



Big Pedal 2021

# Amazingly creative: Sustrans Big Pedal reimaged

## Secondary schools



## Objectives

To generate ideas for your school's submission into the UK-wide re-naming competition.

To come up with a new name for Sustrans Big Pedal that reflects the diversity of travel modes involved in the challenge.

To get the whole class thinking about active travel more broadly (beyond bikes).

## Session plan

Explain the competition, show the current Sustrans Big Pedal logo and share the judging criteria.

In groups ask students to discuss the importance of logos for charities – both their main logo (eg Sustrans) and those they use for specific campaigns (eg Sustrans Big Pedal 2021).

Ask them to consider what makes an effective campaign logo and how they think charities come up with the elements within them (the name, the graphics, hashtags).

In groups, ask students to make a mind map of words they associate with active travel to school. It could be helpful to think about the benefits of active travel at this stage.

Use some of the words you have come up with to create a new name for Sustrans Big Pedal.

Each school can only submit one name into the competition. As a school, you will need to decide which of the names you'll submit. Why not create a buzz around the selection process – think about how your school will choose which name to submit.

Submissions can be accompanied by additional supporting copy (up to 100 words), to help sell the idea. We suggest asking students to write their supporting copy as a follow up activity. This is scheduled for day 10 in the Sustrans Big Pedal 10-day lesson plan.

Submission instructions and competition T&Cs are published on the Big Pedal website: [www.bigpedal.org.uk/terms#renaming-competition](http://www.bigpedal.org.uk/terms#renaming-competition)

Submit your idea at [www.bigpedal.org.uk/renaming](http://www.bigpedal.org.uk/renaming)

### At home adaptation

Rather than a class discussion, ask students to make a list of the different ways you can travel actively to school. Encourage them to add some doodles to their lists.

The mind mapping exercise can be done individually.

Sustrans is a registered charity in England and Wales (number 326550) and Scotland (SC039263). © Sustrans 2021



### Time needed

30 mins



### Resources needed

Pencil, paper

Campaign logo examples

Judging criteria checklist



### Solo/Group activity

Solo or group

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## Worksheet



## Instructions

Sustrans Big Pedal is the UK's largest interschool active travel competition. In 2019 over half a million children took part.

When Sustrans Big Pedal first began, 11 years ago, it was a cycling-only competition. Now all active journeys to school count: walking, cycling, scooting and using a wheelchair. And Sustrans Big Pedal needs a new name – one that isn't just about cycling.

We need you to use your creative skills to think of something engaging and unique.

Your school will then pick one name to be entered into the UK-wide re-naming competition.

Entries will be shortlisted by an expert panel and then voted on by the public. The winning name will be transformed into a logo and appear on our website, on social media and on t-shirts worn by our celebrity ambassador.



## Judging criteria

The ideas you come up with should be:

**Concise:** just a few words long. A maximum of four words after the word 'Sustrans'.

**Multi-modal:** people can take part if they travel to school by walking, cycling, scooting or using a wheelchair. Big Pedal is not just about cycling anymore.

**Unique:** we can't call our challenge a name that someone else is already using. You don't have to check this yourself, we'll do that, but it can't be something that your classmates or teacher has already heard of.

My idea for the new name for Sustrans Big Pedal is:

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Campaign logo examples

