

MARKETING & PROMOTION – Case Study 6: Bikeability Incentive scheme – West Berkshire

Delivered by:

**West Berkshire Council
Berkshire**



Context: Children in Y6 at Welford and Wickham Primary School completed their Bikeability Level 1 and 2 training in Summer 2014. As a reward for working hard were able to ride en masse with their instructors to Boxford to watch the Tour of Britain come through the following September. It was the day Alex Dowsett won the stage and went into yellow!

Objectives:

- To reward pupils for their involvement and focus them during training
- To encourage further take-up of Bikeability in the school
- To encourage an interest in cycling as a sport as well as a means of transport. The children had some real heroes to look out for on the day!

Outcomes:

All pupils in year 6 now receive Level One and Two training. This is a very rural school and some of the children have a long journey to and from school which it's not practical for them to cycle. This gave them the chance to do something fun on their bikes West Berkshire have run day long led rides for other schools which have been successful. Led rides work well, but this was a special treat to see professional cyclists – something they could all aspire to. If the Tour of Britain comes our way again, the incentive will be repeated.

"They are all looking around them and keeping a good position on the road, I'm really impressed." (Teacher from Welford & Wickham Primary School)

"How lovely to see children actually out riding their bikes... and so beautifully too!" (Boxford resident)



Welford & Wickham Primary School children enjoying watching The Tour of Britain

Lessons learnt/ 'top tips':

Just do it! The trip involved a detailed risk assessment, plus co-ordinating several support staff but the children will always really appreciate some kind of reward – in this case they had a fantastic time and rode and behaved brilliantly.

The route was hilly and gets used as a "rat run" by drivers, but they dealt with it well. Bikeability works!

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