



Cycle to School Week

Partner and stakeholder information pack



The
Bikeability
Trust





Cycle to School Week

What is Cycle to School Week?

Join us for Cycle to School Week from 3 to 7 October and help us encourage the nation's children to use pedal power to get to school.

In previous years Bike to School Week has been led by Sustrans and supported by the Bikeability Trust. However, this year we are excited to lead on running Cycle to School Week, supported by Sustrans. This fits well with our role as a cycling organisation, whereas cycling is just one element of the work at Sustrans. The name has also changed to Cycle to School Week to be more inclusive.

To help encourage families to choose active travel on their commute, we have produced a library of resources for schools to use to inspire and inform. These resources will be available in the lead up to Cycle to School Week, and all year round for schools wanting to organise their own event week outside of 3 - 7 October.

**Find out what we have planned, and how you can support
Cycle to School Week 2022**



Cycle to School Week

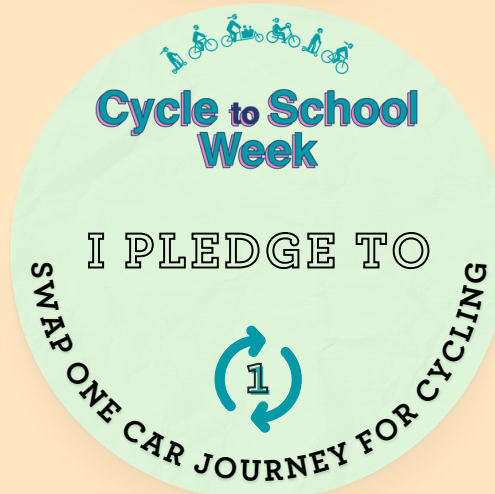
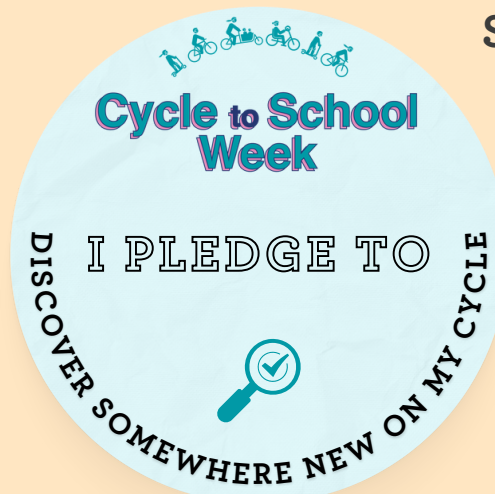
3 - 7 October 2022

Pledge Campaign

This year we are encouraging children and their families to make a pledge to cycle more during Cycle to School Week. Pledges are being accepted from now until Friday 7 October. Participants are asked to fill in our online form to make a pledge, and be entered into a prize draw to win a brand new Frog City 61 Bike!

Participants will receive a media pack with their pledge badge (below) which they can share on social media for an extra entry into the prize draw.

Supported by





Cycle to School Week

How can you help?

Make a pledge!

Any individual can make a pledge for Cycle to School Week - make your pledge for active travel at www.bikeability.org.uk/cycletoschoolweek

Encourage your audience to make a pledge

Use our template social media posts and share the link to our pledge form

Share our posts on your social media

Follow us @BikeabilityUK and @Sustrans on Facebook, Twitter and Instagram

Create your own social media posts and tag us

We'll re-share your posts on our feeds





Cycle to School Week

Spread the word!

Share the buzz of our pledge campaign internally and with industry partners, newsletters etc.

Share this partner pack

Help us reach as many schools, organisations and businesses as possible by sharing this partnership pack

Use the #CycleToSchoolWeek hashtag

Join the conversation and get involved!





Helpful links

Pledge form & landing page

www.bikeability.org.uk/cycletoschoolweek

Social media pack

You can download social media graphics from our website.

Example posts

You can find inspiration for your posts in the attached word document: "Social media templates"





Thank You



For further information, resources and partnership information, please contact
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