



Top tips to promote cycling to and from school and the workplace

To coincide with Bike Week 2010 (19th – 27th June)

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physical activity+health

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Introduction

This year's Bike Week will be held between 19th – 27th June 2010. Bike Week provides an annual opportunity to promote cycling and show how it can be easily incorporated into everyday life. Demonstrating the social, health and environmental benefits of cycling, Bike Week aims to get people from across the UK to 'give cycling a go'.

To coincide with Bike Week 2010, the BHFNC has put together a series of 'top tips' for promoting cycling to and from school or the workplace. These tips can be implemented before, during and after Bike Week. We hope that health and physical activity professionals can use the relevant tips to encourage and sustain active travel after Bike Week comes to a close.

The BHF / BHFNC also produce a range of resources which can be used to promote cycling during Bike Week. These include:

- Let's Get Active Participation Award;
- 60 minutes a day posters;
- Get Active, Stay Active;
- Active Schools Pack; and
- BHF Think fit! Resource pack.

Further details about these resources and how they can be incorporated into Bike Week are provided on page 5 of this document.

For further information on Bike Week 2010, including how to get involved, please visit the Bike Week website at: <http://www.bikeweek.org.uk/> .

Top Tips for Promoting Cycling to School

- **Set up a school cycle train** – operating in a similar way to walking buses, capable adult cyclists need to be identified who can escort a group of children and young people on bicycles along suitable roads.
- **Provide cycle training** – this could form part of PSHE or offered as part of out of school hours learning activities visit www.ctc.org.uk/cycletraining and www.bikeability.org.uk for more information.
- **Hold Bike Doctor or Bike MOT days** – liaise with Road Safety Officers, local police and or local cycle shops to arrange special days where young people can have their bikes serviced and learn about basic bike maintenance.
- **Set up a Cycle to School Participation Award** to recognise and reward those children who regularly cycle to school. They could be awarded certificates or other rewards in recognition of their commitment to active travel.
- **Increase awareness and provide information on bike safety** and measures young people can adopt to keep their bike safe e.g. bike marking and registration scheme.
- **Provide adequate storage facilities** to store children bicycles but also any belongings and baggage to reduce the amount children have to carry to and from school.
- **Give priority to cyclists on the school site** – this could include having a separate traffic free entrance as well as installing traffic calming measures.
- **Promote the benefits** of cycling to children and young people, identifying recommended routes around the local area.
- **Encourage drivers to take positive action** – e.g. if there is traffic congestion at the end of the school day, ask parents/carers to wait until cyclists and pedestrians have left.
- **Encourage staff to cycle to school** – this will help to reinforce the behaviour among children and young people.

Top Tips for Promoting Cycling to Work

- **Join the Government's Cycle to Work Scheme** – this allows employers to loan cycles and cyclists' safety equipment to employees as a tax-free benefit. For further information, visit: <http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkguidance/>
- **Join the Cycle to Work Guarantee** – become a cycle friendly employer by making it easy for staff to cycle to and from work. Visit their website for more information: <http://www.cycletoworkguarantee.org.uk/index.php>
- **Provide on-site adult cycle training** – visit www.ctc.org.uk/cycletraining for more information.
- **Hold Bike Doctor or Bike MOT days** – liaise with Road Safety Officers, local police and or local cycle shops to arrange special days when employees can have their bikes serviced and learn about basic bike maintenance.
- **Increase awareness and provide information on bike safety** and measures that can be taken to keep bikes safe e.g. bike marking and registration scheme.
- **Provide secure storage facilities** – make it safe for your employees to bring their bikes to work.
- **Provide good quality showers, changing facilities and lockers** – make it easy for your staff to freshen up when they get to work.
- **Provide a cycle travel allowance** – encourage your employees to travel to business meetings using their bikes and reimburse them for each mile they cycle.
- **Provide maps and identify cycling routes around your workplace** – help your employees to find the easiest and safest routes to cycle to and from work.
- **Be seen!** – provide cyclists with high visibility jackets to help them to be seen. You could even have your company logo printed on the back!
- **Hold a cyclists breakfast** – provide a free healthy breakfast for staff who cycle to work everyday during Bike Week.
- **Hold a shirts and skirts cycling competition** – ask your employees to send in photos of them cycling in their work clothes and provide a prize for the best one! Show your employees that you don't need to wear lycra to cycle to and from work!
- **Provide pool bikes** – help your employees stay out of the car by providing bikes to travel between your sites and to local meetings.
- **Save money and burn calories!** – Use bike week's cycle calculator to work out how much money you've saved by cycling and how many calories you've burnt – visit their website at <http://www.bikeweek.org.uk/calculator.php> .

Let's Get Active Participation Award - This award includes the following useful resources:

- **Get Kids on the Go (G80)**: This leaflet is aimed at parents / carers and provides useful tips, hints and activity ideas to involve parents so they understand the importance of physical activity and encourage and support their children to be more active. A copy of this booklet could be sent home to each child before Bike Week, to help get parents on-board with this initiative.
- **Let's Get Active Pocket Planner (G417)**: This popular resource for young people has now been re-developed by the BHFNC to encourage children to record how much activity they do each day in working towards the 60 minutes a day activity target. After 6 weeks, they can send off for a free certificate of achievement. This could be given to children after Bike Week has finished to encourage continued active travel to and from school.

60 minutes a day posters - The BHFNC and the BHF, in partnership with colleagues from the home countries, have produced a set of 60 minutes a day posters for both primary and secondary schools to increase awareness of the physical activity message for children and young people. These posters could be displayed in school classrooms or communal areas in the lead-up to Bike Week to encourage cycling to and from school and promote the 60 minutes a day message.

The posters are available as a set of two A1 sized posters for over 11's (G432A and G432B), and one A2 sized poster for under 11's (G433). In order to get the right poster for you, please give the country you will use them in e.g. England, Northern Ireland, Scotland or Wales when you place your order.

Active School Resource Pack for Primary Schools (G70) – This popular resource aims to encourage schools to promote increased activity levels amongst primary school pupils by adopting a whole school approach to the promotion of enjoyable physical activity. The Active School Pack includes a comprehensive section on promoting active travel to and from school.

Get Active Stay Active (G12) - This booklet, aimed at adults, guides the user through adopting a more physically active lifestyle and includes useful sections such as overcoming barriers to physical activity and top tips to incorporating more physical activity into daily life. These booklets could be handed to potential participants prior to Bike Week to support them with adopting a more physically active lifestyle.

BHF Health at Work Resources – The BHF provide a wealth of information and resources about incorporating physical activity into the workplace. The Health at Work website, www.bhf.org.uk/healthatwork includes: downloadable interactive posters, activity challenges, workplace health success stories, PowerPoint presentations to make the case for physical activity, Think fit screensavers, and links to order the popular Think fit! packs. Many of these user-friendly resources could be used to promote and support active travel during Bike Week 2010.

To order any of the resources above, please call 0870 600 6566 and quote the relevant reference number.

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