

The Big Pedal Toolkit

19th April – 30th April 2021

Ealing School Travel Team

EALING COUNCIL

What is the Big Pedal?

The Sustrans Big Pedal is a countrywide inter-school cycling, walking and scooting competition aimed at encouraging children, their parents and staff to choose sustainable, active forms of transport to get to and from school.

It runs over a 10-day period: schools can sign up for either one-day, five-day or the full ten-day challenge. This year the event runs from **19th April to 30th April 2021**.

The 2021 challenge is the 11th Sustrans Big Pedal. Again, there is an overriding theme. This year it is all about active travel – Go on an Amazing Journey. As well as getting active, pupils learn about the journeys people take, including messages about air quality and how active travel can boost your physical health. The resources are tailored for a life alongside COVID and can be accessed whether the children are at home isolating or at school. The prizes this year are bigger and better than ever, and for the first time include wearable air quality monitors.

What does my school have to do?

Each school in the competition needs to log their pupil, parent and staff journeys – cycling, scooting and walking journeys count towards the school total. The best five days logged by each school count to determine the school's final position. Please see the [Sustrans Big Pedal](#) website for information about a one-day challenge.

What can you do?

1. Register

Make sure you register. The event runs from 19th April to 30th April 2021 but if you cannot do the Big Pedal for ten days, you can also register for a shorter five-day competition. The benefit of the full ten days is that you can space out any activities you may wish to run during the two weeks. The best five days overall are what count towards your final total. Register [here](#).

2. Activities

Running a few activities over the two weeks can increase your totals on those days, helping you to achieve the highest possible totals. Remember that the best five days totals are what count towards your final position in the competition. See the activity guide for ideas to help you maximise your school's totals.

Ealing Council

The School Travel Team will be supporting you and your school by promoting the Big Pedal. There will be daily updates and an Ealing Schools leaderboard. This guide has been produced to support you to run a successful Big Pedal campaign. If you would like to any further support or have any queries, please contact the team on sta@ealing.gov.uk.

STARS

Remember that the Big Pedal and all the activities in this guide can be added as a story on STARS, making your journey to accreditation, to the next level of accreditation or maintaining your accreditation so much easier. If your school is not registered,

please create an account [here](#). Once you have registered, email us at sta@ealing.gov.uk to let us know your school is working towards accreditation.

Activity Guide

The following activities are a guide only. You are limited only by your own ideas and imagination. What has proved successful in many schools, however, is running five high profile activities on five separate days. Your school's best five days will determine your final position, so it is worth boosting numbers on five separate days over the two weeks. Remember to log the [Big Pedal](#) activity card on STARS.

Active Travellers, Sustainable Traveller or Bikers Breakfast

Provision of a simple, healthy breakfast for children who cycle to school that day. If possible, contact local supermarkets – their contact details, as well as letter templates are included in this guide - to see if they will support the school and provide some items for the breakfast. Enlisting parent helpers or other staff members/SLT to help, will make it more successful.

(STARS activity card - [Bikers' Breakfast](#) - *please change the title of the activity if needed when logging your own story*)

Bling your Bike /Soup up your Scooter/ Showy Shoes

Children decorate their bikes or scooters or a pair of shoes (ideally not their school shoes) using an active travel theme (or the school could use the Sustrans theme of the Human Body) and ride or walk to school. For children whose parents won't want them to decorate real shoes, give them an outline of a shoe to design and ask them to bring it in on the day. There are some templates at the end of this guide. This way the competition is inclusive. Why not have a parade to showcase decorated bikes, scooters, shoes and shoe designs with the rest of the school. Otherwise, have JTAs or Bike It Crew at the school gates to take photos of children as they arrive – photos can be displayed on the school travel noticeboard, school website, popped into the newsletter or on social media or even all the above.

(STARS activity card – [Bling your Bike](#))



Golden Lock

Such a simple but effective concept to help increase the numbers of children who participate. The lock is placed on a random bike or scooter on set days (or everyday if you have enough prizes) during the Big Pedal. The child who finds that the Golden Lock has been placed on their bike takes the lock to the office and receives their prize. Golden coloured locks, such as [these](#) are cheap to buy and can be used throughout the year if the Golden lock competition is successful. If you don't want to buy a special lock, use an existing, unused lock and spray paint it gold.

Keep prizes simple and affordable. Here are some examples of cheap prizes that can be purchased:

- Bicycle bells: [Wilkos](#), [Amazon](#), [Decathlon](#)
- Reflectors: giving these [spoke reflectors](#) away in packs of 8 perhaps or [snap bands](#).
- Puncture repair kits – these are widely available from supermarkets to bike shops
- Hi Vis jackets in cool colour combinations and children's sizing [here](#)
- For those looking for all things bright, there's [Brightkidz.co.uk](#)

(STARS activity card – [Golden Lock](#))

A Biscuit or Banana for a Bike

All children who ride their bikes to school are rewarded with a biscuit or banana. This is a cheap activity to run. If you have an active PSA perhaps they can fund it; or as an even cheaper option, bake biscuits for it or ask for donations of bananas the day before. The JTAs could run the stall which could be placed in a prominent, easily accessible part of the playground.

(STARS activity card - [Bikers' Breakfast](#) - *please change the title of the activity when logging your own story*)

A Satsuma for a Scoot, Stride or Cycle

A similar concept to above, but a healthier and more inclusive option. Swap in the satsumas and off you go. You could ask for donations of the fruit to start you off which would make it much cheaper to run. Children could collect the fruit on the way into school.

(STARS activity card - [Bikers' Breakfast](#) - *please change the title of the activity when logging your own story*)

Smoothie Bike

The two Ealing Smoothie Bikes are available to hire, free of charge. If you would like to hire it, please email sta@ealing.gov.uk with some possible dates. Please note that schools will need to organise their own transport for it. It now has a quick release front wheel to make fitting it into the car even easier. The team will answer any FAQs through the booking process and the smoothie bike guidance will be sent once booked.

(STARS activity card – [Other cycling activity](#))

Competition Time

Ask your JTAs to come up with a competition idea – posters to advertise the benefits of cycling, scooting or walking to school; design a high-tech bicycle or scooter; a general road safety or Let's Get Moving message; poster to reduce congestion outside the school gates; active travel and anti-idling messages or use the Sustrans theme of travel around the body, learning, exploring and getting active.

Let your JTAs own the whole campaign - advertise the competition, design a template if it's needed, choose the winners and announce the winners in an assembly on the last day, 5th May. The possibilities are endless, and you will be surprised at what your Junior Travel Ambassadors come up with.

There are some templates at the end of this document, from page 10.

(STARS activity card – [Other travel competition](#))

Silly Socks Day

With the aim of promoting walking, have a Silly Socks Day. Children can come to school in uniform whilst wearing the silliest socks they own. They could decorate socks they already have or keeping it simple by just wearing odd socks. It's another activity that costs nothing to run and apart from telling the children and popping something in the newsletter, there is nothing else to do! Easy peasy!

(STARS activity card - [Other walking activity](#))

Enormous Walking Bus

Hold an Enormous Walking Bus on one of the days. Choose an area locally: a park, a car park or a quiet side street, away from the school. Tell the parents what time to be there and then, as a whole group, walk to school together. **Parents walk with the children.**

You will need some hi vis jackets for the leaders at the front and the back of the Enormous Walking Bus and maybe a class set of hi vis for some of the children in the group to wear. You would also need to do a risk assessment of the route you need to take.

It doesn't take much time to organise – maybe even approach a parent to help. Promote it as an opportunity to walk to school with your friends, having a chat about the day ahead and getting some exercise at the same time. It is such a lovely way to start the day – the children will arrive happy and full of the adventure of walking in such a big group. For more information on this please contact the team on sta@ealing.gov.uk.

(STARS activity card -[Walking bus](#))

Be Bright Accessory Day

Linked to Road Safety, children come to school wearing their full school uniform and wearing a bright accessory. This could be a headband or ribbon, bright shoe laces, some reflective badges, keyrings or zip pulls, watch, tie, belt, hat, scarf or maybe a reflective snap band. The brighter the better!

(STARS activity card – [Other Travel Competition](#) – *please change the title of the activity when logging your own story*)

Bike Wash/Bike Beauty Station

Bike maintenance is important – why not start with cleaning the bike? This could be a JTA led activity where the JTA's wash the bikes but it could also be a station, that children come to, to wash their own bikes. This is a low cost activity – all you will need are some buckets, hot water, detergent and sponges. You could even do this as a fundraiser, potentially covering the costs of the prizes used during the challenge. You (the adult) could give each bike chain a quick spray with [GT85](#) (the bike world's equivalent to WD40) to keep it in good working order.

(STARS activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

Scooter Disco

What could be more exciting than coming to school and joining in a disco in the playground before you start the day. So many children these days have their own scooters, and perhaps the school even have a few. Encourage those who do have scooters to share with those who don't so that even more children get to enjoy the disco fun before school. All you need is a speaker and access to some music.

(STARS activity card - [Other Scooting Activity](#) – *please change the title of the activity when logging your story*)

Wheelie Mile

Instead of running the daily mile, as a one off, cycle, walk or scoot it instead. This will cost nothing and take just a short time. This is a great way to show the children that one mile is very quick journey to make. Cycling and scooting the journey is even quicker. Make sure you spend a few minutes discussing how the children found it. Children may also be unaware that 80% of London primary age children live within 1 mile of their school. Remember to take some photos. Please note: the Daily mile ordinarily does not count as active travel whereas cycling and scooting count as you are practising skills that can be used as active travel on the school run. (STARS activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

Duathlon

Have an event where the children travel around the school grounds, field or playground a number of times, travelling half the laps using one form of active travel and the other half using a different form of active travel. (STARS activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

Bike/Scooter Obstacle Course

Set up an obstacle course for the children to navigate. If your school have access to road safety signs (some schools use these in EYFS), then include them into the track. Please bear in mind the capabilities of the pupils, especially cyclists, when setting up the course and when spacing out the 'obstacles'. Use chalk to draw in junctions and simulate road environments, including roundabouts as children find these fun to use. (STARS activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

Dr Bike

Dr Bike's delightful mechanics will turn up fully equipped to carry out minor bike adjustments and repairs. A Dr Bike day –the London Bike Hub charge £150 for five hours (9am-3pm).

(STARS activity card - [Dr Bike](#))

Daily social media updates

Using Twitter and Facebook to inform the school community about progress in the Big Pedal is a good way to keep everyone up-to-date. Schools can let parents know how well the school is doing and their place on the leader boards for Ealing, London and nationally.

(STARS activity card – [Publicity within the local community](#))

Bike Market

This can be quite costly at approximately £800 per market, but schools that have had one at their school have had lots of success. Good quality second hand bikes are exceptionally cheap to buy at one of these bike markets (average £10-£40 for children's bikes). Get in touch with Peddle My Wheels at info@peddlemywheels.com. (STARS activity card – [Other Cycling activity](#) – *please change the title of the activity when logging your own story*)

Invitation to a local MP to speak

Please feel free to invite the local MP to speak to the children about the importance of sustainable travel, especially cycling, scooting and walking to school. Use this [link](#) to find your local member.

(STARS activity card – [Invite local dignitaries to travel events](#))

Prizes

In addition to the smaller prizes listed above, there are some things that can be used as prizes that won't cost any money:

- Giving winning classes/phases Golden Time
- Awarding winning classes 15 minutes extra playtime
- If your school has an old trophy - even better if there is one that does not have an engraved plaque - award it to the winning child/class. Pimp it up with a ribbon or laminated label
- Skipping to the front of the lunch queue
- Watching a film

You could also approach your school's Parent body – PTFA/PSA to see if they have any leftover items from their Christmas and Summer fairs or other events they have run. There are often Lucky Dip bags, or gifts from Christmas present stalls, or even from Mother's Day and Father's Day stalls. They may also be happy to donate bigger prizes or provide you with the funds to purchase something a little bigger like a scooter or a special rucksack.

Superhero Day (Sustrans fundraising event)

[Here](#) is a link to the Sustrans web page explaining all about Superhero Day.

Sponsorship contact list for local supermarkets

There are Community Champions for the large local supermarkets/superstores. Local express and metro stores do not have these community champion positions:

Tesco

The Tesco Community Champion:

- Greenford/Perivale (the Hoover Building Superstore), can be contacted on 2586@uk.tesco.com. They will be delighted to help you.
- Hayes/Yeading – yeading.community@tesco.com

Asda

The Community Champion for Asda Park Royal can be contacted using the email or phone number below:

community_parkroyal@asda.co.uk or call on 020 8951 9000 ext: 222

Morrisons

The community Champion for the large Morrisons in Acton is Sami:

sami.sogular@morrisonsplc.co.uk

Sainsburys - Alperton

Currently there are no community champions in place at the Alperton or Hayes stores but staff members are dealing with requests as they come in using the following email addresses:

prl.alperton@sainsburys.co.uk

prl.hayes@sainsburys.co.uk

manager.hayes@sainsburys.co.uk

Letter to sponsors requesting support

School Name
School Address
Email address

Date

Dear [insert name of Community Champion],

We are writing to you asking for some support with an event we are running to help us to promote sustainable and active travel.

[insert school name] are a TfL STARS [gold/silver/bronze] accredited school to inspire our children to travel to school sustainably, actively, responsibly and safely.

STARS accreditation is important to us as it supports pupils' wellbeing, helps to reduce congestion at the school gates and improves road safety and air quality around our school.

For two weeks, **19th April to 30th April 2021**, Sustrans run a challenge called the Big Pedal 2020; this is a national challenge to promote walking, scooting and cycling to school. [insert school name] aim to encourage as many children as we can to cycle, scoot or walk to school. As part of the challenge, we are running a [insert name of event, eg Bikers Breakfast] where children who cycle/scoot to school on [insert date] will receive [eg. a healthy breakfast] at school to celebrate.

We are hoping for some sponsorship from you to help fund this event. On the day, we would like to have [insert what is being requested and why: for example: a small selection of healthy options such as some fruit, bread, butter, pastries, cereal and milk, and cheese for the children to eat, encouraging healthy nutritious breakfasts.]

If you could support us in our endeavour to improve the safety, health and wellbeing of our children, while also reducing congestion on the roads around the school, it would be very much appreciated.

We would be delighted to discuss this with you should you require any further information.

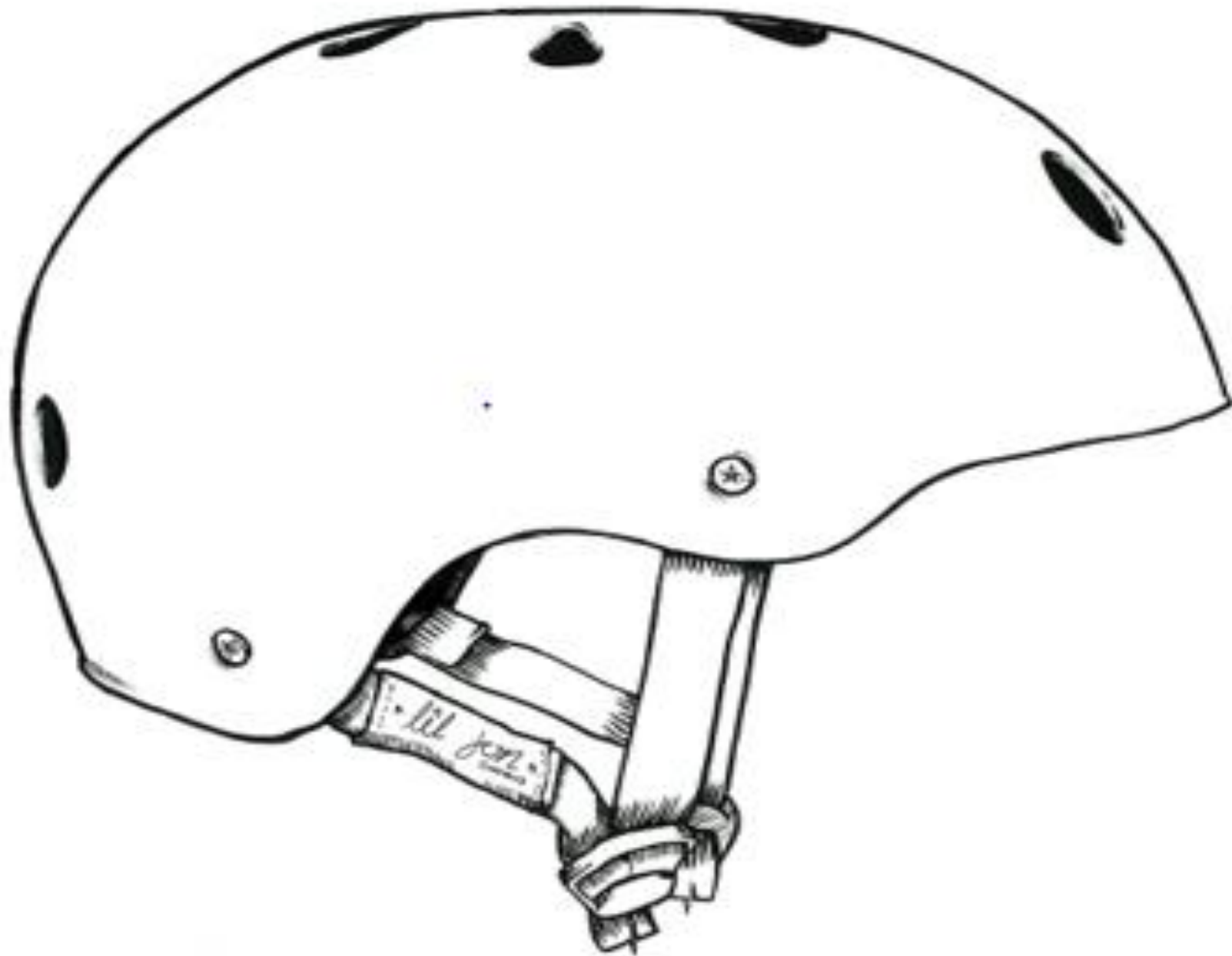
We look forward to hearing from you.

[insert you contact details here and use your school letterhead]

Name: _____

Class: _____

Design-a-Helmet competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: _____

Class: _____

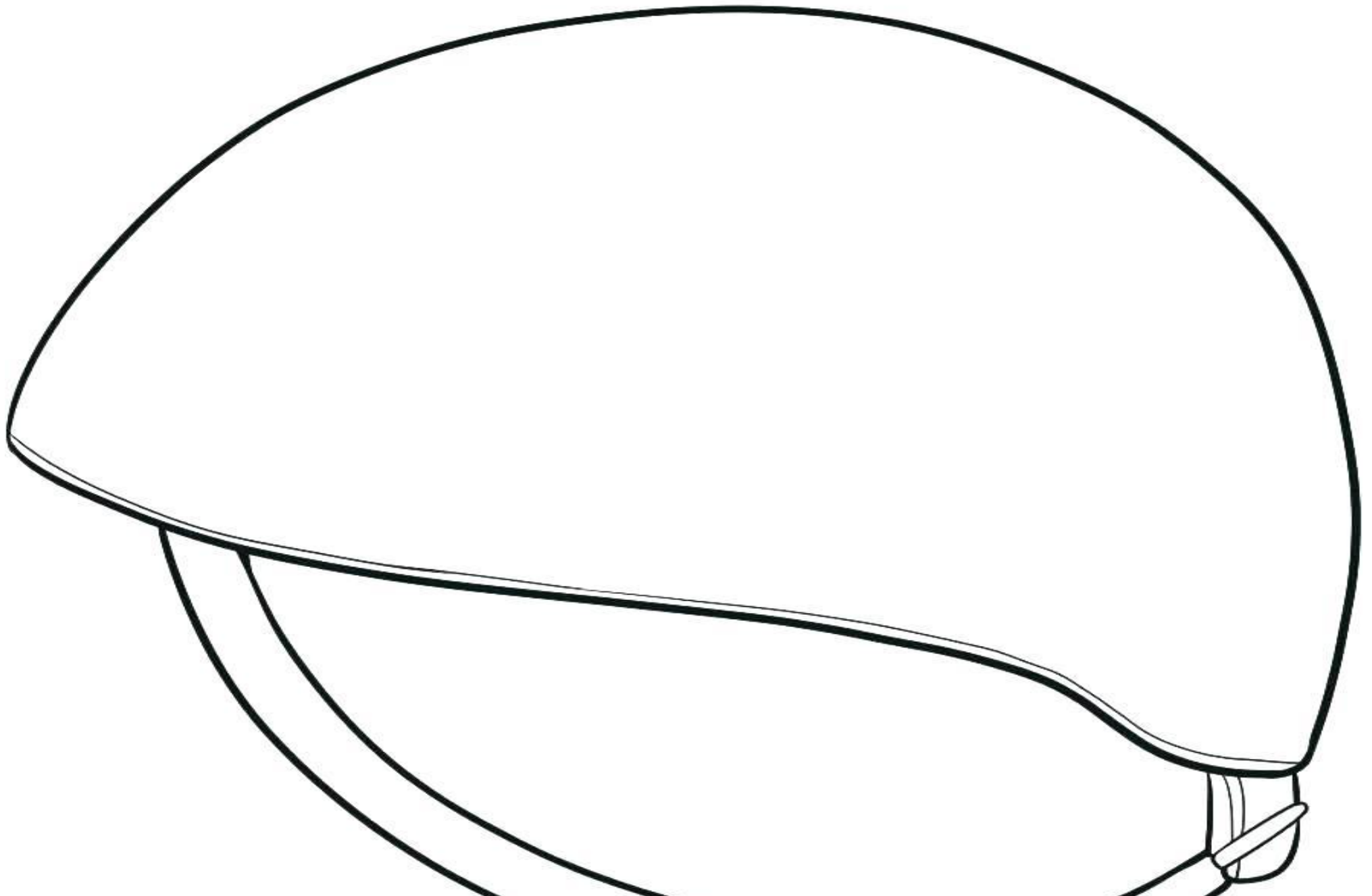
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Name: _____

Class: _____

Design-a-Helmet competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: _____

Class: _____

Design-a-Trainer competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: _____

Class: _____

Design-a-Trainer competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: _____

Class: _____

Design-a-Trainer competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]

