

# Sustrans and British Cycling

Working with schools and colleges



Sustrans is keen to explore further opportunities to work with British Cycling as both organisations are seeking to help more young people enjoy cycling.

Ever since Sustrans' Bike It project started, our officers have worked closely with British Cycling colleagues. Through their established relationships with schools, Sustrans officers have provided British Cycling with an introduction into schools, whilst the Go Ride programme has offered exciting activities for Sustrans to offer schools and attract pupils to cycling.

There are many examples of partnership working, such as...

In Reigate and Banstead, 10 Sustrans bike clubs feed into membership of British Cycling's own local clubs, whilst British Cycling have delivered skills training and events, and even loaned pool bikes.

'The schools have loved this and it has helped them to really engage with Bike It and cycling'

Sustrans officer, Reigate and Banstead.

In Luton, Sustrans and British Cycling organised an inter-school competition. British Cycling provided the equipment, whilst nine of the 10 schools competing were part of Sustrans' Bike It project.

Over in Lincoln, two staff at a Sustrans school are now British Cycling coaches. In the West Midlands, many of our schools took part in a Go-Ride post-Olympics and Paralympics Games.

## How we work with young people

Sustrans has worked directly with young people since our pilot **Safe Routes to Schools** project in 1995. In 2004 we established **Bike It** specifically to raise cycling levels, with four officers each working in a dozen schools, funded by the bike industry.

It was such a success that **we now have nearly 130 officers working in more than 1,800 schools and colleges, with over half a million young people.** Our funding comes from a variety of sources including local government, health bodies and national government, with specific targets for increasing activity, reducing congestion and having a positive impact on the lives of young people.

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. Make your move and support Sustrans today. [www.sustrans.org.uk](http://www.sustrans.org.uk)

  
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## Cycling and young people

Increasing cycling rates remains a key goal for Sustrans – around **50% of pupils we work with would prefer to cycle to school**, so the potential for change is huge.

**We don't just encourage behaviour change**, we also make it easier to walk and cycle by building critical links between communities and local facilities, such as shops, leisure amenities, parks and places of education.

**Cycling excites young people** because it is fun, healthy and promotes independence. The benefits and enthusiasm go beyond the journey to school or college – in Scotland our intervention saw **cycling outside of school increase from 17% to 58%**.

**The recent success of British Cycling athletes** on the world stage has generated huge interest in cycling amongst children. This provides a fantastic opportunity for British Cycling and Sustrans to work in tandem to increase the number of children cycling to school, for fun and for sport.



## What else do we do?

In areas where we do not have officers directly engaged with schools, Sustrans provides other initiatives to engage young people:

**The Big Pedal** is a UK-wide 'virtual' bike race and free for schools to take part in. The more pupils, staff and parents who cycle or scoot to school, the faster they complete the race.



With categories for different-sized schools, this is a great opportunity to raise cycling levels and win cycle storage, bike stunt displays and other great prizes, both nationally and against other schools.  
[www.bigpedal.org.uk](http://www.bigpedal.org.uk)

From 2013, Sustrans will be running **Bike to School Week**, helping schools to run their own events and activities to encourage young people to cycle on the school journey.  
[www.sustrans.org.uk/schooltravel](http://www.sustrans.org.uk/schooltravel)

Sustrans' website has **free resources** for schools to use, including case studies, curriculum activities, FAQs about walking and cycling, and information sheets to promote these activities to young people.  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

## Say hello

**We would really like for regional British Cycling staff to get in touch with Sustrans' officers in their area. Please use these contact details of our regional or national offices.**

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