

Sustrans Bike It Project Swindon



lisongiles@wiltshire.gov.uk>

With climate change and children's health at the top of the agenda, Sustrans and Swindon Borough Council believes that encouraging young people to walk and cycle to school is a vital part of securing a sustainable and healthy future. It not only reduces 'school run' congestion but acts as a great way to introduce exercise in a fun and interesting way.

Photo Credit: 'Ruth James/Sustrans' One of Ruths Bike It student with her 'Bling-Your-Bike' entry made from with recyclable materials

Today, 'school run' congestion accounts for around a quarter of all cars on the roads every morning and obesity levels in the UK continue to rise with 25% of 11 to 15 year olds being overweight or obese. Cycling or walking to school is one way that we can begin to tackle these issues. The benefits of walking and cycling are far reaching for schools, pupils, parents, the local community, and for the environment as a whole.

Ruth James Sustrans Bike It Officer has been working with 12 schools across the region to support and encourage children and young people to choose two wheels instead four for the journey to school. Bike It officers work directly with pupils, parents and staff to help them overcome whatever it is that is preventing them from cycling to school – by organising cycle training, helping to install new bike sheds, contributing to classroom work and providing information about safe routes to schools. Participating schools across England have seen levels of cycling treble within a year– bucking the trend in declining numbers of children cycling to school.

Bike It is a nationwide scheme, managed by sustainable transport charity Sustrans. Nationally the project is funded by Cycling England and the cycle industry through the Bike Hub, locally Bike It is supported by Swindon Borough Council.

Staff, parents and teachers who are interested in promoting cycling and walking in their school are encouraged to call the Sustrans School Travel Team on 0117 915 0100 for free information and advice.



Photo Credit: 'J Bewley/Sustrans'

(generic) Bike It students

For more information please visit <http://www.sustrans.org.uk/default.asp?SID=1102425335218>

Ed Howarth School Travel Press Officer

Sustrans Tel: 0117 915 0109 Out of hours: 07802 986728 email: ed.howarth@sustrans.org.uk