

Bike-to-school competition

Better by...



About this activity

Run a Bike-to-school competition with prizes on offer to encourage your pupils to get cycling. You can offer one or multiple prizes to those who cycle the most depending on your budget.

Running the activity

The competition can be run over a week, a month or a whole term.

Record the number of cyclists each day by asking them to complete a ticket with their name and class on. Collect these and count them up on the last day of the competition to find out who has cycled the most and reward your winner(s). Or, you can use a bike count sheet.

This activity can also spark team spirit and inter-class competition; see which class can tally up the most journeys or who cycles the most from each class.

How to evidence your activity

- Share your ideas, agree your targets and discuss any challenges you face
- Record the feedback from your pupils. Note how effective the activity has been in increasing the number of pupils cycling to school
- Add your story to the Modeshift STARS website. Explain your activity and include photos, score sheets and your pupils' feedback.

How it helps

This activity counts towards Travel activity

- Gateway to other cycling initiatives
- Encourages daily active travel.

Resource

- Bike count sheet.

This activity can count towards your Modeshift STARS

accreditation: Travel activity - C16-C18

Supporting: Promotion PR1, PR7



Activity steps

- 1. Plan the competition**

Work with your school travel working group to decide how and when to run the competition. Discuss how you will promote it and what the prizes will be.
- 2. Promote**

Let your school community know about the competition - spread the word on posters, the website, in the newsletter and in assembly.
- 3. Count your tickets**

See how the activity affects bike use by counting the number of tickets collected each day during the competition.
- 4. Pick the winners**

With your team, pick your winner(s) and celebrate their victory in assemblies and the school newsletter.
- 5. Check for success**

How did pupils find the competition? Did it encourage them to start cycling, or cycle more often? How could you improve next time?
- 6. Tell your story**

Feedback to your borough officer and add your story to the Modeshift STARS website.