



Sustrans Big Walk and Wheel promoter pack

Sustrans Big Walk and Wheel | 24 March- 4 April 2025

Sustrans Big Walk and Wheel is back for 2025! **This year's challenge runs from 24 March- 4 April**, is free for all schools in the UK to enter and there are daily prizes for schools to win.

Sustrans Big Walk and Wheel, in partnership with Schwalbe, is the UK's largest walking, wheeling, scooting and cycling to school challenge. On each day of the challenge, schools compete to see who can record the greatest proportion of their pupils taking active journeys to school.

We need your support

[Sign up for your free Big Walk and Wheel promoter account here.](#)

You will have access to a range of resources such as letter and email templates to encourage schools to take part in Sustrans Big Walk and Wheel.

As a promoter you will also be able to create lists to keep track of the schools in your area and create local competitions.

Key facts and figures:

- 2,389,015 active travel journeys were completed as part of the Big Walk and Wheel 2024 – this is equivalent to 14 trips to the moon.
- 561,794 pupils participated in 2024.
- If the children had travelled to school by car instead, this would have accounted for 1,730,486 kg of CO2 emissions* – enough to fill 8,124 single decker buses.

We value your support in helping us to continue to improve air pollution outside the school gates and get children more active on the school run. Let's make this challenge the biggest one yet.

Comment, share, use the hashtag #BigWalkandWheel

Let everybody know about the event. To make it easy for you we have provided the following suggested tweets:



- @Sustrans #BigWalkandWheel in partnership with @SchwalbeUK celebrates #walking #wheeling #scooting and #cycling to school! Find out how your school can get involved in the UK's largest inter-school active travel challenge: www.bigwalkandwheel.org.uk
- We're proud to support @sustrans #BigWalkandWheel 2025. In partnership with @SchwalbeUK, it's the UK's largest active travel to school challenge and runs 24 March to 4 April 2025. Register your school here to join too: www.bigwalkandwheel.org.uk
- Register for @Sustrans #BigWalkAndWheel 2025 before 17 February and be entered into the early bird prize draw! Sign up here: www.bigwalkandwheel.org.uk In partnership with @SchwalbeUK.
- Taking part in @Sustrans #BigWalkandWheel 2025 is easy! Sign up your school here www.bigwalkandwheel.org.uk and then use the interactive whiteboard journey tracker to log your journeys during the challenge! In partnership with @SchwalbeUK.
- @Sustrans #BigWalkandWheel in partnership with @SchwalbeUK, is the UK's largest inter-school #walking #wheeling #scooting and #cycling challenge. Starting 24 March, it inspires active and sustainable journeys to school. Sign up now to get involved: www.bigwalkandwheel.org.uk
- @Sustrans #BigWalkandWheel is back from 24 March - 4 April 2025 in partnership with @SchwalbeUK. This free event celebrates the health benefits for children #walking #wheeling #scooting or #cycling to school. For free school resources and information visit: www.bigwalkandwheel.org.uk
- Did you know @Sustrans #BigWalkandWheel is open to Primary, Secondary, and SEN/ASN/ALN schools? In partnership with @SchwalbeUK, sign up your school for free resources, fun daily prizes and virtual badges: www.bigwalkandwheel.org.uk.
- Is your school signed up for @Sustrans #Bigwalkandwheel 2025 yet? Invite your child's school to join in this celebration of #walking #wheeling #scooting or #cycling to school with this [Sustrans Big Walk and Wheel schools' letter](#). In partnership with @SchwalbeUK



If you have questions about the event or need anything else to support it, email bigwalkandwheel@sustrans.org.uk

*These figures are an estimation only and depend on a number of assumptions and national or regional averages.