


# Sustrans Bike It Plus in Wiltshire


[joanna.collett@sustrans.org.uk](mailto:joanna.collett@sustrans.org.uk)  
07876 233849



## What?


 Bike It Plus is an exciting project from Sustrans, the UK's leading sustainable transport charity. We work with schools to encourage safe cycling, scooting and walking to school. We aim to reduce the number of cars outside the school gates and make active travel a safe and achievable option.

## Why?


 Bike It Plus is funded by Public Health at Wiltshire Council to tackle childhood obesity and inactivity by encouraging everyday exercise i.e. the school journey.

Active travel is a great way for children to keep healthy, gain some independence and have fun getting to and from school. There is also evidence linking physical activity with educational attainment.


## How?

 Our local officer works with a key member of staff and group of pupils to develop a program of events and activities tailored to the needs and interests of each school.

## Where?

 Sustrans delivers projects with children and young people in schools all over the country. In Wiltshire we have an officer who has worked in Trowbridge, Chippenham, Melksham, Devizes, and Warminster and is now expanding into schools located in more rural areas. We also have an officer working in Salisbury.

## Who?

 If you would like to be considered for participation or to find out more please get in touch.

For wider Wiltshire contact Jo:  
[joanna.collett@sustrans.org.uk](mailto:joanna.collett@sustrans.org.uk)  
Tel: 07876 233849  
For Salisbury contact Robin:  
[Robin.Imeson@sustrans.org.uk](mailto:Robin.Imeson@sustrans.org.uk)  
Tel: 07818 522991



## Ivy Lane Primary School

Ivy Lane Primary School, Chippenham, became a Bike it Plus school in June 2012.

The school has seen the number of pupils arriving regularly in cars reduce by more than half. Before the project there were no cyclists at all. With support from their new Headteacher and the Bike It Plus Champion, regular cycling increased and has been sustained at over 11%. Regular active travel now makes up nearly 84% of journeys to school.

Events throughout the school year such as free breakfasts, 'bling' your bike, gold ribbon incentive, bike club, Dr Bike, Bright, Safe & Seen Week, Big Pedal, smoothie bike fundraising, new bike and scooter storage, sponsored bike ride, a persuasive writing competition and visit from their MP have motivated the school community to be active on the school journey.

Their commitment to active travel was rewarded in July 2015 with Sustrans Silver School Mark Award.

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. It's time we all began making smarter travel choices. Make your move and support Sustrans today. [www.sustrans.org.uk](http://www.sustrans.org.uk)