

# Bike Week

Better by...



## About this activity

Suitable for the whole school community.

Bike Week is an annual opportunity to promote cycling at your school. Add your event to the [official website](#) so the local community can find out about what you're doing and get involved, too. The kind of activity you run during this week is up to you, so long as it encourages safe, sustainable cycling.

Here are some ideas for events your school could register for Bike Week:

- **Sponsored cycle-to-school week:** Set up an event
- **Bikers' breakfast:** Reward them with a healthy breakfast
- **Cycling trip:** Organise a biking excursion with your cycle club, class or at the weekend with your pupils and their families
- Work with your school travel working group to decide on and plan activities for during the week.

## How it helps

This activity counts towards Travel activity

- Supports the PE National Curriculum.
- Encourages daily active travel.
- Gateway to other cycling initiatives.

## Resources

- Bike Counting Log.
- Visit [Bike to School Week website](#).

**This activity can count towards your Modeshift STARS accreditation:** Travel activity - C16-C18. Supporting: Promotion PR1, PR7, Curriculum CU1, CU8, Partnership P3



## Activity steps

- 1. Plan**  
Get together a team or work with your travel working group to decide which cycle activities you'd like to run within school. Think about what you could do to involve the wider school community.
- 2. Register or complete the online forms**  
Add your event(s) to the Bike Week website (see Resources).
- 3. Promotion**  
Check out the promotional materials available to promote your activities in assemblies, newsletters, on the website and on posters around the school.
- 4. During the week**  
Keep track of how many people take part in the events. You can use a bike count sheet (see Resources) to find out if more pupils and staff cycle that week.
- 5. Check for success**  
Ask pupils and colleague how they found the week. Did it encourage them to try cycling to school? What could you do to improve the activities next time?
- 6. Tell your story**  
Sign in to Modeshift STARS to add your story and include pupils' feedback. Explain the activity and add photos and any posters or promotional materials. Feedback to your borough officer.