

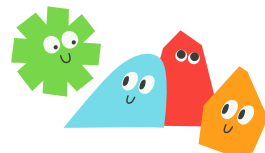
Hey Cycle!

Representations of cycling on children's TV

Why we are what we watch and how on-screen active travel matters

CYCLE TO
SCHOOL WEEK '25

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References: [clickity-click!](#) Unreferenced stats are our own original data
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Emily Cherry
The Bikeability Trust

Hey Emily!

Hi! I'm Emily, Chief Executive of The Bikeability Trust – the organisation that delivers Bikeability cycle training.

I love using data to show how important cycle training is. Like: last year, children spent almost 3 million hours cycling with Bikeability. Or the person children most want to go on a cycle with is their mum. (As a mum of teens, cycling with me is a bit more reluctant these days...)

So I'm pleased to introduce *Hey Cycle!* for **Cycle to School Week**. This report exclusively shows that more children have access to a TV than to their own cycle. That there are more submarines than cycles in *PAW Patrol*. That 20% of *Hey Duggee* cycle to school – versus 2% in real life.

There's a lot of fun and silliness in *Hey Cycle!* – but there's an important message too. Cycling is a skill for life, but to get the lifetime benefits, you have to learn to cycle when you're young. We need positive cycling role models to help that to happen – you can find out who our TV cycling heroes are from page 15.

So go on, switch off the screens this Cycle to School Week and pledge to pedal instead – from cycling to school every day to swapping to a cycle for just one school run.

Love, Emily



Children, cycles and screens: the current state of child's play

The Bikeability Trust is on a mission to activate a nation of cyclists through events like Cycle to School Week. We're inclusive and we want cycling to be for everyone. Many of us are also parents who love TV and want what our children watch to represent them and the world they live and cycle in.

In 1981, when Barb (the UK organisation that measures TV audience data) began reporting, there were three TV channels in the UK – BBC One, BBC Two and ITV. That number has soared to 279!ⁱ A lot of this increase is relatively recent: the digital TV transition from 2008–12 increased the number of channels from five to 40 for more than 17 million people.ⁱⁱ

In the 1980s, 45% of the population were engaged in active travel.ⁱⁱⁱ That drops to 22% in 2023. OK, don't @ us: we know correlation doesn't equal causation. But the Royal Society for Public Health says 41% of children aged 10+ could be overweight by 2035.^{iv} Factors for this are wide-ranging but include falling activity levels. And Bikeability can show that physically active children – who play, play sport, or walk, wheel or cycle to school – take those healthy habits into adulthood.

Are there enough hours in the day for screens and cycling?

Barb says children aged 4–15 watch over 2.5 hours of TV a day.^v The good news is that 60% of children's viewing is still via a TV set, meaning it's all about the shared, social experience. (Bikeability training also offers a shared, social experience. Just saying.)



“There's hardly any cycles on TV – lots of motorbikes, so my three-year-old is now obsessed with those. I'd prefer she be obsessed with bicycles.”

Jenny, cargo bike rider and mother of two



That's a lot of TV. And Sport England's annual survey shows that less than 50% of schoolchildren are active for more than 60 minutes a day, and a third are active for less than 30 minutes.^{vi} (The NHS wants children age 5+ to do at least an hour of moderate physical activity a day. Like, say... cycling to school and back?)

Sounds obv, but science boffins have proven how TV affects health, development and effort because time spent watching TV means less time for other activities. And this often affects disadvantaged children more.^{vii} No wonder the Education Committee held an inquiry into Screen Time: Impacts on Education and Wellbeing in 2023.^{viii}

Everything's OK in moderation

This isn't an anti-TV report: there are more barriers to cycling than TV, we're no strangers to a box set binge, and there's no stopping our children watching *Peppa Pig*. (Incidentally, Peppa and her friends are all keen cyclists.) So, since children are tuning in anyway, we want to ask in this report: where are all the cycling role models on our screens?

Cycling, streaming and internet use

99%
of UK
children
went
online
in 2021^{xiv}

78%
of UK
children
watch
streaming
services^{xv}

65%
of English
children age 5 and
over didn't cycle
for any purpose
in a year^{xiii}

Over half of parents
say their youngest
child plays outside
less than they did
as a child^{xviii}

Video killed the radio star

YouTube/Kids is now the most-watched form of media worldwide for 3- and 4-year-old children, with 90% of this age group in the UK accessing videos every week.^{xix}

There are
24,347,970
TV licences
in the UK^{xvi}

Active transport and activity levels

58%

58% of children
do less exercise
than is medically
recommended^{xi}

2.2%

Only 2.2% of English
5- to 16-year-olds
cycled to school
in 2022^{xii}

There are 2,200,000 cycles
sold in the UK every year^{xvi}



Access to screens, access to cycles

90% of British homes
have at least one TV^{ix}

25% of children age 5-10 don't
own or have access to a cycle^x

My favourite television
show is:



Representation matters!

Media representation (diversity in TV, film, social media, etc, with stories featuring people of all backgrounds) matters not only because it reflects reality, but because it has the power to shape it. We are what we see. This goes triple for children. We arrive on the planet brand-new and start to learn: 90% of children's brain growth happens in the first five years.^{xx}

In England, those five years are the Early Years Foundation Stage and they're when most children will start seeing screens, but also when many will start riding a balance bike. (Possibly through our Get Cycling in Schools programme, which trains teachers to teach cycling.)

Children can't be what they can't see

The British Film Institute says that TV can help children feel part of a community, but that many children such as those with a disability, those from ethnic minority backgrounds or those from the LGBTQ+ community feel "invisible"^{xxi} from TV – and that this drives them towards more isolating and less-regulated social media.

And children with special educational needs and disabilities (SEND) are rarely seen cycling on screen: we believe all children deserve to see themselves represented and all children deserve to be inspired to cycle.

We can't put the screen genie back in the digital bottle

"Today's preschoolers have no choice but to grow up in a digital world," says Jane O'Connor, Associate Professor of Childhood Studies, Birmingham City University, in the Children's Media Yearbook 2025.^{xxii}

This year, the Parliamentary Select Committee for Culture, Media and Sport opened an inquiry into children's TV and video content, "to ensure high-quality British-made programming".^{xxiv} And we'd love that programming to include more cycling representation for children.



"The feeling that other people are watching the same show at the same time and experiencing the same thing. Then you feel like part of a community which is great!"

English TV viewer aged 8-13^{xxiv}

How 4 big TV channels do representation

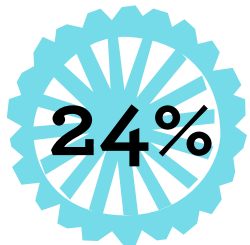
Amazon Prime Video: in 2025, Variety reported that Amazon MGM Studios had removed its Inclusion Policy & Playbook from its site.^{xxv}

BBC: the Beeb has a diversity commissioning code of practice, an inclusion toolkit to support creatives, and invested £243m in Creative Diversity commitments in the three years to 2023–24.^{xxvi}

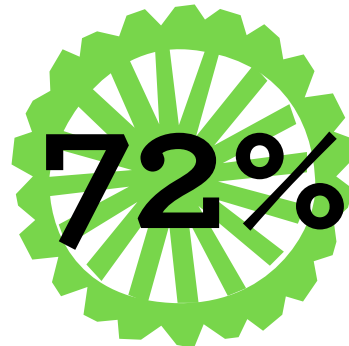
Disney+: in 2025, Disney dropped its Reimagine Tomorrow programme to amplify underrepresented voices and relaunched as MyDisneyToday, focussing on business goals and talent acquisition.^{xxvii}

Netflix: in May 2025, the streaming giant looked at its inclusion metrics including representations of gender, race and ethnicity, LGBTQ+ and disability) in its US-commissioned programming.^{xxviii}

As seen on screen?



Only 24% of UK 4- to 18-year-olds believe they see people who look like them on TV^{xxix}



72% of UK 12- to 15-year-olds feel it's important there are shows for children their age, that feature children who look like them and who live in the same part of the country as them^{xxx}

“Children, especially in the early years, are like little sponges, absorbing all the information around them and then actively making sense of it.”

Dr Eva Lloyd, Professor of Early Childhood at the Cass School of Education and Communities, University of East London^{xxxvi}

£45.5 billion

The Royal Foundation Business Taskforce for Early Childhood says investing in early childhood in the UK could generate at least £45.5 billion a year for the economy^{xxxvii}

The kids are all right – are the kids all right?

1 in 5 children under six experience mental health problems^{xxxviii}

Young people who do Bikeability Level 2 report greater wellbeing than those who don't^{xxxix}

They're more likely to make journeys by cycling and walking^{xxxix}

Young people who cycle once a week report greater wellbeing than those who never cycle^{xxxv}



Extremely peer-reviewed and legit methodology

The ambitious version of *Hey Cycle!* is a game-changing, decades-long independent expert enquiry, obv. But at Bikeability, we're kinda busy: in 2024–25 we taught 500k children to cycle and funded more than 4.5k cycles for schools, and now we're gearing up for Cycle to School Week. Much as we'd love to watch all 18 hours of *Bluey*, for 'research'...

We narrowed down the UK's 279 channels to four, then investigated the Top 10 shows for children on those channels, dividing these by age group. For the EYFS (age 0–5), we identified the Top 5 cartoons; for primary age (reception to Year 6), we looked at the Top 5 of any genre.

Defining our 'Big 4' channels

In 2025, a YouGov poll ranked Netflix as No.1.^{xxxvii} For 2024, Statista put Channel 4 on top.^{xxxviii} Barb crowns the BBC with a 32.73% share of viewers.^{xxxix} A hands-up poll says Disney+ and Amazon Prime Video. In the end, we chose four channels that hosted the most popular shows.

How we calculated the Top 10 shows

As well as audience figures, we calculated awards (*Hey Duggee* is a multi Bafta winner), cultural impact (the PM once cited *Peppa Pig* in a speech), merch (the more merch, the more popular the show – it's science), and pop culture (*Bluey* is in *Rolling Stone's* Top 100 all-time shows).

Project scope and limitations

Sometimes, we couldn't maths. Netflix's animated pre-school show *Cocomelon* has 600m hours of watch time!^{xl} There are 6,578 minutes of *PAW Patrol* plus three films and two spin-offs, yet (oddly!) no published data on cycling content. We yelped for help, but nothing happened. Without access to proprietary algorithms, being reckless with AI, or sitting down with popcorn and a calculator, our insight is limited.

Our Big 4 TV channels

Amazon Prime Video

19m monthly users^{xli}

BBC

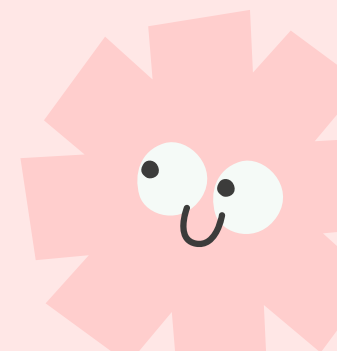
14.1m weekly active
iPlayer accounts^{xlii}

Disney+

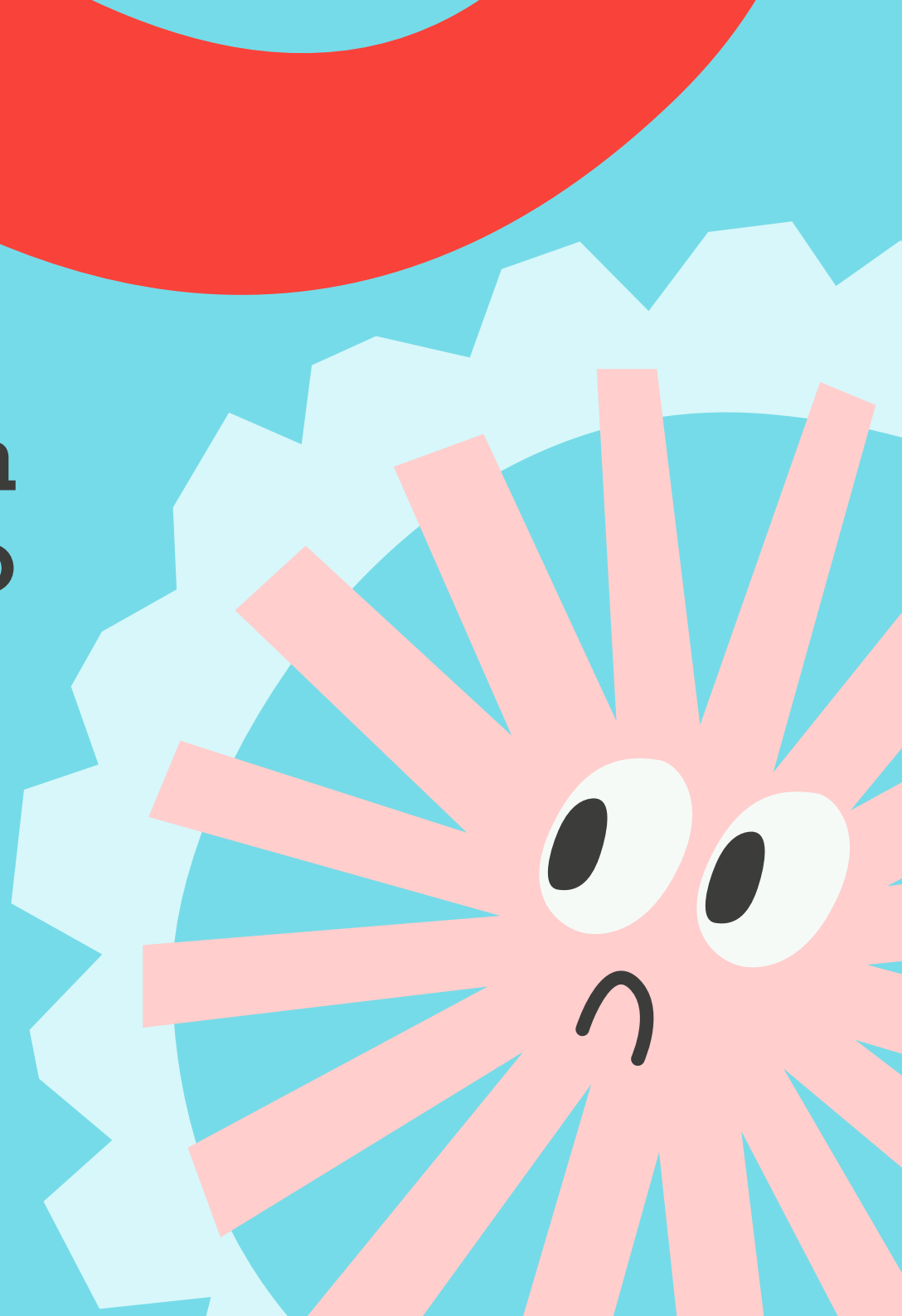
Reaches 7.6m
UK homes^{xliii}

Netflix

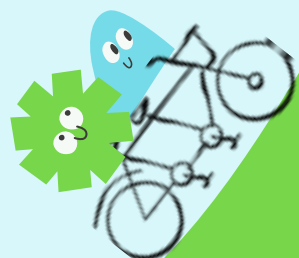
More than 0.5b
viewers globally^{xliv}



**More children
have access to
a TV than to
a cycle – The
Bikeability
Trust**



Summary: headlines, highlights and a few head-scratchers



20% of Hey Duggee get to and from Squirrel Club by cycling

Sarah & Duck features more active travel than the national average

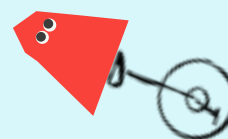
Only 0.5% of Peppa Pig episodes centre on cycling

The Bluey episode Bike has a 9.2/10 rating on IMDb^{xlv}

There are more submarines than cycles in PAW Patrol

No cycles in Gabby's Dollhouse, but there is a spaceship ice-cream sandwich...

100% of children in Phineas and Ferb own their own cycle



In 2024-25, children spent nearly 3 million hours cycling with **Bikeability**

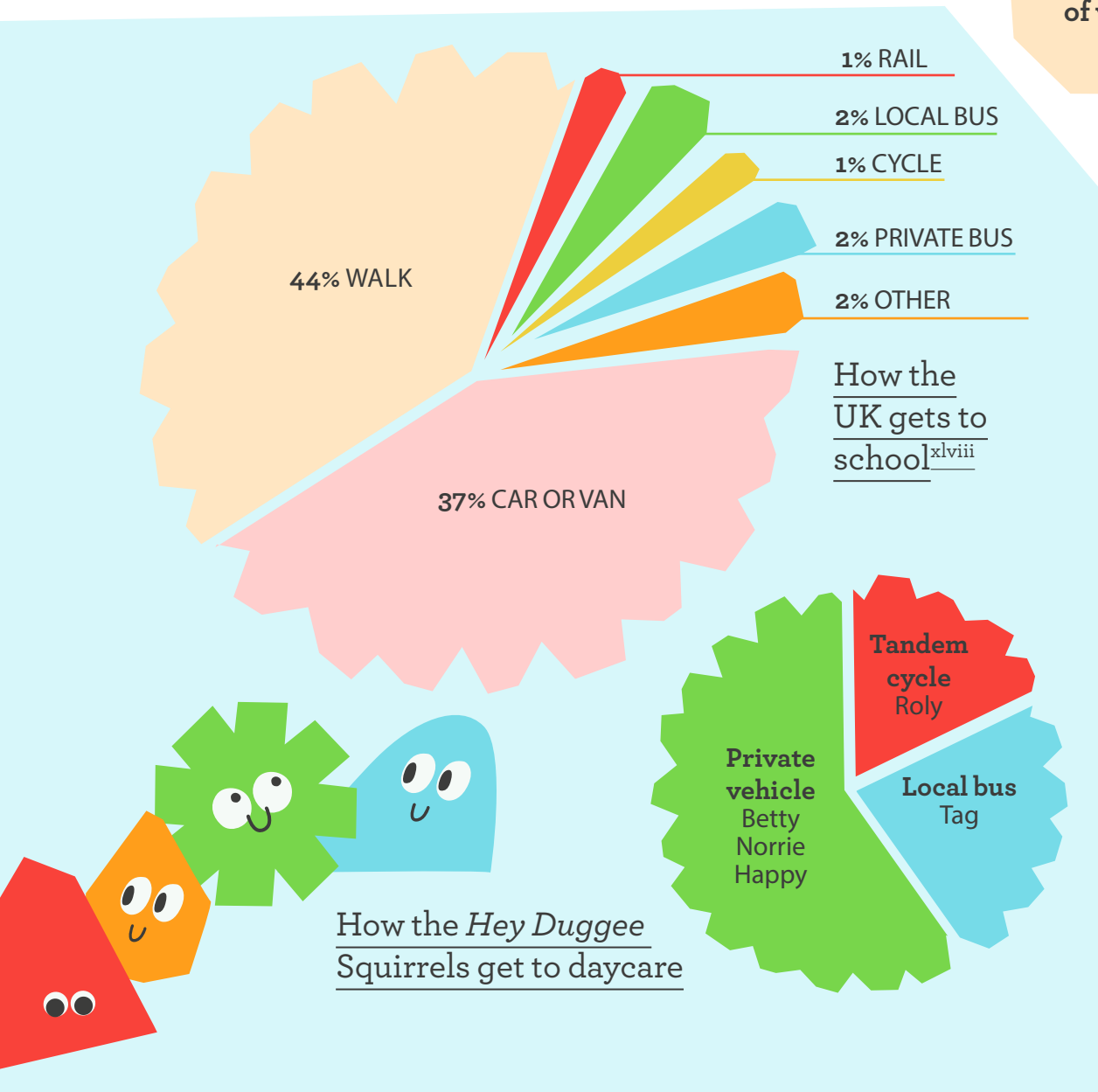
Cycles, unicycles and recumbent cycles appear in 15 episodes of SpongeBob SquarePants

Geek Girl jets around the globe, but doesn't cycle to school



Between 1978 and 2023, cycles completely disappeared from The Famous Five

Cycling on children's TV: a data deep dive



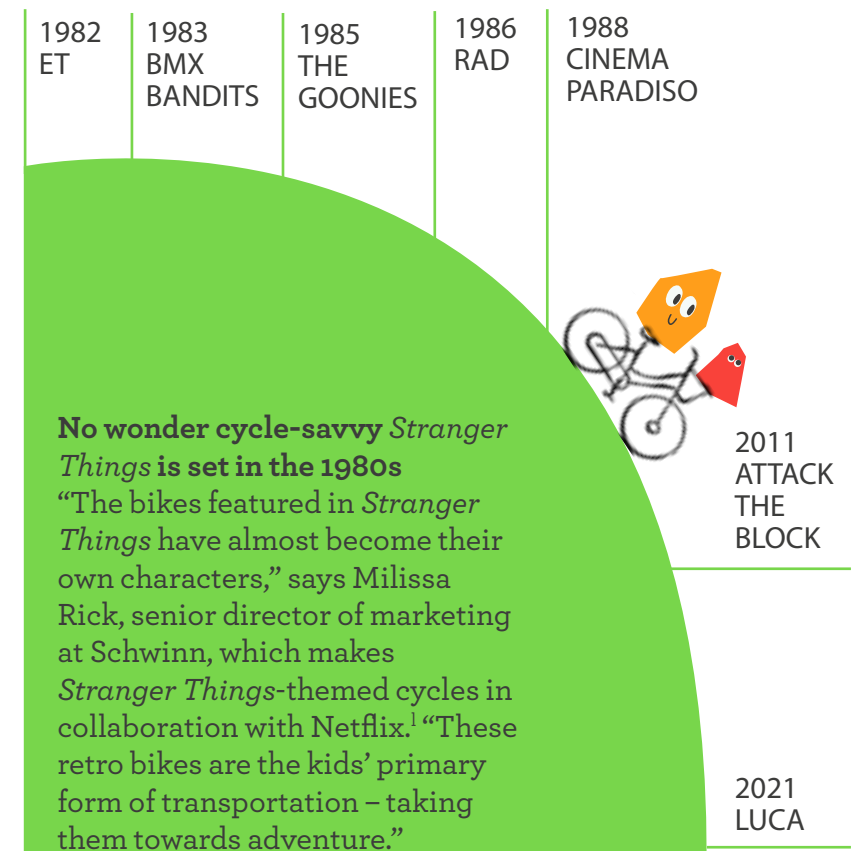
4%

Cycles and trikes make up 4% of vehicles on *PAW Patrol*

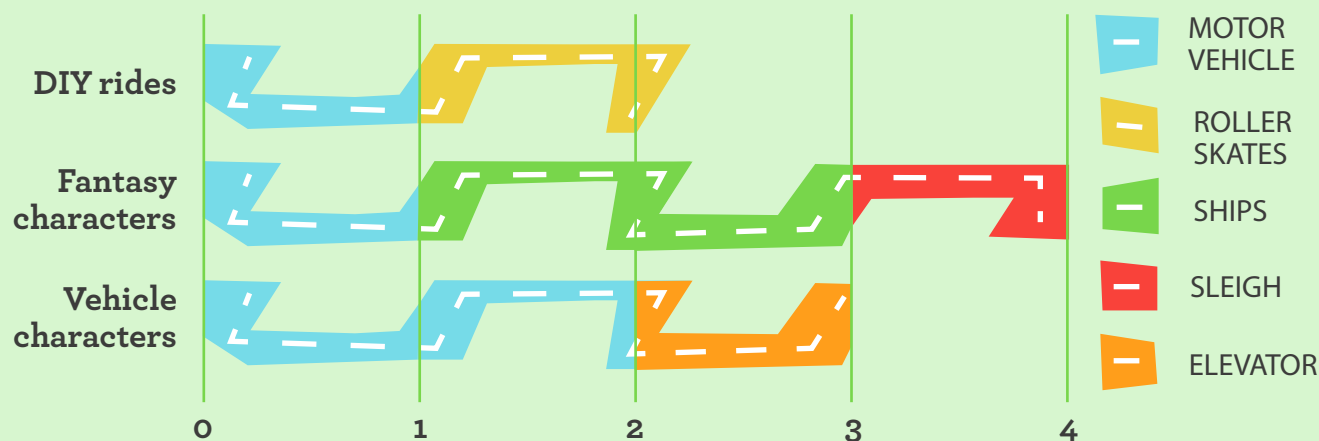
10.3m

10.3m people subscribe to the official *PAW Patrol* YouTube^{xlix}

A very scientific timeline of the decline in children's cycling in cinema



Modes of transportation in *Gabby's Dollhouse*



Cycling to school?
Ah, woof

20% of *Hey Duggee* animals cycle to Squirrel Club – the cycle-to-school average is 2%

Across the series, *Hey Duggee* features 32.33 minutes of on-screen cycling^{xliv}

Just 2 of 394 *Peppa Pig* episodes are cycle themed.

Honourable non-TV pop culture mention

Best cycling novel of the past decade: *Piglettes* by Clémentine Beauvais. Voted “the ugliest girls in school”, three heroines set out on a cycling road trip to Paris, funded by selling sausages. Obviously.



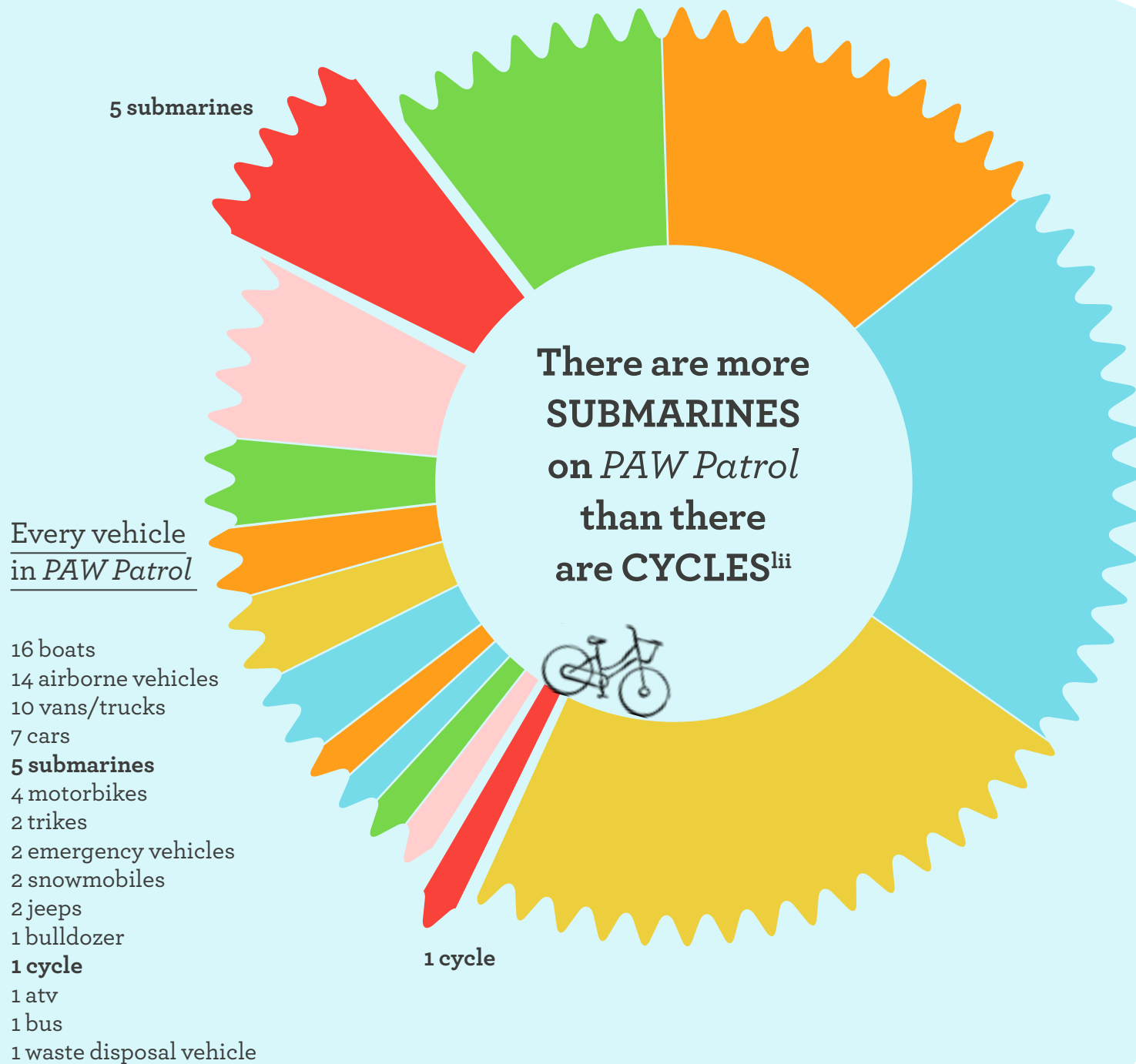
Let's look at *Luca*

This 2021 Pixar film on Disney+ is about a triathlon in 1950s Italy – swimming, cycling, pasta eating. It was big: £38m at the box office, the most-viewed streaming film of 2021 and Golden Globe and Oscar noms; there were Funko Pops, action figures, McDonald's Happy Meals.

And the story covers learning to cycle, cycling on the road, and cycling for both leisure and sport! Across 95 minutes of screen time, there are almost seven minutes on cycles, and at least four main characters who cycle.

Rep-wise, the three heroes have a good gender balance and come from working class backgrounds. One is orphaned; one is a child of divorce and is bullied. But there are no BIPOC characters – and the boys aren't human, they're sea monsters. The worst part? They only want to win the cycling race to buy a Vespa instead! The best part? They LOVE cycling and get every opportunity to do it.

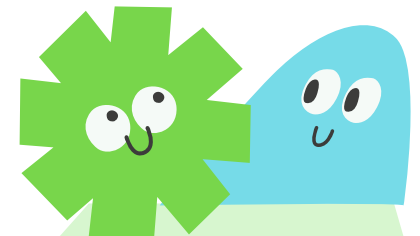
The Cycle to School Week verdict: probably the most iconic children's cycling film since 1982's *ET*.



We're ready for
our close-up!

In 2021, The Bikeability Trust teamed up for an episode of *Go Green With the Grimwades* (Paramount+) to teach cycle training and cycle repair to the family of eight on their hit reality show.

Our partner Bike Club supplied the cycles, including a balance bike.



The 4 active travel episodes on Sarah & Duck

1. Puncture Pump
2. Perimeter Pals
3. Bread Bike
4. Scooter Stand Still



Where's Cecil the Cycle?
10 anthropomorphised
vehicles in pop culture

Budgie the Helicopter
helicopter (Budgie the Helicopter)

Jay Jay
jetplane (Jay Jay the Jetplane)

Ricky Zoom
motorcycle (Ricky Zoom)



Tractor Ted
tractor (Tractor Ted)

Lightning McQueen
car (Cars)

Wilson
train (Chuggington)



Thomas the Tank Engine
train (Thomas and Friends)

Dazey
a wrecking ball (Digley and Dazey)

Digley
a digger (Digley and Dazey)

Theodore Tugboat
boat (Theodore Tugboat)

Did you know?

In 1949, Britain
cycled 14.7 billion
miles a year.^{lv}

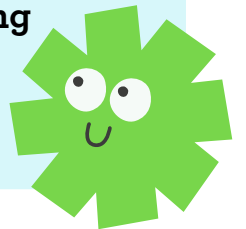
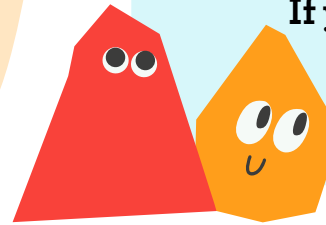
There were 134k
TV sets in the UK,^{lvi}
versus more than
24m now.



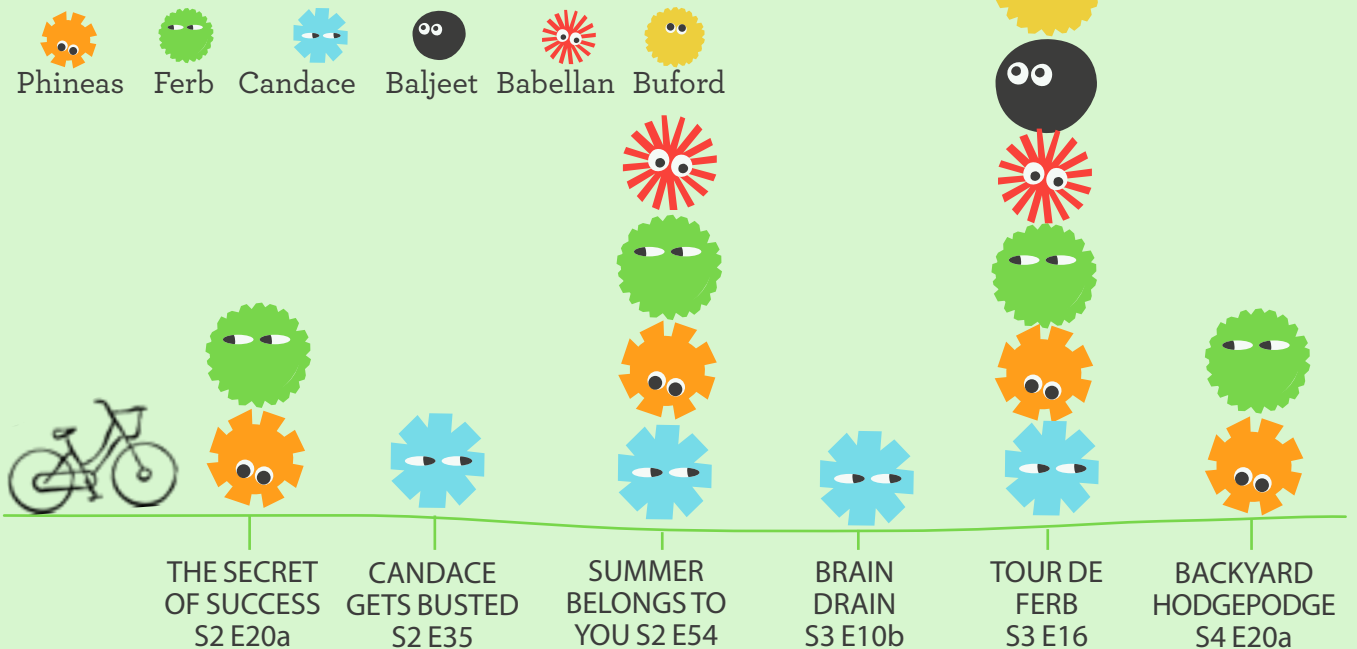
All about the algorithm

As streaming behemoth Netflix puts it,
“The more you watch, the better Netflix gets
at recommending TV shows and movies.”^{liii}

If you watch one show featuring
cycling or active travel,
you’ll be served more.



Phineas and Ferb: scenes characters cycle, by episode



Cartoon cycling superheroes for the Early Years Foundation Stage

Children watch lots of TV and are influenced by it (no, duh). This can be good, especially when they watch with grown-ups (it helps them retain more info versus watching solo).^{lvii} And Oxford Uni brainboxes say moderate screen time can be a plus for children's wellbeing and mental health.^{lviii} But since children learn by copying what they see on TV – starting from toddler age^{lix} – it's vital they see regular representations of cycling for health, leisure and journeys. Even better if those who cycle on TV represent UK diversity. On the next page, enjoy our findings on cycling in shows for 0–5s.




Programme	Hey Duggee (BBC iPlayer, Apple TV)	Bluey (Disney+, BBC, Amazon Prime Video)	Peppa Pig (Disney+, Amazon Prime, BBC iPlayer)	PAW Patrol (Netflix, Amazon Prime Video)
Screen time	206 episodes = 1.4k+ minutes	154 episodes = 1k+ minutes	394 episodes + 3 specials = 2k+	286 episodes = 6.5k+ minutes
Representation	"From a character using a wheelchair to an adoptee and a married gay couple, the show celebrates our differences and allows little ones to see everyone represented on screen," says the BBC. ^{lx} But also: they're animals.	"Where are the disabled, queer, poor, gender diverse, dogs of colour and single-parent dog families in Bluey's Brisbane?" asked ABC News. ^{lxi} The show went on to include non-speaking and ADHD characters. All dogs, though.	Co-parenting lesbian polar bears were the only LGBTQ+ characters in 18 years. The show drew fire (10/10 pun) from the London Fire Brigade for the word "fireman". Also, they're all animals.	The show's initial line-up had a noticeable gender imbalance; ^{lxiv} it took a Twitter campaign to increase female rep. Spin-off series Rubble & Crew had the first non-binary character.
Awards	7 Baftas, 2 Emmys, 5 Kidscreen Awards	3 Logies, 1 Emmy and 1 Peabody	4 Baftas, 1 Annecy Film Fest award, 3 Cartoons on the Bay awards	27 Canadian Screen Awards
Cultural impact	'Stick Song' viewed over 7m times on YouTube; featured on BBC Newsnight, BBC Radio 6 Music; 2.8b lifetime views of the show on its YouTube channel; spin-off show.	A stage show, feature film, Rolling Stone Top 100, featured in NYC's Macy's Thanksgiving Parade and a global franchise worth £2.7bn. ^{lxii}	Broadcast in 180 countries, the porcine juggernaut includes theme parks, a shop, albums, games, merch and stamps. US viewers even adopt British accents.	The canine collective is on in 160 countries, name-checked at the Oscars, spawned spin-offs, 3 films, and merch like the Air Patroller, which sold £5.1b. ^{lxvi}
Cycle super hero	Roly's dad	Bluey	Peppa	Alex
Our verdict	Roly rides tandem in the opening credits, guaranteeing active travel in every episode. 20% of Squirrel Club cycle there (versus 2% cycling to school IRL). We love Norrie learning to ride, but wish the episode wasn't called The Difficult Badge.	We love the inspirational message in the episode Bike: if at first you don't succeed, try, try and try again. It's also great to see Bluey on her cycle in the next episode. But we'd love to see the whole family cycling together more instead of jumping in the car.	We love to see Peppa and friends riding in the episode Bicycles and appreciate the retrospective animation to add helmets. But we recommend learning on a balance bike, not stabilisers. But overall there's only 0.5% cycling across the whole show...	Cycles aren't the hero – they're there to be rescued. There's even a 10-minute montage called 'Bike Rescues!' In one episode, it takes an ATV, snowmobile, police truck and hovercraft to save a cycle; in another, an ATV, police truck and helicopter save the day.
Cycle to School Week points	★★★★	★★★	★★	★



and the winner is...



and the winner is... Sarah & Duck!

Programme	Sarah & Duck (BBC iPlayer, Apple TV)
Screen time	120 episodes = 840 minutes
Representation	Sarah lives in a racially diverse town. Disability advocate Holly Karten has praised the show for accurately representing the experience of being autistic at school. ^{lxxiii}
Awards	Bafta, Kidscreen Award
Cultural impact	Despite a live show, branded merch, big screen episodes at cinemas and being an immediate hit when it debuted – the most popular pre-school programme on iPlayer – this one flies under the radar.
Cycle super hero	Sarah
Our verdict	Sarah & Duck is one of the few shows for 0–5s that features a human cycling rather than an animal, and has multiple episodes with cycling at the heart of the story. Plus there's frequent active travel – with regular cycling, walking and scooting – a whole episode on tyre safety (with a sentient pump, obviously), and depictions of well-designed cycling infrastructure.
Cycle to School Week points	



Sarah & Duck vital statistics



IMDB
score:
8.4/10^{lxx}



Best Preschool
Animation –
Children's BAFTA
(2014)^{lxxi}



20 million
YouTube
views^{lxxii}

The Bikeability Levels 1, 2 & 3 age group: dude, where's the active travel?

Three-quarters of 5- to 10-year-olds own their own cycle, but this drops sharply to just 44% by the time children are 17.^{lxxi} We noticed a similar drop in on-screen cycling from EYFS programmes – almost all have a 'learning to cycle' episode – to those aimed at primary school-aged children. From Reception to Year 6, children just aren't seeing themselves cycle on screen – unless it's in cartoon form.



Programme	The Famous Five (BBC iPlayer)	Gabby's Dollhouse (Netflix)	SpongeBob SquarePants (Amazon Prime Video, BBC iPlayer)	Geek Girl (Netflix)
Screen time	5 episodes = 450 minutes	76 episodes = 1.9k minutes	321 episodes = 7k+ minutes	10 episodes = 280 minutes
Representation	English Heritage has acknowledged the racism and xenophobia in author Enid Blyton's work. The BBC says the new show is for "a progressive new audience" – but the cast is largely white, neurotypical and able-bodied, with one actor of colour.	Its human star is of Dominican-Jewish descent, but the rest of the cast are animated cats. The show addresses barriers to literacy and learning, with positive themes and mistakes encouraged.	Characters are sea creatures not humans, but the show has been praised by academics for its inclusivity and rep for LGBTQ+ communities, neurodiverse children and single-parent families.	Actual real-life humans! With a diverse cast and neurodiversity. Creator Holly Smale says, "It's based on books written by me (autistic), about me as a teen (autistic). And the lead actor is autistic. It's authentic." ^{lxxv}
Awards	Nominations, no wins	Nominations, no wins	6 Emmys, 4 Baftas, 6 Annies, 1 Tony, 22 Kids' Choice Awards (!)	None yet
Cultural impact	This reboot is from Hollywood director Nicolas Winding Refn; it spawned headlines in national newspapers. And Blyton's books are as British as roast dinners.	Its YouTube has 1bn+ lifetime views, the app has 23m+ downloads and Gabby's Purrfect Dollhouse has sold more than 1m units. There's a film, merch, tour, LEGO, e-reader, dolls...	With 15m viewers, a £9.5bn franchise, 10 films, a Burger King ad, McDonald's Happy Meal, a Madame Tussauds model, and merch from vegtojewels, SpongeBob! Sculture.	Based on the bestselling books (3.4m copies sold worldwide), the first series hit Netflix's Top 10 and was No.3 most-watched for all streaming shows. ^{lxxvii}
Cycle super hero	We wish there was one...	Marty the Party Cat	Squidward	Toby
Our verdict	Cycles are out and cars are in for the 21st-century Famous Five. The use of boats and horses has declined too, but we can't see why Julian, Dick, Anne and George can't cycle, with the dog Timmy in a basket. Sort it out, yeah, BBC?	We can't find ANY cycling! Trains, planes, a spaceship, a mermaid cruise ship... But the show is MAGIC – if you can have 'Cakey's Spaceship Ice Cream Sandwich' (er, what?), you can have a cycle. The closest thing to active travel is Marty the Party Cat: his shoes have wheels.	With at least five episodes with cycling, SpongeBob's use of a unicycle (it counts!) and Squidward's recumbent cycle in 10 episodes and 2 films, we were blown away by how much positive cycling rep there is in a show set entirely underwater! If only they were human...	We couldn't find any cycle scenes in the first series, where heroine Harriet turns model and globe-trots catwalks worldwide. We did spot Toby on a scooter and there's plenty of walking, but we'd love more pedals in series two, please!
Cycle to School Week Points				



and the winner is...



and the winner is... Phineas and Ferb!

Programme	Phineas and Ferb (Disney+)
Screen time	148 episodes = 3.2k+ minutes
Representation	Humans! Not animals! OK, so they're cartoons, but it's a win. The show features a blended family, gender balance and a diverse friendship group with characters of Indian, Jewish and Mexican descent. But there are criticisms of its gender stereotyping. ^{lxxiv}
Awards	5 Emmys, 2 Cartoons on the Bay awards, 1 Kids' Choice Award
Cultural impact	Crossover episodes, a live tour, two films, video games, novels, merch... Plus the Christmas episode was the most watched telecast in Disney history! Jake Gyllenhaal says he's a fan. You can even buy an official jigsaw puzzle or shower curtain.
Cycle super hero	Candace
Our verdict	Six characters ride in the extremely cycle-themed episode Tour de Ferb, but there are plenty of other cycling scenes and eps. With the show set in 'endless summer', even background characters are seen riding cycles – cycling is embedded, not an add-on.
Cycle to School Week Points	



Phineas and Ferb vital statistics



IMDb score:
8.1/10^{lxxvii}



THREE Primetime Emmy Awards for Outstanding Individual Achievement in Animation^{lxxix}



2025 revival: all-new episodes created 10 years after the show last aired^{lxxx}

Let's hear it for sustainability!

Cycling plays a vital role in protecting our planet. It's one of the big drivers ('scuse the pun) behind Cycle to School Week – cycling to school helps ensure our planet is forever. Just one child swapping from car to cycle for a year of school runs saves almost half a tonne of CO₂. That's like growing eight trees for a decade.^{lxxxix}

Watching TV leaves a tiny carbon footprint, but that's not the point. The average UK child only uses 91.25 kilowatt hours of energy a year watching TV.^{lxxxii} Even when multiplied by the number of children in the UK (albeit not all children will be watching alone), it's only equivalent to just over a barrel of oil. No big whoop.

But let's not forget about vampire power: appliances left on standby. An average TV on standby for the rest of the day X the UK's 27m TVs = enough energy to drive 9,725 cars for a year.^{lxxxiii}

And multiply all *that* by the millions of children who aren't being inspired by representative role models cycling on TV, and who decide not to pedal that day. The limit does not exist!



Amazon Prime Video

Amazon's Climate Pledge is to be carbon net zero by 2040 across all operations. It's investing in wind and solar capacity to match that used by all active Echo, Fire TV and Ring devices.^{lxxxiv} So if you can find cycling on a Prime Video show, it might be carbon-free?

BBC

One of the aims of the Beeb's Greener Broadcasting strategy is to inspire audience change through content by "reflecting environmental issues and their relevance to the audience's lives in all aspects of the BBC's activities, including programmes".^{lxxxv} So, like, more active travel on screen?

The Big 4 on sustainability and climate commitments

Disney+

The house of the mouse says, "Disney is committed to taking meaningful and measurable action to support a healthier planet for people and wildlife."^{lxxxvi} One of its green pillars is to connect people to the planet through storytelling, a mission Hey Cycle! can get behind.

Netflix

The streaming giant says "To entertain the world, we need a habitable world to entertain." It's set ambitious targets and more than 80% of subscribers choose to watch at least one story about climate issues.^{lxxxvii} – sounds like an audience that wants to see more cycling on screen...

Conclusions and recommendations

This year, the Culture, Media and Sport Committee opened a call for evidence on children's TV/video content, asking: what evidence is there that the TV and video content that children watch, and how they watch it, can contribute positively to their health, learning and development?

We don't have the answers. And it's not in our scope to inform behaviour change around screen time. There is a growing influence of other media, not just TV, especially on children in the later years of primary school; while YouTube/Kids is now *the* most-watched form of media worldwide for 3- and 4-year-old children.^{xix} We're not in a position to change that.

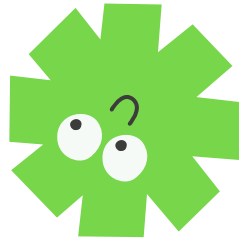
What we do know: we love seeing cycling on screen and researching this report is the most fun we've ever had at work aside from Cycle to School Week. We'd love to see more positive representations of children learning to ride – the message shown on TV is that learning to cycle is difficult. But the feedback we get from instructors and trainees uses words like: happy, free, elevated, infinite, excited, confident, enthusiastic.

And on many of the shows we ~~binge-watched~~ researched, we saw characters learn to ride... then never cycle again. So not our experience! We've even got data to show that after completing Bikeability Level 2, riders are 5x more likely to express their intent to cycle vs. pre-training.

Here's what we can do: continue training children to cycle – almost 6 million now and counting. Break down barriers to cycling, like increasing access to cycles for those one in four children who don't have their own. **And encourage more and more of you to pledge to pedal for Cycle to School Week this year and every year – for fun, for friendship, for fresh air, forever.**



Our Cycle to School Week asks to channels:



Content Channels to audit content to ensure positive and diverse rep of active travel

Top-secret algorithms Streamers to ensure these promote cycling stories, so if children watch one show featuring characters who cycle (even if it's not the main theme in the show), they're offered more

SEND Children with SEND are rarely seen cycling on screen, using adaptive cycles. All children deserve to see themselves represented on TV and be inspired to cycle

Why not show more humans cycling instead of cartoon animals?

PLEDGE TO PEDAL!

SAY HELLO!

To slide into Bikeability's DMs and chat to us about creating cycling change on screen, please say hello@bikeabilitytrust.org

We'd love to chat! Ah-woof.



**Why don't you just
switch off your
television set and go
and do something less
boring instead?***



**A reference for our 'geriatric millennial' readers*