

HELLO AND WELCOME TO THE BETTER BY BIKE PARTNER RESOURCE PACK!

You have been given this pack as you are a key partner we would like to involve in our campaign to encourage more sustainable travel among students at UWE and UoB.

THERE ARE TWO LEVELS OF INVOLVEMENT:

1) DISTRIBUTION

You can help us by simply distributing the campaign materials and messages through your existing communication channels and opportunities.

Please pick from the included flyers/materials, and contact [James Morvan](#) (details on pack) to order quantities.

2) CREATION

If you would like to take the campaign elements and messages, and bring them to life in a new application then there is a folder of assets on the DVD. This contains resources such as the campaign image bank and template material InDesign files which you can use.

Please liaise with [James Morvan](#) who can help discuss your ideas, and how to synchronise them with existing campaign activities such as social events, guided bike rides and more!