

# The Big Walk and Wheel Toolkit 2025

**24 March – 4 April**

## What is the Big Walk and Wheel?

The Sustrans Big Walk and Wheel is a countrywide inter-school walking, cycling, wheeling and scooting competition aimed at encouraging children, their parents and staff to choose sustainable, active forms of transport to get to and from school.

It runs over a 10-day period from **24 March to 4 April**.

The 2025 challenge is the 17<sup>th</sup> challenge having previously been called the Sustrans Big Pedal. As well as getting active, pupils learn about the journeys people take, including messages about air quality and how active travel can boost physical health. The prizes this year are bigger and better than ever, and include skateboarding days, scooter training, bike parking and bike bus kits.

### What does my school have to do?

Each school in the competition needs to log their active journeys – cycling, scooting, wheeling and walking journeys count towards the school total. The best five days logged by each school count to determine the school's final position.

### How to participate?

#### 1. Register

Make sure you register. The event runs from 24 March to 4 April but if you cannot do the Big Walk and Wheel for ten days, you can also register for a shorter five-day competition. You can register either a class, year group or the whole school. The benefits of the whole school being part of the challenge will be seen long after the challenge ends so is the best option. In addition, participating in the full ten days allows you can space out any activities you may wish to run during the two weeks. The best five days overall will count towards your final total. Register [here](#).

#### 2. Activities

Running a few activities over the two weeks can increase your totals on those days, helping you to achieve the highest possible totals. Remember that the best five days totals are what count towards your final position in the competition. See the activity guide below for ideas to help you maximise your school's totals.

### Ealing Council

The School Travel Team will be supporting you and your school by promoting the Big Walk and Wheel. There will be daily updates on X (formerly Twitter) and an Ealing Schools' leaderboard. Please be sure to follow us on X @EalingSTARS for the daily progress updates. This guide has been produced to support you to run a successful Big Walk and Wheel campaign. If you would like to any further support or have any queries, please contact the team on [sta@ealing.gov.uk](mailto:sta@ealing.gov.uk).

## TfL Travel for Life

Remember the Big Walk and Wheel and the activities in this guide can be added as a story on TfL Travel for Life, making your journey to accreditation, maintaining your accreditation or progressing to the next level so much easier. If your school is not registered, please sign up at [Create account \(tfl.gov.uk\)](https://tfl.gov.uk). Once signed up, please verify your email address then email us at [sta@ealing.gov.uk](mailto:sta@ealing.gov.uk) to let us know your school is working towards accreditation. We can provide you with guidance on how best to proceed.

## Activity Guide

The following activities are a guide only. You are limited only by your own ideas and imagination. What has proved successful in many schools, however, is running five high profile activities on five separate days. Your school's best five days will determine your final position, so it is worth boosting numbers on five separate days over the two weeks. Remember to log the [Big Walk and Wheel](#) activity card on TfL Travel for Life .

### Active Travellers, Sustainable Traveller or Bikers Breakfast

Provision of a simple, healthy breakfast for children who cycle to school that day. If possible, contact local supermarkets – their contact details, as well as letter templates are included in this guide - to see if they will support the school and provide some items for the breakfast. Enlisting parent helpers or other staff members/SLT to help, will make it more successful.

(TfL Travel for Life activity card - [Bikers' Breakfast](#) - *please change the title of the activity if needed when logging your own story*)

### Bling your Bike /Soup up your Scooter/ Showy Shoes / Wicked Wheelchairs

Children decorate their bikes or scooters or wheelchairs or a pair of shoes (ideally not their school shoes) using an active travel and ride or walk to school. For children whose parents won't want them to decorate real shoes, give them an outline of a shoe to design and ask them to bring it in on the day. There are some templates at the end of this guide. This way the competition is inclusive. Why not have a parade to showcase decorated wheelchairs, bikes, scooters, shoes and shoe designs with the rest of the school. Otherwise, have TfL Explorers Ambassadors (JTAs) or Bike It Crew at the school gates to take photos of children as they arrive – photos can be displayed on the school travel noticeboard, school website, popped into the newsletter or on social media or even all the above.

(TfL Travel for Life activity card – [Bling your Bike](#))



## **Golden Lock**

Such a simple but effective concept to help increase the numbers of children who participate. The lock is placed on a random bike or scooter on set days (or everyday if you have enough prizes) during the Big Walk and Wheel. The child who finds that the Golden Lock has been placed on their bike takes the lock to the office and receives their prize. Golden coloured locks, such as [these](#) are cheap to buy and can be used throughout the year if the Golden lock competition is successful. If you don't want to buy a special lock, use an existing, unused lock and spray paint it gold.

Keep prizes simple and affordable. Here are some examples of cheap prizes that can be purchased:

Bicycle bells: [Amazon](#), [Decathlon](#), [Halfords](#)

Reflectors: giving these [spoke reflectors](#) away in packs of 8 perhaps or [snap bands](#).

Puncture repair kits – these are widely available from supermarkets to bike shops

Hi Vis jackets in cool colour combinations and children's sizing [here](#)

For those looking for all things bright, there's [Brightkidz.co.uk](#)

(TfL Travel for Life activity card – [Golden Lock](#))

## **A Biscuit or Banana for a Bike**

All children who ride their bikes to school are rewarded with a biscuit or banana. This is a cheap activity to run. If you have an active Parent Association perhaps they can fund it; or as an even cheaper option, bake biscuits for it or ask for donations of bananas the day before. The TfL Explorers Ambassadors (JTAs) could run the stall which could be placed in a prominent, easily accessible part of the playground.

(TfL Travel for Life activity card - [Bikers' Breakfast](#) - *please change the title of the activity when logging your own story*)

## **A Satsuma for a Scoot, Stride or Cycle**

A similar concept to above, but a healthier and more inclusive option. Swap in the satsumas and off you go. You could ask for donations of the fruit to start you off which would make it much cheaper to run. Children could collect the fruit on the way into school.

(TfL Travel for Life activity card - [Bikers' Breakfast](#) - *please change the title of the activity when logging your own story*)

## **Competition Time**

Ask your TfL Explorer or Pioneer Ambassadors (JTAs) to come up with a competition idea – posters to advertise the benefits of cycling, scooting or walking to school; design a high-tech bicycle or scooter; a general road safety or Let's Get Moving message; poster to reduce congestion outside the school gates; active travel and anti-idling messages; to promote the use of the school's Park and Stride locations

Let your Ambassadors own the whole campaign - advertise the competition, design a template if it's needed, choose the winners and announce the winners in an assembly on the last day. The possibilities are endless, and you will be surprised at what your Ambassadors come up with.

If they are stuck for ideas, there are some templates at the end of this document, from page 10.

(TfL Travel for Life activity card – [Other travel competition](#))

### **Silly Socks Day**

With the aim of promoting walking, have a Silly Socks Day. Children can come to school in uniform whilst wearing the silliest socks they own. They could decorate socks they already have or keep it simple by just wearing odd socks. It's another activity that costs nothing to run and apart from telling the children and popping something in the newsletter, there is nothing else to do! Easy peasy!

(TfL Travel for Life activity card - [Other walking activity](#))

### **Giant Walk**

Lead a Giant Walk on one of the days. Choose an area locally (or have a few start points): a park, a car park or a quiet side street, 10 – 20 minutes away from the school. Tell the parents what time to be there and then, as a whole group, walk to school together. **Parents walk with the children.**

You will need some hi-vis jackets for the leaders at the front and the back of the Giant Walk and maybe a class set of hi-vis for some of the children in the group to wear. You would also need to do a risk assessment of the route you are taking.

It doesn't take much time to organise – maybe even approach a parent to help. Promote it as an opportunity to walk to school with friends, having a chat about the day ahead and getting some exercise at the same time. It is such a lovely way to start the day – the children will arrive happy and full of the adventure of walking in such a big group. For more information please contact [sta@ealing.gov.uk](mailto:sta@ealing.gov.uk).

(TfL Travel for Life activity card - [Walking bus](#))

### **Be Bright Accessory Day**

Linked to Road Safety, children come to school wearing their full school uniform and wearing a bright accessory. This could be a headband or ribbon, bright shoelaces, some reflective badges, keyrings or zip pulls, watch, tie, belt, hat, scarf or maybe a reflective snap band. The brighter the better!

(TfL Travel for Life activity card – [Be Bright Be Seen](#) – *please change the title of the activity when logging your own story*)

### **Bike Wash/Bike Beauty Station**

Bike maintenance is important – why not start with cleaning the bike? This could be a TfL Explorer or Pioneer led activity where they wash the bikes but it could also be a station, that children come to, to wash their own bikes. This is a low-cost activity – all you will need are some buckets, hot water, detergent and sponges. You could even do this as a fundraiser, potentially covering the costs of the prizes used during the challenge. The supervising adult could give each bike chain a quick spray with [GT85](#) (the bike world's equivalent to WD40) to keep it in good working order.

(TfL Travel for Life activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

### **Active Travel Disco**

What could be more exciting than coming to school and joining in a disco in the playground before you start the day. Encourage those who travel to school actively to arrive 10-15 minutes early get to enjoy the disco before school. All you need is a speaker and some music. If preferred, it could be held at playtime or lunch instead.

(TfL Travel for Life activity card - [Other Scooting Activity](#) – *please change the title of the activity when logging your story*)

### **Wheelie/Walkie Mile**

Instead of running the daily mile, as a one off, cycle, walk or scoot it instead. This will cost nothing and take just a short time. This is a great way to show the children that one mile is a very quick journey to make. Time them to prove it. Cycling and scooting the journey is even quicker. Make sure you spend a few minutes discussing how the children found it. Children may also be unaware that 80% of London primary age children live within 1 mile of their school – and that figure is even higher in Ealing at 84%. Remember to take some photos. Please note: the Daily mile ordinarily does not count as active travel whereas walking/cycling/wheeling and scooting count as you are practising skills that can be used as active travel on the school run. (TfL Travel for Life activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

### **Duathlon**

Have an event where the children travel around the school grounds, field or playground a number of times, travelling half the laps using one form of active travel and the other half using a different form of active travel. (Travel for Life activity card – [Other Cycling Activity](#) – *please change the title of the activity when logging your own story*)

### **Bike/Scooter/Walker/Wheeler Obstacle Course**

Set up an obstacle course for the children to navigate. If your school has access to road safety signs (some schools use these in EYFS), then include them into the track. Please bear in mind the capabilities of the pupils, especially cyclists, when setting up the course and when spacing out the 'obstacles'. Use chalk to draw in junctions and simulate road environments, including roundabouts as children find these fun to use. (TfL Travel for Life activity card – [Obstacle Course](#) – *please change the title of the activity when logging your own story*)

### **Dr Bike**

Dr Bike's helpful mechanics will turn up fully equipped to carry out minor bike adjustments and repairs. A Dr Bike Day – the London Bike Hub charge ~£180 for five hours (9am-3pm).

(TfL Travel for Life activity card - [Dr Bike](#))

### **Daily social media updates**

Using X (formerly Twitter) and Facebook to inform the school community about progress in the Big Walk and Wheel is a good way to keep everyone up-to-date. Schools can let parents know how well the school is doing and their place on the leader boards for Ealing, London and nationally. Remember we love to hear about what you do so tag us too on Twitter @EalingSTARS

(Travel for Lif activity card – [Publicity within the local community](#))

### **Bike Market**

This can be quite costly at approximately £1200 + VAT per market. Any bike that are donated at the market will be serviced and sold if they can be and the sales proceeds will go back to the school. Good quality second-hand bikes are exceptionally cheap to buy at one of these bike markets. For more information, please get in touch with Peddle My Wheels at [info@peddlemywheels.com](mailto:info@peddlemywheels.com).

(TfL Travel for Life activity card – [Other Cycling activity](#) – *please change the title of the activity when logging your own story*)

### **Invitation to a local MP / Ealing Mayor to speak**

Please feel free to invite the local MP to speak to the children about the importance of sustainable travel, especially cycling, scooting and walking to school. Use this [link](#) to find your local member.

(TfL Travel for Life activity card – [Invite local dignitaries to travel events](#))

### **Prizes**

In addition to the smaller prizes listed above, below are some ideas for prizes that won't cost any money:

- Give winning classes/phase Golden Time
- Award winning classes 15 minutes extra playtime
- If your school has an old trophy - even better if there is one that does not have an engraved plaque - award it to the winning child/class. Decorate it with a ribbon or laminated label
- Get VIP access to the front of the lunch queue
- Watch a film
- Mufti Day
- Sitting on chairs in assembly
- Eat lunch with the head teacher

You could also approach your school's Parent body – PTFA/PSA to see if they have any leftover items from their Christmas and Summer fairs or other events they have run. There are often Lucky Dip bags, or gifts from Christmas present stalls, or even from Mother's Day and Father's Day stalls. They may also be happy to donate bigger prizes or provide you with the funds to purchase something a little bigger like a scooter or a special rucksack.

## **Sponsorship contact list for local supermarkets**

There are Community Champions for the large local supermarkets/superstores. Local express and metro stores do not have these community champion positions:

### **Tesco**

The Tesco Community Champion:

- Greenford/Perivale (the Hoover Building Superstore), can be contacted on [2586@uk.tesco.com](mailto:2586@uk.tesco.com). They will be delighted to help you.
- Yeading – [yeading@communityattesco.co.uk](mailto:yeading@communityattesco.co.uk)
- Hayes – [hayesbullsbridgecommunityspace@uk.tesco.com](mailto:hayesbullsbridgecommunityspace@uk.tesco.com)

### **Asda**

The Community Champion for Asda Park Royal can be contacted using the email or phone number below:

- [community\\_parkroyal@asda.co.uk](mailto:community_parkroyal@asda.co.uk) or call on 020 8951 9000 ext: 222

### **Morrisons**

The community Champion for the large Morrisons in Acton:

- please go to the supermarket in person and ask to speak to the community champion
- Bring your staff ID and a letter (on school letterhead) with your request

### **Sainsburys - Alperton**

Staff members who are dealing with community requests use the following email addresses:

- [pri.alperton@sainsburys.co.uk](mailto:pri.alperton@sainsburys.co.uk)
- [pri.hayes@sainsburys.co.uk](mailto:pri.hayes@sainsburys.co.uk)
- [manager.hayes@sainsburys.co.uk](mailto:manager.hayes@sainsburys.co.uk)



## Letter to sponsors requesting support

School Name  
School Address  
Email address

Date

Dear [insert name of Community Champion],

We are writing to you asking for some support with an event we are running to help us to promote sustainable and active travel.

[insert school name] are a TfL Travel for Life [gold/silver/bronze] accredited school to inspire our children to travel to school sustainably, actively, responsibly and safely.

TfL Travel for Life accreditation is important to us as it supports pupils' wellbeing, helps to reduce congestion at the school gates and improves road safety and air quality around our school.

For two weeks, we are taking part in a national challenge called the Big Walk and Wheel, to promote walking, scooting and cycling to school. [insert school name] aim to encourage as many children as we can to cycle, scoot or walk to school. As part of the challenge, we are running a [insert name of event, eg Bikers Breakfast] where children who cycle/scoot to school on [insert date] will receive [eg. a healthy breakfast] at school to celebrate.

We are hoping for some sponsorship from you to help fund this event. On the day, we would like to have [insert what is being requested and why: for example: a small selection of healthy options such as some fruit, bread, butter, pastries, cereal and milk, and cheese], encouraging the children to have a healthy and nutritious breakfast.

If you could support us in our endeavour to improve the safety, health and wellbeing of our children, while also reducing congestion on the roads around the school, it would be very much appreciated.

We would be delighted to discuss this with you should you require any further information.

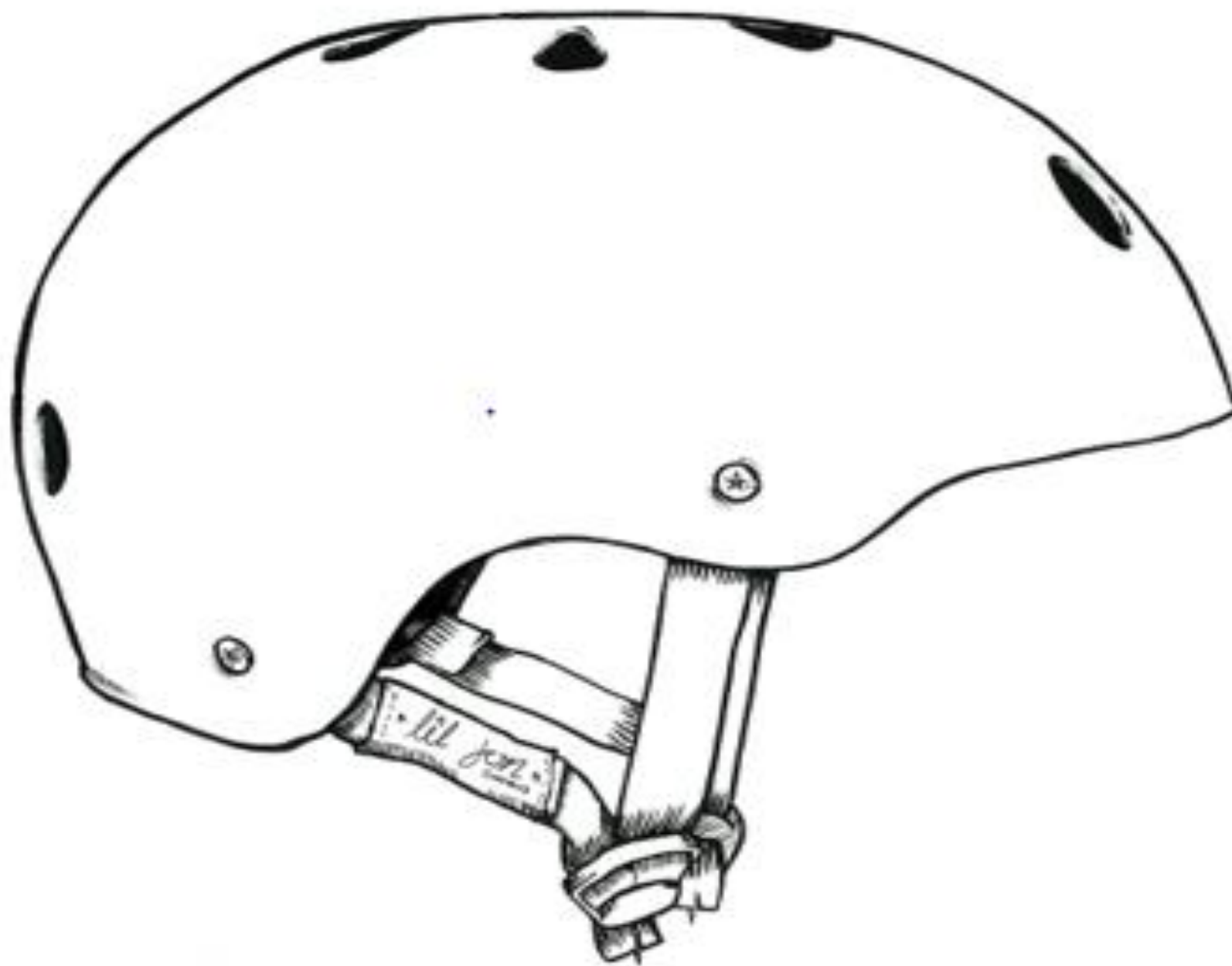
We look forward to hearing from you.

[insert your contact details here and use your school letterhead]

Name: \_\_\_\_\_

Class: \_\_\_\_\_

Design-a-Helmet competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: \_\_\_\_\_

Class: \_\_\_\_\_

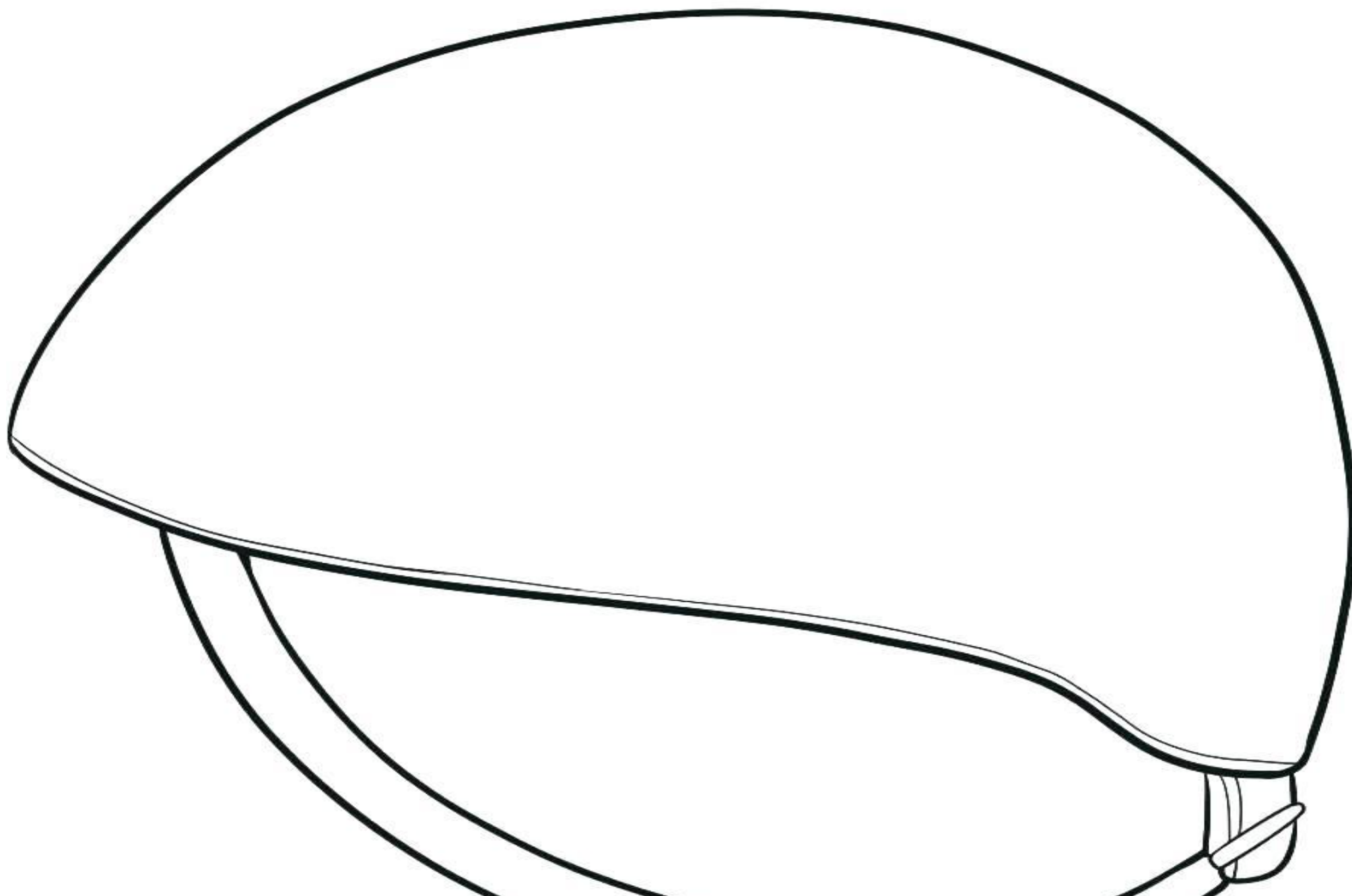
Design-a-Helmet competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: \_\_\_\_\_

Class: \_\_\_\_\_

Design-a-Helmet competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]



Name: \_\_\_\_\_

Class: \_\_\_\_\_

Design-a-Trainer competition: [insert the rules for your competition here: remember to include closing date and where it is to be handed in]





