

Brighten your bag

Better by...



About this activity

Suitable for primary schools. Supports the Art and Design National Curriculum.

Brighten your bag is a creative activity that makes pupils more visible, and therefore safer, during the darker winter months. By decorating their bags with reflective materials, pupils can be seen more clearly by pedestrians, cyclists, and drivers on their journeys to and from school.

- The activity can be run as part of a classroom activity or as a competition.
- To help promote the activity, you can use the tagline; 'Be safe, be seen, BE BRIGHT'.

What you'll need

- **Bags:** Make sure parents/carers know about the activity so they can send their children to school with a bag they are happy for them to decorate.
- **Materials:** Use anything reflective and bright that will make the bags stand out.
- **Fun prizes:** If you choose to run this activity as a competition, talk to the head teacher about a budget.

Resource

- See the Brighten Your Bike - Activity Guidance
- Some inspiration for brightening your bags is at the beginning of this card.

This activity can count towards your Modeshift STARS accreditation: Travel activity - C16-C18 Supporting: Promotion PR1, PR7,



Activity steps

- 1. Speak to your Head Teacher**
Share your idea with your Head Teacher and make sure they are on board. They may have some great ideas for running the activity and know of funding options.
- 2. Bags of creativity**
Send out an information letter with a permission slip for parents and carers, or announce the activity in your newsletter and make sure your pupils bring a bag they can be creative with.
- 3. Buy your materials**
Make sure your materials are brightly coloured and reflective in car lights. Remember; 'Be Safe, Be Seen, BE BRIGHT'.
- 4. Get reflective**
Have fun with your pupils decorating their bags and testing them out. Don't forget to bring your own to decorate! Show off your pupils' creativity by taking photos to share in your school newsletter and website.
- 5. Check for success**
Ask your class if they feel safer on the streets carrying their newly decorated bags, and encourage them to use their bags every day.
- 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.