

Working with parents, carers and guardians



Why work with this audience?

Parents who cycle the school-run with their children are setting a good example that may increase the likelihood of the next generation continuing to cycle as a transport choice.

Reducing the number of cars near school gates can help protect children from pollution, congestion and potential accidents.

78% of primary school children who live up to two miles from school were driven to school.¹



What are the barriers?

- Time pressures, particularly for working parents.
- Suitable childcare options to allow parents to attend an activity that will help them increase their cycling knowledge and skills that will help them increase their cycling knowledge and skills.
- Being able to watch their child cycling while focusing on their own cycling.
- Concerns around motorised traffic and suitable cycling routes.
- Knowing if the cycle is safe to ride.
- How to carry what is needed for school and onward journeys.



What can I do to help?

- Highlight potential time saving by cycling the school run.
- Run sessions when time pressures can be reduced and have activities that children could do at the same time.
- Encourage adults to practice riding in a group.
- Offer route planning sessions, leading rides along cycle friendly routes connecting local schools to residential areas and/or areas of work.
- At learn to fix sessions, demonstrate on both adult and child cycles.
- Share ideas on how to carry items safely and comfortably on the cycle.
- If available, loan child-carrying equipment such as child seats, tag-a-longs and trailers.



How can I reach this audience?

- Via the school/nursery. Ask to be included in any school newsletters, distribute flyers to be put in book-bags and display a poster near school pick-up points.
- Get a local school on board to help build relationships and use teachers who cycle as role models.
- Local shops, cafes community centres that are frequently visited by parents and children after school.
- Social media parents' groups.
- Collaborate with local providers.



¹National Travel Survey 2022