Get them thinking in the right direction.
I Bike Cycling Officers

Kelly Fry Cycling Officer, Perth

Lynn Stocks Cycling Officer, Edinburgh
Sustrans is the charity that’s enabling people to travel by foot, bike or public transport for more of the journeys we make every day. Our work makes it possible for people to choose healthier, cleaner and cheaper journeys, with better places and spaces to move through and live in.
Bike Hub funded project

Industry wide initiative

The Bicycle Association of Great Britain and the Association of Cycle Traders.

Bike Hub generates funds from within the cycle industry.
Evidence Base

- Active Travel across Primary-Secondary Transition Research by Child and Adolescent Health Research Unit of Edinburgh University (CAHRU)

  - Escorted cycle rides to secondary schools particularly motivational
  
  - A need for strong communication links between primary and secondary schools in Scotland.
  
  - Active travel initiatives need strong localised support in and around the schools to succeed
  
  - Girls in particular were drawn to physical activities with a strong social element.
Evidence Base

• The Information Services Division of the NHS and the EU Statistical Office
  – Alarming rise in female obesity here and in the UK generally compared to other western European countries such as Norway and Holland,

• The National Hands Up Survey in Scotland
  – Cycling decreases from 4.2% to 1.2% when pupils make transition to secondary school (P7-S6).
# Evidence Base

**Physical Activity in Scottish Schoolchildren (PASS) Study**

**Figure 2: Mode of travel to and from school**

<table>
<thead>
<tr>
<th></th>
<th>P7</th>
<th>S1</th>
<th>S2</th>
<th>S3</th>
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<tr>
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<td>18.6</td>
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<td>ns</td>
<td>*</td>
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<tr>
<td><strong>Football</strong></td>
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<td>Boys</td>
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<tr>
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<td>*</td>
<td>*</td>
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<td>*</td>
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</tbody>
</table>

Source: PASS (2008)
I Bike Overview

- I Bike is a pilot project working intensively with schools to increase cycling levels and to encourage cycling to school and in leisure time.

- This is achieved through a series of specifically tailored and targeted cycling initiatives.

- We work with secondary schools and their feeder primaries
  - Transition age groups (P6-S3).
  - Focus on girls.
  - Whole school activities

- I Bike works with staff, pupils and parents to identify barriers to cycling and develop school strategies to overcome these.

- Partnership working

- The project is funded until July 2011
The I Bike Schools

- **Edinburgh (12 schools)**
  - Portobello High School
    - Towerbank
    - Brunstane
    - Duddingston
    - Parsons Green
    - The Royal high
  - Firrhill High School
    - Longstone
    - Oxgangs
    - Bonaly
    - Colinton
    - Pentland

- **Perth (12 schools)**
  - Perth Academy
    - Goodlyburn
    - Viewlands
  - Perth High School
    - Oakbank
    - Craigie
    - Inch View
  - Perth Grammar School
    - North Muirton
    - Tulloch
    - Balhousie
    - St Ninian’s Episcopal
Aims and Outcomes

- Increased awareness of the benefits of cycling
- Aim to make cycling main mode of transport for independent journeys.
- Empower girls
  - Raise awareness, develop skills, encourage girls (in particular) to cycle more and make cycling more accessible to them.
- Encourage peer to peer learning
- Lasting sustained legacy and culture to be created and maintained in the schools
- Best Practice Guide/Resource Pack for schools
- Future roll out of this hands on dedicated approach in schools to increase levels of cycling.
Typical Activities

• Additional and refresher cycle training
• Specialised training for girls and parents
• Beauty and the Bike sessions
• Training on cycle maintenance – inc. parents
• Bike clubs
• Whole school cycle events
• Classroom work
• Some out of hours and weekend activities
• Led local rides
• Liaison with parents and school council.
• Installation of cycle parking (or additional) where required
• Incentivised schemes and competitions
I Bike Movie
Contact Us

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