

Big Pedal 2021

Amazingly creative: Sustrans Big Pedal reimagined

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

