


Behaviour Change Techniques and the School Journey

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School Travel Director

A photograph of two young women on a city street. The woman in the foreground is wearing a red and black bicycle helmet and a white zip-up hoodie with a colorful heart pattern. She is smiling and looking to her left. The woman in the background is also wearing a bicycle helmet and a black t-shirt, and is smiling while looking towards the camera. They are on a paved street with a brick building and a closed storefront in the background. A man in a white shirt is walking on the sidewalk in the background.

**What are we
trying to
achieve?**



**Reacting to
Policy Change**



Opportunities



Personalised Travel Planning



sustrans
JOIN

Cycle Training



Walk to School



Bike It



JOIN THE MOVEMENT



DERBY MOOR SCHOOL



"CYCLE TO SCHOOL DAY"

In celebration of the grand opening of the new cycle sheds

FRIDAY 17TH SEPTEMBER

● BCF Talent Team ● Dr. Bike ● Test-a-Bike

30 free puncture repair kits to give away - courtesy of Samways

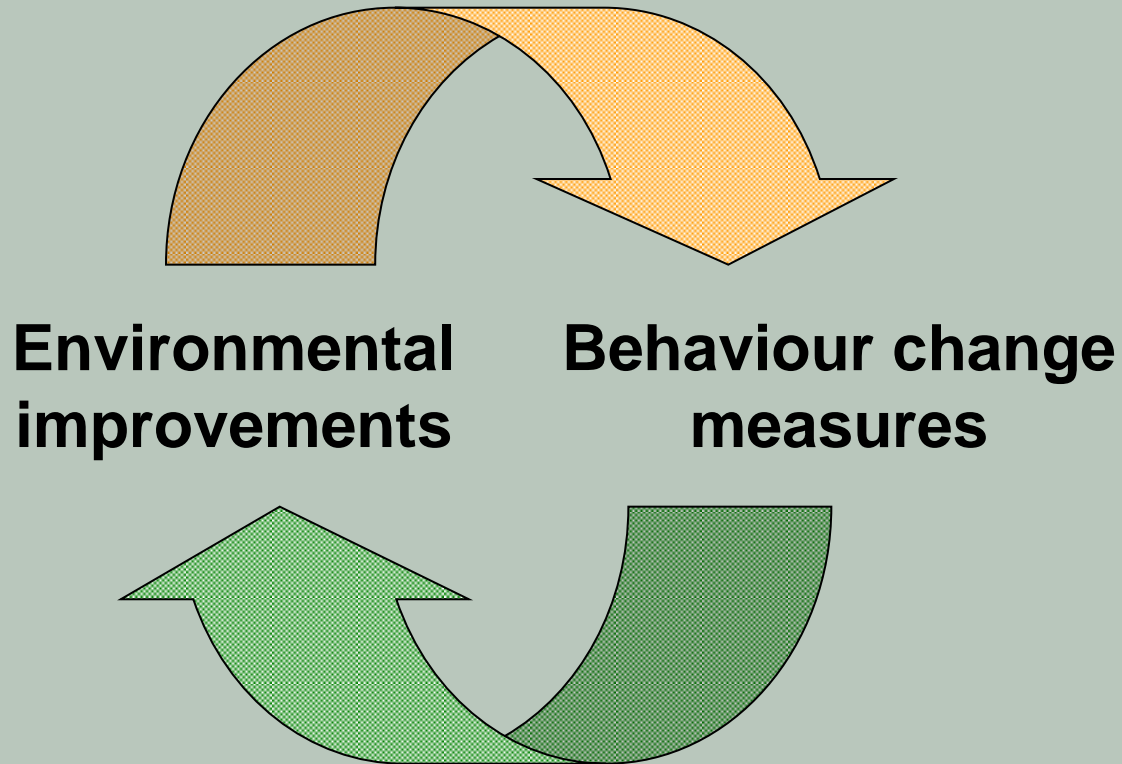
samways
UKCYCSTORE.COM

To take part, please fill in the form on the reverse of this flyer.



Post 16? SEN? Special groups?

Hard or Soft?



Bradley Stoke School – volunteer support, route signing, school policy & promotional work



Funding for Links to Schools and cycle parking

- £12M for Links to Schools in 11/12
- England only, not London
- Where Sustrans is a significant delivery partner in LTP3 and LSTF bids



Criteria for Success

