

Summary Report

To celebrate the 2016 Olympics and Paralympics, Wiltshire Council's Big Pledge - 'Road to Rio' invited local residents to get involved in an activity challenge and improve their health and wellbeing.

Between 4 June and 29 July over **18,000** local people took part. In total participants ran, walked, swam or cycled **779,742km** over eight weeks. The challenge gave them the motivation to get moving and the chance to see what a difference exercise can have.



People signed up to take a virtual journey around the world to the 2016 host city of Rio de Janeiro. Individuals, schools and teams completed a 20 stage journey that included stops at previous host cities.

A medal winning performance

Participants chose to complete a bronze, silver or gold distance:

Challenges	Bronze distance	Silver distance	Gold distance
Road to Rio (team only)	3000km	7000km	9281km
Running Challenge(individual only)	50km	120km	200km
Cycling Challenge (individual only)	200km	400km	600km
Swimming Challenge (individual only)	20km	35km	50km
Walking Challenge (individual only)	150km	250km	350km
Junior Sports Challenge (individual only)	80km	150km	200km
Ultimate Sports Challenge (Individual/Team)	800km	1500km	2016km

40% of the individuals taking part achieved the bronze distance or above, with 65% achieving the gold distance in their chosen challenge.

44% of the teams taking part achieved the bronze distance or above, with 41% achieving the gold distance in their chosen challenge.

31% of the schools taking part achieved the bronze distance or above, with 62% achieving the gold distance.

Who took part?

In total 18,211 people across Wiltshire took part

- 887 people signed up for individual challenges
- Whilst over 1,500 others joined teams to take part:
 - There were 140 Road to Rio challenge teams (1,413 participants)
 - There were 40 Ultimate Sports Team Challenge (197 participants)
- 15,714 pupils at 47 schools took part

Participants by challenge

Challenge	Number of participants
Cycling	118
Junior Sports challenge	66
Running	176
Swimming	84
Ultimate Sports Individual	52
Walking	391
Ultimate Sports Team	197
Road to Rio Team	1,413
Total	2,497

Total distances covered

Challenge	Distance covered	Equivalent to (approx.):
Cycling	30,359km	London to Sydney return
Junior Sports challenge	5,978km	London to Moscow return
Running	13,956km	London to Atlanta return
Swimming	1,717km	London to Rome
Ultimate Sports Individual	28,819km	London to Montreal 5 times
Walking	62,463km	London to Rio return 3 times
Ultimate Sports Team	42,981km	Around the world
Road to Rio Team	593,469km	Around the world 15 times
Total distance	779,742km	To the moon and back

How did our schools get involved?

A total of 47 schools signed up to this year's Road to Rio challenge. The schools undertook a range of activities to complete their 'journey' to Rio including incorporating 'a mile a day' into their school day.

While the programme meant that the schools taking part focussed on increasing physical activity, some also used the programme as part of their wider geography and maths lesson planning.



What did teachers tell us?

"We all took part in the Daily Mile- where all children and staff walked briskly/ ran a mile around the school grounds. We held a sports week and the children were able to take part in various activities."

Churchfields Primary School, Melksham

"We had regular assemblies to guess where we were in the world and pupils were able to have a guess and talk about the country where we currently were after each week, it also gave them incentive to keep going and reach the goal. The children are a lot more active with many now walking to school."

Shrewton Primary School, Shrewton

"It was a good chance to get the whole school active and fitted perfectly with the Olympic values. Pupils took part of their normal school day plus pedometers doing a variety of activities including Fencing, Swimming, Running, Sport Day, PE lessons, Tennis, Netball."

Pewsey Primary School, Pewsey

"The pupils have been learning about the Olympics. They have studied the history of the Olympics, the underpinning values & principles and about the different range of competitive sports. They pledged to walk at least 1 km 3 times a week prior to lessons and to undertake additional walks during playtime and lunchtimes. They have enjoyed the time together walking and talking to each other and on some mornings listening and dancing to music as they walk! This time has helped children develop their social and emotional wellbeing as they are learning to socialise in a different way than they would at lunchtime or playtime."

The Manor School, Melksham

How did the programme work across our Community Areas?

The Big Pledge team collated data for each community area based on Wiltshire Council's Area Board areas using the postcode of participants.

Area	Number of participants	Distance completed
Amesbury	186	59,025km
Bradford on Avon	101	23,299km
Calne	132	27,510km
Chippenham	109	30,426km
Corsham	59	35,469km
Devizes	134	41,526km
Malmesbury	58	5,646km
Marlborough	32	6,000km
Melksham	273	95,114km
Pewsey	202	75,551km
Salisbury	192	23,130km
South West Wiltshire	35	9,958km
Southern Wiltshire	44	5,713km
Tidworth	143	57,420km
Trowbridge	291	69,656km
Warminster	58	18,405km
Westbury	97	78,669km
Wootton Bassett and Cricklade	83	45,718km

NB: Total number of participants outside of Wiltshire - 274