

Pedal 4 a Medal

Hounslow Council



Description

As nobody in year 7 cycles to school, we had to try and make our fair as encouraging as we could to try and inspire people to cycle. We also wanted to show that cycling can be fun and enjoyable. We had a bmx show, then the fair had 3 different activities – smoothie bike, bike races and tryouts, spacehopper Olympics. We raised money baking cycling cupcakes and having a tombola.

Who was involved

Fiona Russell – Head of Year 7 who booked in all the suppliers and paid for prizes Nicole, Kirsty, Ciara, Molly, Amelia & Macey - Year 7 pupils who came up with all the concepts, designed posters, powerpoints and ran all the competitions on the day

Aisha Butt - organised the theatre and funding

Costs

Pupils received £1000 from the STA: £450 – hiring different types of bikes from get cycling £90 – prizes for tombola £80 – refreshments £80 – spacehoppers £150 – bmx bike as main prize They raised money selling cupcakes and refreshments, tickets for the tombola and predicting who would win the teachers race.

Development

After the initial theatre show the Head of Year 7 asked girls to present their idea to the STA, with 1 clear winner being pedal 4 a medal, and a close runner up with the spacehopper idea. It was decided to include that in the day as it promotes being active. The girls decided they wanted to raise money as well as offering free activities.

Outcome

People opinion about cycling and sustainable travel has completely changed with year 8 and 9 pupils asking if they could take part. Evaluation of the event showed that 92% of pupils enjoyed the fair, 79% are considering walking or cycling to school. Everyone has been talking about how cool the bike fair was and how they would like to get a bike now. The pupils would like to run one every term f

Criteria

This campaign was creative as the girls realised they needed to make cycling fun & exciting. Started with a bmx show, then a fair with smoothie bikes, slow bike races, bike tryouts with wacky bikes, tombola with bike prizes, vote for winner of the staff race and spacehopper Olympics. The spacehopper idea was unique & led to girls trying the bikes. This was a pupil led campaign from start to finish, they came up with all the ideas, powerpoints, posters & ran the day. Each pupil was assigned a different task & carried it out perfectly. Because of this success & interest from older girls they want to run a fair every term, which ensures its sustainability. They raised over £200 from the cake sale so not as much funding is needed from the council. It had a very positive impact as pupils opinions about cycling have changed - 79% of pupils will consider walking & cycling now. Feedback showed the idea was original, different and got to try new things. This idea could be rolled out easily.

