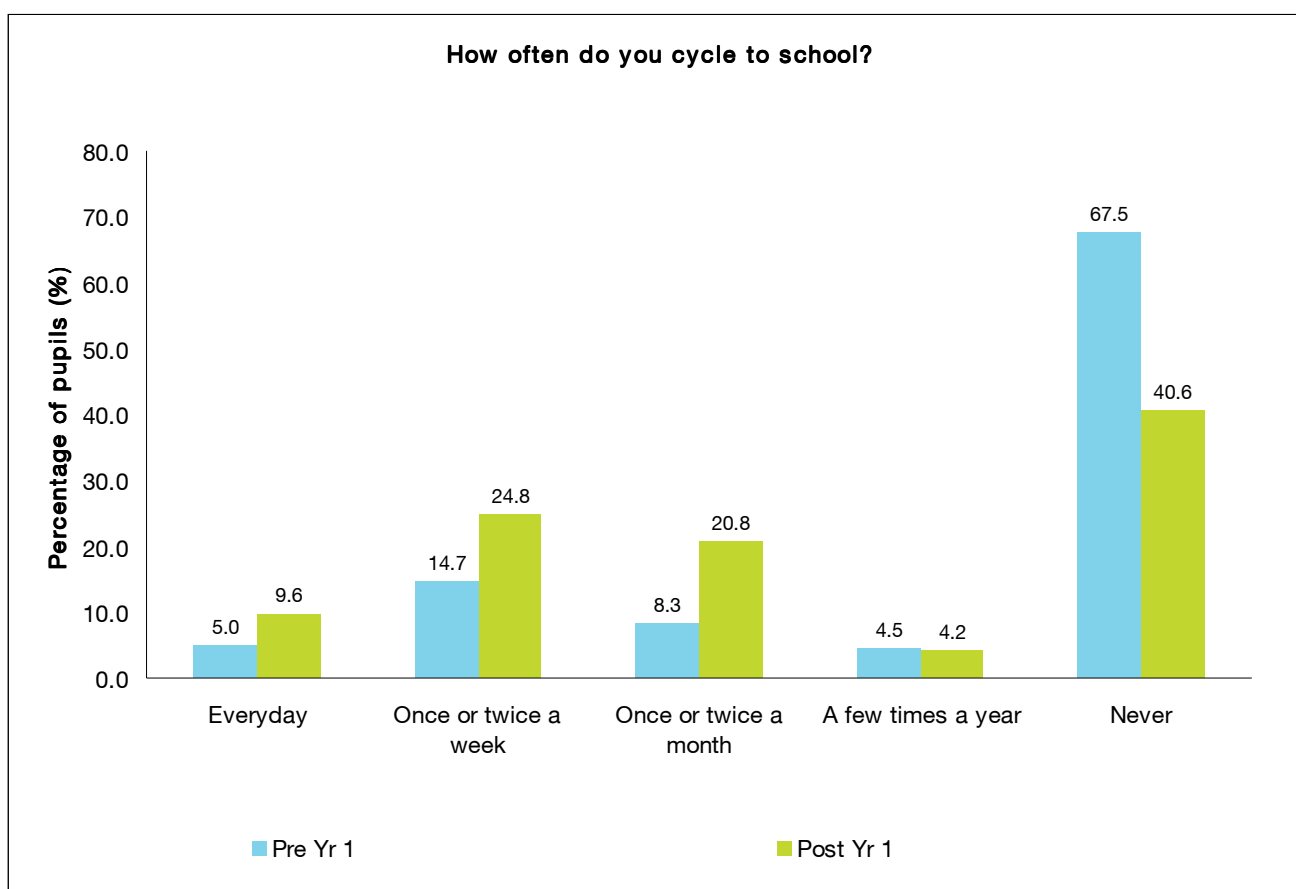
All results from 2009-2012 have been analysed to show the impact of Bike It over one year of the project, over two years of the project and over three years of the project as per the original Service Level Agreement.

### Results for schools in their first year of Bike It

Results from Bike It schools in Bournemouth & Poole, show that the project has had a very positive impact on children's cycling levels, meeting the main aim of the project:

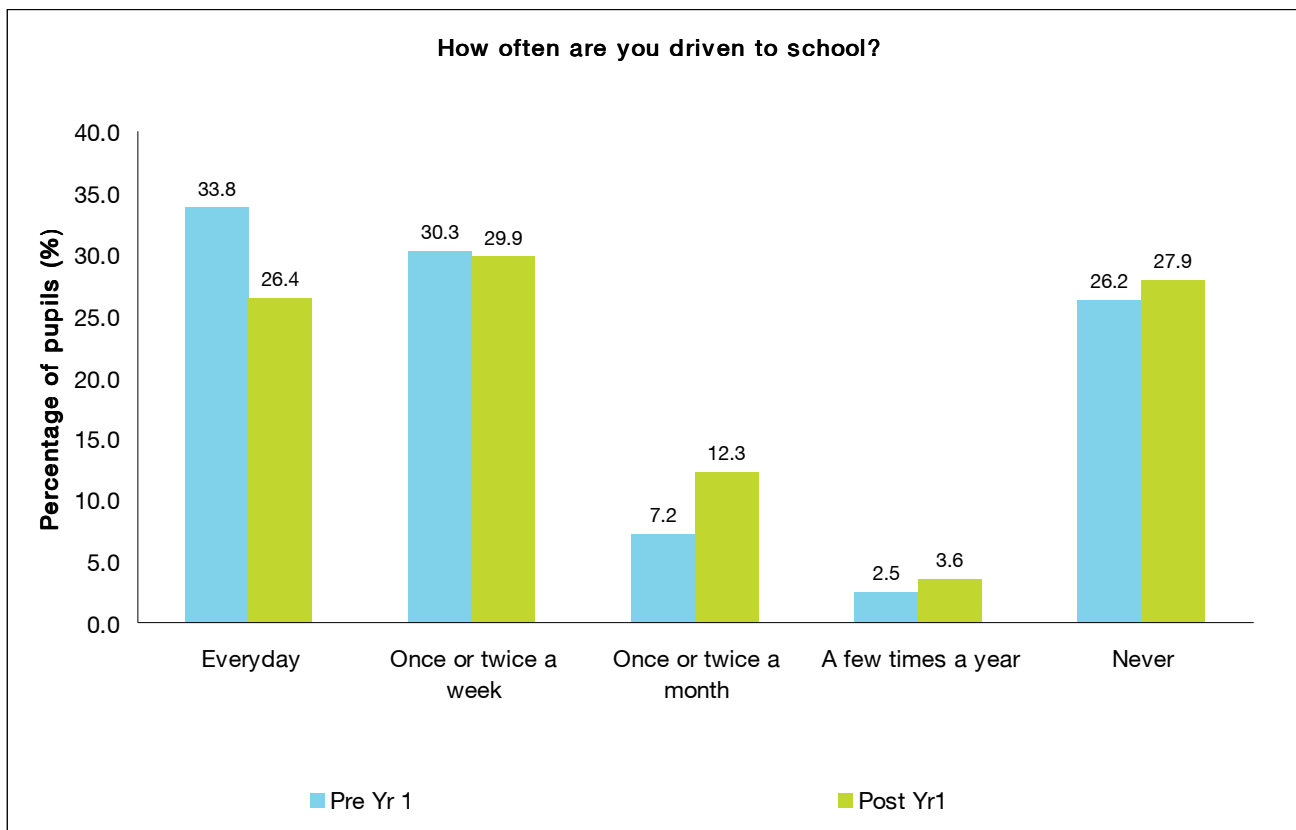
- Regular cycling levels increased from 19.7% before Bike It to 34.5% after one year of engagement in the project
- This includes an increase in everyday cycling to school from 5.0% before Bike It to 9.6% after one year of the project.

**Table 1-2 How often do you cycle to school?**



This increase in cycling marks a wider shift from sedentary to active travel. While the percentage of pupils who said that they usually walk to school remained fairly consistent (increasing slightly from 62.6% before Bike It to 63.6% after one year), **the percentage of pupils who are driven to school everyday decreased from 33.8% before Bike It to 26.4% after one year of the project.**

Table 1-3 How often are you driven to school?

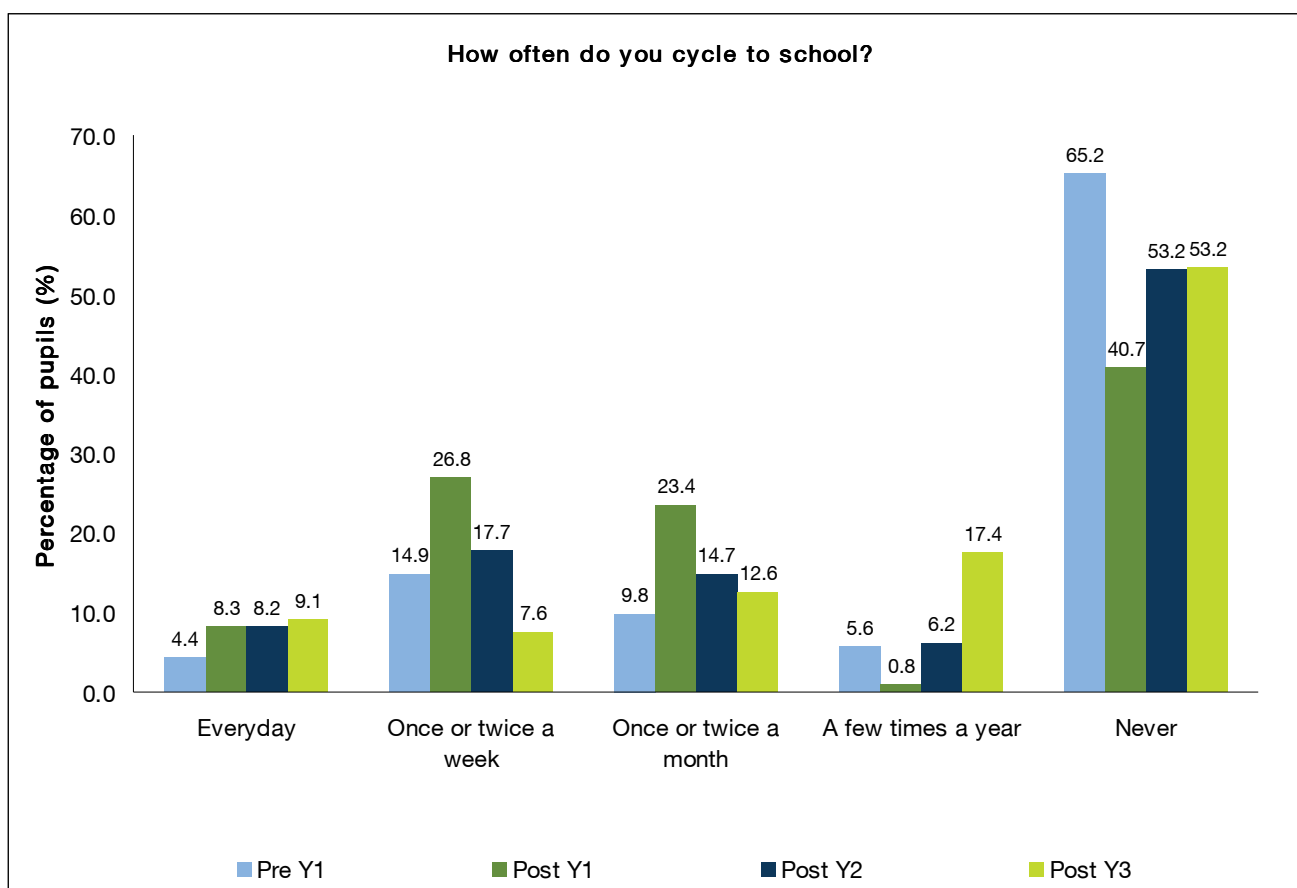


## Results for schools in their second and third year of Bike It

Results show that the high levels of everyday cycling achieved in year one of the project have been sustained over subsequent years of the project. Results for those schools engaged for three years of Bike It show that:

- Everyday cycling increased from 4.4% before Bike It to 8.2% after one year of the project
- This level of cycling was sustained after two years of the project at 8.3% of pupils cycling to school everyday – increasing in year three to 9.1% of pupils

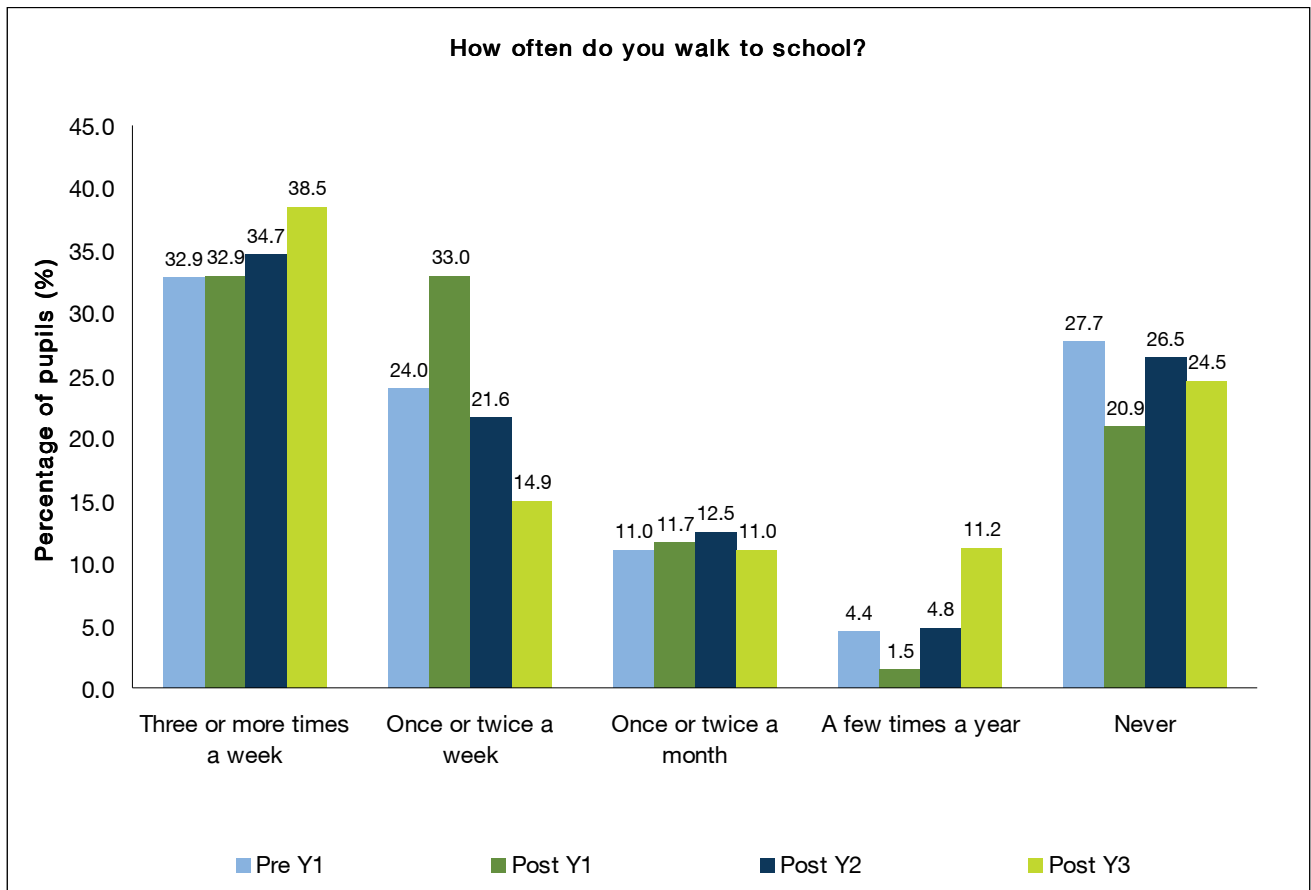
**Table 1-4 How often do you cycle to school?**



This increase in cycling has been complimented by an increase in levels of walking and a corresponding decrease in pupils being driven to school:

- Everyday levels of walking to school have steadily increased in the second and third year of the project from a baseline of 32.9% to 34.7% after year two and 38.5% of pupils in the third year of the project
- The percentage of pupils regularly being driven to school decreased from a baseline of 65.0% before Bike It to 48.6% after three years of the project – including a decrease in everyday car use on the school commute from 37.9% before Bike It to 34.9% after three years.

**Table 1-5 How often do you walk to school?**



## Summary of activities delivered 2009-2012

In September 2009 the Bike It database was created to provide an online record of all activity delivered as part of the Bike It project. Since September 2009 the Bike It Officer in Bournemouth & Poole has delivered 486<sup>1</sup> activities across all Bike It schools

- In total the Bike It Officer in Bournemouth & Poole has delivered 15,845<sup>2</sup> positive cycling experiences to pupils, their parents and teachers
- Activities with the highest pupil participation included: a Bling Your Bike day (where pupils decorate their bikes), a Bike Show/Display and Bike Breakfasts
- In addition to delivering these activities, the Bike It Officers also participated in 72 whole-school assemblies over the course of the project

**Table 1-6 Total number of Bike It activities delivered (2009-2012)**

Activity	No. of activities	Pupils	Staff	Parents	Total attendees	Total Estimated Duration (hours)
After School Club	40	790	54	375	1,219	52.5
Bike Breakfast	14	1,912	125	784	2,821	9
Bike Crew/BUG Meeting	8	52	5	0	57	6
Bike It Champion Meeting	136	34	169	21	223	84
Bike Maintenance Session	6	384	11	0	395	7
Bike Ride	21	447	73	19	539	24
Bike Show/Display	1	417	15	5	437	1
Bike Sports Day/Event	10	913	60	21	994	14
Bike to School Event	3	233	6	131	370	1.5
Bike Trip	2	26	2	0	28	1.5
Bikeability Training	16	154	22	0	176	33
Bling/Decorate Your Bike	1	426	14	0	440	1
Classroom Session	38	1,494	96	4	1,594	35
Classroom Skills Session	1	27	2	0	29	1
Community Event	1	800	0	0	800	5
Competition	3	58	7	0	65	6
Dr Bike Session	12	207	19	46	272	35
Funders Meeting	5	0	28	0	28	11

<sup>1</sup> Excluding assemblies and hands-up surveys

<sup>2</sup> I.e. the events held by the Bike It Officer were attended by 15,845 people in total. It is important to note that this figure may include repeat participants, and does not necessarily equate 15,845 different people.

**Table 1-2 (continued) Total number of Bike It activities delivered (2009-2012)**

Activity	No. of activities	Pupils	Staff	Parents	Total attendees	Total Estimated Duration (hours)
<b>Go-Ride Training</b>	39	868	87	0	955	61
<b>Health Event</b>	3	54	3	0	57	1.5
<b>Local Authority Advice/Event</b>	2	4	30	0	34	4
<b>Other Meeting</b>	6	540	97	0	637	10.5
<b>Parents Meeting</b>	4	94	23	75	192	8.5
<b>Playground Skills Session</b>	107	2,863	233	126	3,222	107
<b>Staff Meeting</b>	3	0	12	0	12	2.5
<b>Sustaining Supported Schools</b>	4	240	9	0	249	4
<b>Total</b>	486	13,037	1,202	1,607	15,845	526.5

## Big Pedal

The Big Pedal is a national cycle and scoot to school event. In the Big Pedal 2012 over 890,000 journeys were made by bike and scooter, by pupils at nearly 1,000 schools, representing a combined roll of over 310,000 pupils. The format is simple. The more pupils who cycle, the quicker their school races round a “virtual” course.

The project is open to all Primary and Secondary schools in the UK and lasts for 15 days (three school weeks). Schools in Bournemouth and Poole took part in the project between 2009 and 2012, encouraging higher than average levels of cycling to school:

- In 2012 eight Bike It schools in Bournemouth and Poole took part in the Big Pedal
- There were a total of 18,500 journeys to Bike It schools in Bournemouth & Poole as part of the Big Pedal, over 2% of all Big Pedal journeys in the UK
- This included 5,217 child journeys by bike, 9,417 child journeys by scooter and 3,866 journeys made by supporters
- On average 1,233 journeys were made each day with over 28% of pupils in participating schools either scooting or cycling to school each day

The figures for The Big Pedal in Bournemouth and Poole compare favourably to the national average with slightly under 21% of pupils scooting or cycling each day in the UK as a whole in 2012.

## Bikeability

Bike It works in partnership with Bikeability to ensure that national standard cycling training is delivered to as many pupils as possible. Records from Bournemouth Borough Council show that as a result of engagement with Bike It, five new trainers were in place in 2011 and 2012. They successfully delivered:

- Level 2 Bikeability training to 332 pupils in 2011

- Level 2 Bikeability training to 221 pupils in 2012

The Assistant Road Safety Officer at Bournemouth Borough Council highlighted the importance of Bike It increasing the number of Bikeability trainers within the area, stating that *“availability of trainers is the main preventer [sic] in achieving high Bikeability numbers.”*

## Summary of bike counts 2009-2012

Bike It Officers keep a record of how many bikes and scooters are on site each time they visit a school. Schools are also encouraged to keep a record of bike counts throughout the year.

Table 1-5 shows the highest bike count recorded at each school over the course of the Bike It project in Bournemouth & Poole, alongside the scooter count for the same day.

Based on the percentage of each school roll, the schools with the highest recorded bike and scooter counts are: Hamworthy First School and Nursery (62.7%), Heatherlands First School (52.4%), St Luke’s CofE Primary (47.0%) and St Mark’s CofE Aided Primary (48.7%)

**Table 1-7 Headline Bike Counts 2009-2012**

School	Activity	Headline bike count	Scooter Count	% of school roll
<b>Branksome Heath Middle School</b>	Bike Sports Day/Event	105	0	19.6%
<b>Canford Heath Middle School</b>	Dr Bike Session	74	25	20.8%
<b>Corpus Christi Catholic Primary</b>	Bike Ride	124	36	37.0%
<b>Hamworthy First School and Nursery</b>	Playground Skills Session	221	36	62.7%
<b>Hamworthy Middle School</b>	Bike Maintenance Session	78	0	22.7%
<b>Heatherlands First School</b>	Bike Sports Day/Event	91	87	52.4%
<b>Hillbourne School and Nursery</b>	Playground Skills Session	48	9	13.6%
<b>Kings Park Primary</b>	None	45	0	11.4%
<b>Kingsleigh Primary</b>	None	8	2	2.7%
<b>Kinson Primary</b>	Bike Breakfast	55	12	22.5%
<b>Manorside Combined School</b>	Bike to School Event	42	0	15.0%
<b>Moordown St John’s CofE Primary</b>	Bike Ride	78	23	24.4%
<b>Pokesdown Primary</b>	Walk to School Event	14	21	10.6%
<b>St Aldhelm's CofE VA Combined School</b>	None	13	0	2.8%
<b>St Katharine’s CofE Primary</b>	None	43	7	11.5%
<b>St Luke’s CofE Primary</b>	Bling/Decorate Your Bike	56	141	47.0%



**Table 1-7 (continued) Headline Bike Counts 2009-2012**

School	Activity	Headline bike count	Scooter Count	% of school roll
St Mark's CofE Aided Primary	Bike Breakfast	179	24	48.7%
Talbot Combined School	After School Club	44	3	10.0%
The Epiphany CofE Primary	Bike Breakfast	150	13	37.8%

## Teacher's views on Bike It

The Bike It teacher survey was conducted in July 2012 in schools in England, Wales and Northern Ireland. The survey asked school representatives a series of questions relating to their perception of the impact of Bike It within their school.

127 surveys were received in total from representatives at 125 schools engaged in Bike It during 2011-2012. 71 schools had just completed their first year of Bike It, 35 schools had been engaged for 1-2 years and 19 schools had been engaged in the project for more than two years.

Responses show that Bike It has been successful in meeting specific project aims.

### **Bike It has increased the percentage of pupils travelling actively to school:**

- 89% of respondents said the number of pupils cycling to school had increased and 45% of respondents said the number of children walking to school had increased
- 62% of respondents said the number of children being driven to school had decreased

### **Bike It has been effective in raising awareness of the benefits of active travel:**

- 74% thought Bike It had a good or excellent impact on increasing pupils' awareness of the need to be physically active
- Several respondents said Bike It has increased *"awareness of [the] effect of carbon footprint"*

### **Bike It has facilitated the emergence of a cycling culture:**

- *"Cycling is now entrenched as part of the curriculum & part of children's everyday lives"*

Responses also show that Bike It has been successful in meeting a number of secondary aims.

### **Bike It has helped to increase levels of physical activity among pupils:**

- 76% of respondents thought that Bike It had a good or excellent impact on getting pupils at their school more physically active

### **Bike It has had a positive impact on pupils' practical bike maintenance and safety skills:**

- *"The learning of key skills in maintenance of bike & road safety"* was identified as a key benefit of the project

### **Bike It has helped improvements in pupils' leadership, teamwork and organisational skills:**

- *"Older children have taken on more responsibility, developed strong leadership skills & mentored younger pupils well"*
- *"Excellent opportunity for children to work as part of a team, brilliant [for them] to become independent"*

### **Bike It has been successful in engaging pupils, their parents and teachers:**

- 86% of respondents said Bike It had a good or excellent impact on providing popular activities and events for pupils
- 58% of respondents said that Bike It had a good or excellent impact on increasing engagement with parents

*"[Getting] school staff, parents & children working together ...actively talking about biking and scooting to school ... is helping to develop community spirit."*

#### **Bike It has been successful in engaging beneficiaries from traditionally hard-to-reach groups:**

- 48% of respondents said that Bike It had a good or excellent impact when it came to engaging female pupils
- 72% of respondents said the project had an impact on engaging disaffected pupils

#### **Bike It has helped to improve attendance and punctuality in their schools:**

- 27% of respondents thought Bike It had an impact on reducing the number of absentees in a school term
- When asked about the unexpected impacts of the project, one teacher cited the *"punctuality of children on bikes & scooters"*

Feedback from the survey shows that **school representatives have very positive views on Bike It.**

#### **All respondents said they would recommend Bike It to other schools:**

- *"Inspiring project work...excellent cross-curricular links promoted ... outstanding engagement with all abilities"*

#### **Teacher's views from Bournemouth & Poole**

*"The project has been very good in promoting bike use throughout the school. Many children's skills and safety awareness has improved along with fitness and a move away from 'the car' which has got to be applauded"*

*"Children are more keen to cycle and scoot now. Bike It has raised the profile of cycling and scooting: children are excited by it. Big Pedal has also got the staff and parents involved! "All of my class have been encouraged to bike, scoot or, at least, walk to school more often because of the project. The project is very well run and supported a great deal by the teachers"*

*"One of my pupils has cerebral palsy and has recently been provided by a special bike by a local charity - Bike It has greatly included her in the school community. We are lucky to have our facilities and the Bike It project has highlighted this. Great!"*

*"Bike It has got all the children and families enthusiastic about bikes, children love Bike It ...It shows the children that bikes are practical, environmentally happy and a cheap way to get around their local area - and fun! It's also good for them to know that all their peers wear helmets"*

*"The more that organisations like Sustrans can do to campaign for safe cycle routes and encourage families to cycle and generally catch 'the next generation', the better! In all my time in education, this surpasses (in my opinion) most initiatives which come and go as fashions but rarely provide a lasting change in either performance or behaviour. This might!"*

## Partner's views on Bike It

Sustrans' partner survey was sent to all funding partners at the end of July 2012. 19 responses were received in total from key stakeholders in Sustrans' projects working with children and young people across England, Wales and Northern Ireland, including responses from local authorities, NHS Primary Care Trusts and Sport Northern Ireland.

17 partners (89%) said that **Sustrans was good or excellent at raising the profile of cycling in their local area** with many partner's highlighting an impact on *"the whole school community, including parents & teacher & all school staff."*

**Furthermore, our partners perceived an increase in active travel through the project to correspond with a decrease in car use:**

- 14 respondents (74%) thought Sustrans' projects had an impact on reducing levels of car use on the school run, with half of these saying project impact in this area was good or excellent

The *"fully inclusive"* nature of Sustrans' *"flexible activities, applicable for a variety of settings"* was seen as key to **providing wider community benefits:**

- 14 respondents (74%) said Sustrans projects were good or excellent at providing popular activities and events for the community across the local area
- *"parent and carer activities...[have] increased the number of parents who cycle"* and involvement of community workers in the Bike It Steering Committee has ensured that *"information & actions are spread wider in the community"*

Several commented on how raising awareness of benefits and safety issues had overcome barriers to cycling and changed attitudes among the wider community:

- *"The attitudes & buzz towards cycling... [has] spread like fever"*
- One partner said working with Sustrans led to development of *"An ongoing commitment to support & develop cycling as primary modal choice"* within their organisation

When partners were asked if Sustrans projects had helped them to meet or develop any further initiatives or targets, many said **working with Sustrans had helped to develop other active travel initiatives** such as *"Bikeability training, road safety education, active travel/walking, ... Living Streets walking co-ordinator"*.

- *"Bike It has enabled [our] work with schools to continue following the demise of the Travelling to School initiative & brought new ideas & initiatives."*

Several respondents highlighted the way **Sustrans' projects have helped to meet health targets:**

- *"Bike It forms part of [our] Obesity Strategy & helps target schools with high levels of obesity"*.

**All project partners said they would recommend their Sustrans project to other organisations.**

Ultimately, project partners were happy to recommend Sustrans projects because of their high quality and strong evidence base:

- *"[The] service is provided to a high standard - reports, updates & proposals are of excellent quality & standard, staff - friendly, obliging, motivated"*

When asked for their opinions and feedback on their Sustrans project, the feedback was overwhelmingly positive:

- *"The Bike It project provides us with resources to do what [we] feel should have been done over years in conjunction with other projects like Safe Routes"*

- *“Before we started, our engagement with schools was sporadic & ‘light touch.’ Bike It has allowed a focussed & detailed scheme to work effectively & motivationally with schools to bring impressive changes”*

Others highlighted the **importance of the support and enthusiasm of Sustrans Officers:**

- *“Just like to reinforce what an excellent project Bike It has been and applaud our Bike It officers for their help & commitment in support of projects”*
- *“I can not give [our Bike It Officer] any higher praise that to say he is one in a million. He is dedicated, motivated, inspiring individual, amazing!”*

**Responses from funders show a clear continued demand for Sustrans’ projects** to work with children and young people in their area:

- *“increase [the] number of Bike It officers to increase [the] benefit gained in more schools to more children”*
- *“I really hope we are able to continue working in partnership in future as it is so valuable to us & to the schools”*

## Conclusion

Table 1-6 shows results from the monitoring of the project against the targets outlined in the Service Level Agreement between Sustrans and Bournemouth & Poole Teaching Primary Care Trust.

**Table 1-8 Has Bike It in Bournemouth & Poole met the original targets of the project?**

Target	Evidence
Up to 12 schools intensively engaged each year	19 schools engaged over the course of the project – each intensively engaged in their first year of the project
As many students and staff as possible to have had a presentation/education on cycling and the purpose of the project, depending on school priorities	72 assemblies delivered over the course of the project, with over 7,000 pupils and more than 240 members of staff
At least one major cycling event held at each school each year	All Bike It schools have been invited to take part in the Big Pedal, to great effect: 18,500 journeys to Bike It schools in Bournemouth & Poole were made as part of the Big Pedal 2012, over 2% of all Big Pedal journeys across the UK
At least one school community cycling event (to which the whole school are invited) at each school (e.g. turning a normal school day into a Cycle Day)	
School Cycle Champion at each school	More than 20 School Champions have worked in Bike It schools in Bournemouth & Poole, ensuring a school cycle champion has been in place at each school
Increase the average level of cycling to school to 2% at all schools after one year, 5% at the end of the second year, and 10% at the end of the third year	Everyday cycling to school increased from 4.4% at the start of the project to 8.3% at the end of year one, this was maintained at 8.2% of pupils in year two and increased to 9.1% after three years of the project.

The project has made an impressive impact in schools over one year of engagement in the project – **with everyday cycling levels doubling from 5.0% of pupils cycling to school before the project to 9.6% after one year.** This meets the target of having 10% of pupils cycling to school over the course of the project – with the increase in cycling achieved over one year, rather than three years as expected.

**High levels of everyday cycling have been sustained at Bike It schools over the three years of the project.** The overall level of everyday cycling to school for those schools engaged over three years has been sustained at 9.1% after three years.

Maintaining this very high level of cycling is particularly positive when we consider that these results include schools which are no longer intensively engaged in the project, indicating that Bike It has been successful in **creating a culture of active travel within project schools which can be sustained once the Project Officer has departed.**

At the end of the funded project, **all nineteen schools that Jason has worked with have a School Cycling Champion in place and are actively participating in Sustrans' School Mark** – continuing to deliver activities and monitor cycling levels within the school to ensure that cycling remains a part of the culture within schools in Bournemouth & Poole.

Furthermore, Bike It has provided cycle storage grants in twelve schools, with funding provided by the local authority in a further three schools – a capital investment of over £80,000 to ensure that safe and secure cycle storage is in place.

**This bodes very well for the future** – providing the infrastructure and support required to **continue to encourage pupils to cycle to school and strive to reach those peaks of 35.1% of pupils regularly cycling to school** delivered across all schools in their second year of the project.

**Hands-up results for Bike It schools in Bournemouth & Poole are supported by findings from our surveys with teachers and funding partners across the UK**, with partner's telling us that Bike It has *"raised levels of cycling [across the] whole school community, including parents, teachers and all school staff."*

Furthermore, 62% of respondents to our teacher survey and 74% of respondents to our partner survey felt that **Bike It has reduced car use on the school commute**; and 74% of teachers felt that Bike It had **increased awareness of the need to be physical activity**.

Alongside increased levels of active travel, qualitative feedback from teachers across the UK, highlights **a number of unexpected benefits of the project** including *"punctuality of children on bikes and scooters"*, increased *"responsibility"* and *"independence"* and the *"opportunity for children to work as part of a team."* Teachers also praised the range of activities, providing **"excellent cross-curricular links"** and **enabling Bike It to engage hard-to-reach groups** and providing *"outstanding engagement with all abilities."*

All respondents to our teacher and partner surveys said that they would recommend the project to other funders.

As one teacher in Bournemouth & Poole commented:

" The more that organisations like Sustrans can do to campaign for safe cycle routes and encourage families to cycle and generally catch 'the next generation', the better!

In all my time in education, this surpasses (in my opinion) most initiatives which come and go as fashions but rarely provide a lasting change in either performance or behaviour. This might!

# Appendix

## School Mark criteria

### BRONZE

#### Organisation and policy

**A1** The school has an inclusive cycling policy that promotes the ideals and aims of the Bike It project and does not impose undue barriers that prevent young people cycling to school. The policy is written down and clearly communicated to pupils, staff and parents.

**A2** The school has a nominated cycle champion who is a permanent member of staff. The name of the champion is known to all pupils and staff.

**A3** All school staff are briefed about the Bike It project and receive regular information and updates about forthcoming events. This should involve a staff briefing from the Bike It officer at the outset of the project with subsequent and regular updates by the Bike It officer and/or school cycle champion.

#### Raising awareness

**B1** There are regular assemblies delivered to the target age group, with a minimum of three spaced across the academic year. It is expected that each assembly will last a minimum of 10 minutes and may be led by school staff, pupils or the Bike It officer.

**B2** The school has access to, and provides information about, safe cycle routes to school. This information is available to all staff and pupils. It might take the form of a display, or take-away information such as a local cycle map.

**B3** The Bike It project and activities are advertised throughout the school to staff, pupils and parents via notice-boards, web pages, newsletters, etc.

**B4** Other opportunities to communicate with parents are utilised as appropriate (e.g. attendance at parents' evenings, school fetes, PTA meetings, etc). If this cannot be done face to face then information and displays are made available where possible.

#### Empowerment

**C1** The school allows pupils and staff to bring and store their bikes on-site.

**C2** The school provides an opportunity for pupils and staff to have their bikes safety-checked to enable small problems to be fixed (e.g. through a 'Dr Bike' session). This service should be provided to the recipients free of charge.

**C3** The school provides the opportunity for Year 6 pupils (and or Year 7 where appropriate) to take part in road-based cycle training to Bikeability Level 2 or comparable. The training is accessible to all pupils and any costs that may be incurred must not act as a barrier to participation. On completion, information on progressing to a higher level is available.

**C4** There is an opportunity for children to participate in decision-making and sharing ideas e.g. through a Bicycle Users Group that holds regular meetings. A record of each meeting is kept along with details of agreed actions.

#### Action

**D1** The school has taken part in regular cycling events throughout the year, with at least three whole-school events taking place, and ideally more.

#### Moving forward

**E1** The school has ambitious targets to increase cycling levels amongst pupils and staff. These are written into an up-to-date School Travel Plan. The Plan should be revisited at the

end of each year of participation in the Bike It project and the targets for cycling to school reviewed in light of the project's achievements.

**E2** At least once a month, the school records and submits cycle count data through the project's monitoring mechanisms. This data will be used as evidence that cycling levels are being maintained or increased 12 months on from the school's initial involvement in the Bike It project.

## SILVER

In addition to maintaining the achievements set out for the Bronze level, the school will also be able to demonstrate that:

### Organisation and policy

**A1** There is specific reference to cycling included in Eco School, Healthy School and Sustainable School action plans, where they exist.

### Raising awareness

**B1** Cycling is being used as a teaching tool in a variety of classroom lessons. This could be in any of the National Curriculum subjects, with a minimum of at least one hour-long lesson for every pupil in the school each academic year.

### Empowerment

**C1** There is covered cycle storage within the school grounds.

**C2** The school provides the opportunity for all pupils in the target age group to take part in ability appropriate bike maintenance skills lessons. The lessons may take the form of an optional school club or as an in-class activity and must be accessible

**C3** The school provides the opportunity for all pupils in the target age group to take part in ability appropriate Bikeability cycle training. The training is accessible to all pupils and any costs that may be incurred must not act as a barrier to participation. On completion, information on progressing to a higher level is available.

**C4** The school provides activities that are designed to promote parental involvement in organising and participating in cycling activities.

### Action

**D1** The school has organised and carries out regular self-initiated cycling events throughout the year, with at least three whole-school events taking place, and ideally more.

### Moving forward

**E1** The school is actively engaging with other schools in the community and sharing best practice, for example through attendance at a school action day or participation in a Bike It school cluster group.

**E2** The school has access to accurate survey data on cycling levels in the target age group and carries out regular cycle counts – at least once a fortnight - submitted through the project's current monitoring mechanisms over a period of at least 12 months.

**E3** The survey data will be evidence that within the target age group, more than 25% of pupils cycle to school at least once a week. In schools where the number of pupils regularly cycling to school exceeded 25% at the start of participation in the Silver School Mark scheme, then the school should achieve a further ten percentage point growth on the previous year (e.g. from 28% to more than 38% of the target age group).

## GOLD



In addition to maintaining the achievements set out for the Bronze and Silver levels, the school will also be able to demonstrate that:

### Organisation and policy

**A1** The school cycle champion has access to protected time to devote to cycling projects and developing links to the school curriculum and other school related projects (e.g. Eco Schools). This protected time should be as much as practicable and necessary, but two hours per fortnight is suggested.

**A2** The school is supporting the training and development of the school cycle champion and other interested parties.

**A3** School Travel, and specifically cycling to school, is included within the school prospectus and associated literature provided to parents of new pupils.

**A4** The issue of School Travel is explicitly written into the School Development Plan, with identified resources set aside to support the promotion of sustainable travel and specifically cycling.

### Raising awareness

**B1** There is evidence that cycling is being used as a teaching tool in a variety of classroom lessons and this is written into schemes of work.

**B2** The journey to and from school is included as part of the student transition programmes and the opportunity is taken to promote cycling to pupils and their parents.

**B3** There is evidence that the school is actively seeking to promote cycling across the entire school population, including groups that frequently demonstrate low cycling numbers (e.g. teenage girls). Poorly represented groups will be identified through ongoing monitoring of cycling levels. Appropriate intervention activities should be informed by examples of good practice in other project schools.

### Empowerment

**C1** The school provides enough secure, well-maintained cycle storage such that on a normal school day there is adequate covered cycle storage to allow all cyclists to store their bikes. 'Secure' means that it has a level of security appropriate to the situation. This may mean that it is separate to general public areas but accessible to individuals within the school (practical for the majority of lower-age schools), or it may have further restricted access to cyclists only (appropriate for some secondary schools).

**C2** The school is actively engaging with the Local Authority to identify and confront any existing physical barriers that are acting to limit the number of pupils and staff who are able to cycle to school. The school management team should be working with its Local Authority to improve on the constraining factors identified in its School Travel Plan.

**C3** In addition to cycle training instruction, the school provides opportunities for all pupils in the target age group to gain greater experience of bikes and bike handling skills. This can be demonstrated through evidence of cycling skills sessions, organised bike rides and participation in other cycle promotion schemes (e.g. British Cycling Go Ride and P.E. & Sport Strategy for Young People schemes).

**C4** Where required, lockers or other personal storage and changing facilities are provided for pupils who cycle to school.

### Action

**D1** Regular cycling events are included throughout the academic year and are present within the whole school year plan.

### Moving forward

**E1** The school actively engages with the wider cycling community (such as clubs, cycling groups and other organisations), community policing teams and other cycling projects. These external supporting organisations are utilised wherever possible and links between them are well established by the time the school reaches this stage.

**E2** The school is conducting its own annual journey to school surveys involving all pupils in the target age group. The findings are used to help inform targets for further increasing cycling levels at the school. These new targets are written into the School Travel Plan, which is reviewed annually and shared with all pupils, parents and school staff.

**E3** The survey data will be evidence that within the target age group, more than 35% of pupils cycle to school at least once a week. In schools where the number of pupils regularly cycling to school exceeded 35% at the start of participation in the Gold School Mark scheme, then the school should achieve a further ten percentage point growth on the previous year (e.g. from 38% to more than 48% of the target age group).