

**MARKETING & PROMOTION – Case Study 1: ‘Bikeability Banner and Glass Awards’**

**Delivered by:**

**Portsmouth City Council / Pedal Power Training**

**Portsmouth, Hampshire**



**Context:** As part of Portsmouth Council’s commitment to improve road safety, Bikeability training has been delivered to over 8,000 children in Portsmouth since 2009, with 35 schools currently taking up the training. Pedal Power Training deliver the Bikeability training on behalf of the council.

**Objectives:** Portsmouth Council wanted to recognise the achievements of the schools in taking up the training, and thanking them for continuing to support the scheme. The Road Safety Department developed the new ‘Banner and Glass’ Award in the summer 2015 to reward schools and pupils for their engagement.

**Outcomes:**

Medina School is one of the first schools in Portsmouth to receive their new award.

Further awards will be made this year, and it is hoped the scheme will continue to run next year.

*“Bikeability is a fantastic scheme that helps Year 5, 6,&7 pupils to stay active and cycle safely. We are very proud that so many of our schools take up this free training.”*  
**Liz Burchett, Road Safety Officer – Portsmouth City Council**



**Medina School, Portsmouth receiving their award**

**Lessons learnt / top tips:**

- **Having visible banners** on school gates helped to normalise Bikeability & promote it to parents, to educate drivers that Bikeability/cycling was taking place around the school, and encouraged neighbouring schools to participate too.
- **Having presentations in assemblies** encouraged Y3/4 children to aspire to undertaking training in Y5/6 like their peers. They generated a sense of pride amongst trainees, gave an opportunity to thank schools and also promote road safety and provided ‘next steps’ for Level 2 completers ie. Level 3.
- **Having awards** serves as a permanent reminder to schools of the high quality and value of the scheme; it is continually visible to parents, children & visitors and shows council commitment to schools by thanking and valuing them.

**Further information:**

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