



# Active Cumbria - Border, Fells & North Carlisle Community Panel Presentation 27.03.2024

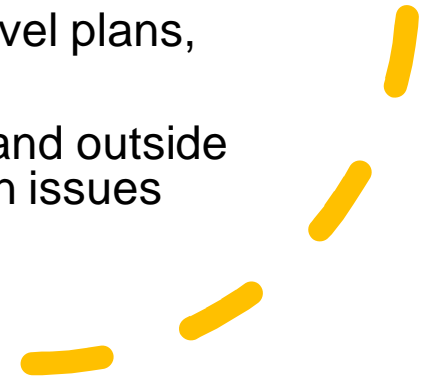




- Active Travel Officer for Cumberland: Jodie Laird



- Bikeability training
- Feet First Campaign
- Amplify national campaigns (Clean Air Day, Walk to School Week)
- Implement targeted strategies: School travel plans, parking pledges, walking bubbles
- Work with colleagues across the council and outside partners to tackle school traffic congestion issues (Highways and Traffic team, PCSOs)





£265,016

Cumbria Bikeability grant allocation for 2024/25 delivery from Active Travel England

5<sup>th</sup>

Cumbria in top ten of 109 LHAs for 2022/23 delivery

Active Travel  
**Bikeability**  
**Cycle Training**  
Cycle Training  
across Cumbria



Active Travel  
England



The Active Travel to School team are very proud of our delivery record of cycle training to schools across Cumbria. All primary school children are offered Level 1 & 2 cycle training in Key Stage 2, with additional funding available for Level 3 training for secondary school students. Training is delivered by our highly experienced partner Cyclewise. In addition to valuable cycle skills, **Bikeability enhances the health and wellbeing of children in the following ways:**

Cycling is a fantastic low impact activity that can help children achieve physical activity targets

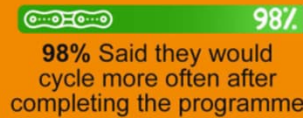
Cycling can help with wellbeing and enable children to arrive refreshed, alert and ready to learn

Cycling can help children gain confidence after achieving a new skill and a greater sense of independence as they continue cycling as teenagers and beyond.

Junior Cyclist Feedback



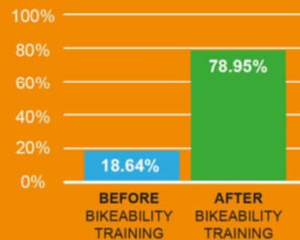
98% Enjoyed the training



91%

91% said they had learnt a lot about cycle safety.

78.95% of parents surveyed evaluated their child's cycling ability and road safety awareness as **Good or Excellent** after Bikeability training



"My child enjoyed this course and it gave him a lot of confidence. It also encouraged us to practice more as a family."

"I loved all of the work it was very fun and our instructor was great. I love being on my bike now."

"Cyclewise are fantastic at what they do. The instructors always go above and beyond each time they visit our school setting."



**Bikeability Course Rating**  
School Feedback

1421  
Level 1

1345  
Level 2

2817  
Level 1/2

293  
Level 3

278  
Balance

13  
Family

Summary  
Delivery  
Figures  
2022/23



218

Total number of schools that received training 2022/23

## •• Bikeability

Last Academic Year:

- 17 Schools
- 645 pupils
- (almost 50% of those in Carlisle locality)

Delivery in BFNC Panel area since September:

- 7 Schools
- 236 pupils

Full list available in Report





# A 5-day active travel challenge for one week each school term



This initiative hopes to embed regular active travel habits on the school run in an achievable format for schools and parents to engage with. All participating children receive a free bookmark and small individual prize.



Our goal is to affect real behaviour change and support schools to make active travel the natural choice for school journeys, as well as promoting the successes of those schools who already do a great job.



Participating schools are invited to complete an end of year annual survey for prizes. This survey allows insights to be gathered around the success of the initiative, barriers to participation and enable continual improvement of active travel offers to encourage a long-term modal shift.

# Resources

Active Travel to School

**FEET FIRST 5 DAY CHALLENGE**

Add a sticker each day when you carry out an active journey

Monday	Tuesday	Wednesday	Thursday	Friday
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Active Travel to School

**FEET FIRST 5 DAY CHALLENGE**

Take part by swapping a car journey for an active journey whenever you can during challenge week. You can ask an adult to enter our termly prize draw below.

Scan the code to enter!

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Active Travel to School

Transform your journey, improve your day and care for your community!

**FEET FIRST 5 DAY CHALLENGE**

	Monday	Tuesday	Wednesday	Thursday	Friday	TOTALS
Walking						
Cycling						
Scooting/ Skating						
Wheelchair/ Mobility Aid						
Park & Stride/ Walking Bus						
Car Share						
School Transport						
<b>TOTALS</b>						

Active Travel to School

**Certificate of Achievement**

For being an outstanding Active Travel Champion Awarded to \_\_\_\_\_

on \_\_\_\_\_

Headteacher \_\_\_\_\_ Class teacher \_\_\_\_\_

Active Travel to School

Transform your journey, improve your day and care for your community!

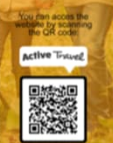
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## 2023 - 24 Events Calendar

SEPTEMBER 2023	OCTOBER 2023	NOVEMBER 2023																																																																																																																																																			
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We have signed up to the:

# Safe Parking Pledge.

Think before you Park



## 5 Ways to Wellbeing

Building small actions into your daily life can make you feel good and feeling good is an important part of being healthy.

### BE ACTIVE

There are lots of ways to be active but walking or wheeling is one of the simplest activities to fit into your day.

- You could walk or wheel:
- to and from school
  - to the shops
  - to the park



### CONNECT

Here are some ways you can use your walk to connect with others.

- Say hello to someone on your walk.
- Tell someone about the things you see and do on your walk.
- Why not sign up for Street Tag and see how many points you can gather on your walks?



### TAKE NOTICE

- Fill in your bingo card while you're out walking - you don't have to do this all at once.
- Try a different route to school. How many new things can you spot?



### LEARN

- Find out something about your local area on your walk to school.
- Can you follow your route on a map? How about learning what the different symbols mean?

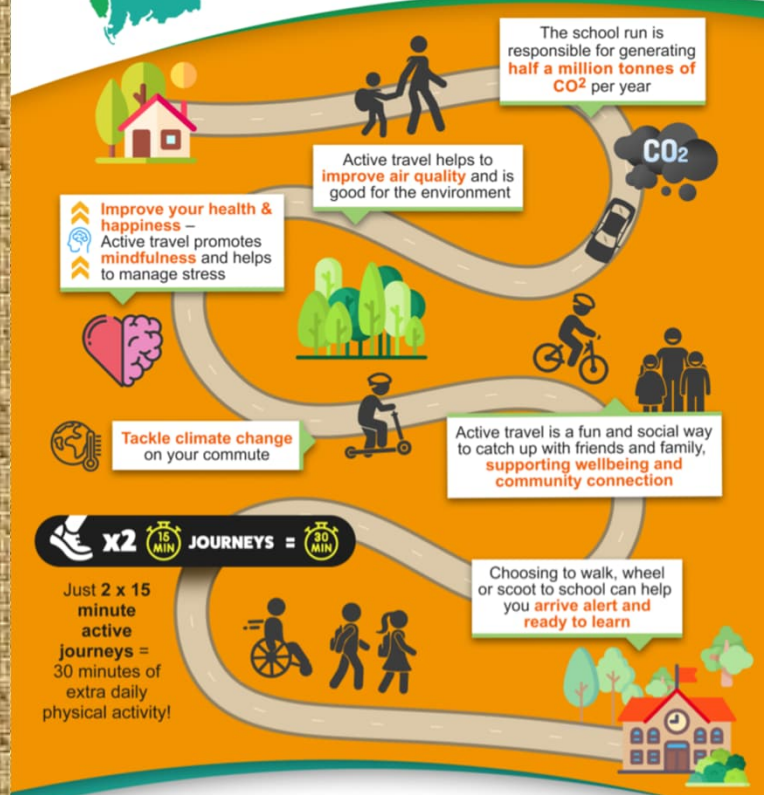


### GIVE

- How could you be helpful? - perhaps you could pick up some litter on your walk.
- Keep a friend company who might not like walking - it will be more fun together.



Transform your journey, improve your day and care for your community.



For more information on Active Travel and how you can transform your school commute contact: [activetravel@activecumbria.org](mailto:activetravel@activecumbria.org)

Be part of it!





A 5-day active travel challenge for one week each school term

### Annual Participation Increase

	Total schools	Total individual pupils
	2023-24	2023-24
All Cumbria	72	10,686
Cumberland	38	6,375
Carlisle x3 Panels	14	3,034







## Active Travel to School Parent Survey 2023

- Survey open for 5 weeks in November to December 2023
- Open to all parents and carers of children in nursery, primary or secondary school in Cumbria
- Aim: to build a detailed picture of local attitudes, barriers and enablers to active travel across Cumbria and allow us to better support schools and communities to embed active travel behaviours from a uniquely Cumbrian evidence base that accounts for both people and place.
- Overwhelmingly high response rate.
- 2,319 respondents completed to the end of the survey allowing a large sample size for analysis.
- Parents/carers drawn from 249 schools.
- Larger sample of parents had children in primary school.

## ••• Street Tag programme

- Free mobile app that incentivises teams to be physically active every day.
- Players gain points for travelling active as they go from place to place.
- 2 Year school based programme concluded in December 2023 and made way for a new Community and Workplace format for 2024.
- Teams compete on one of two leader boards that match the unitary authority footprints and try to get the highest average score per player.
- Launched in January there are 38 Teams with 2,588 registered players now competing across Cumberland.





Schools  
126



Participants  
6,301



Steps  
1,900,000,000



Miles travelled  
2,143,919



Tags scanned  
3,211,560

### Demographics

61% females  
38% males  
1% transgender

18% of players have long term health conditions

70% of survey respondents do not take part in any other form of organised physical activity

49% of players reside in areas of high deprivation (IMD 1-4)



### Walking Behaviour Change

+3.5% in players using walking as a way of travelling actively to 95% (856) in total

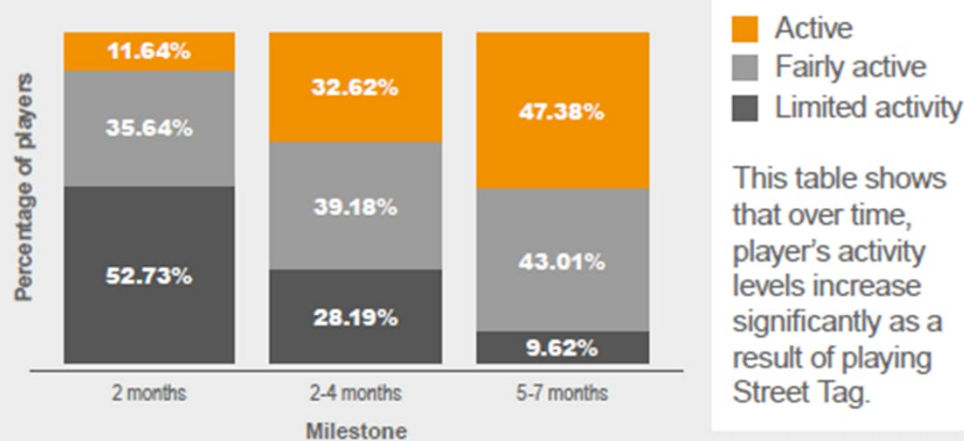
+3.66% in players walking 5 or more days per week to 93% (838) in total

+6.66% in players walking 30 minutes or more per week to 84% (757) in total



Data Source: Street Tag Active Lives Survey, 901 total respondents

### Activity Levels by Time Playing Street Tag



### Cycling Behaviour Change

+8.66% in players using cycling as a way of travelling actively to 21% (190) in total

+8.33% in players cycling 5 days or more per week to 44% (397) in total

+8.66% in players cycling for 90 minutes a day or more to 72% (649) in total



Data Source: Street Tag Active Lives Survey, 901 total respondents



Chris Tolley  
Travel Actively Development Officer  
Carlisle



# •• Travel Actively

The three-year pilot project aims to support, encourage and enable people to be more active by cycling, walking and wheeling for everyday journeys.

'Travel Actively' has received £1.5million from the Department for Transport (DfT) Active Travel Social Prescribing Pilot Delivery fund.

Cumbria (Barrow and Carlisle) is just one of eleven local authorities in England to have been awarded a share of £12.7million.



# •• Barriers

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Concerns about road safety and collisions

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Cycle theft

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Personal safety

---

Street environment not pedestrian friendly

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Affordability/repair costs of bikes

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Workplace not set up for employees cycling to work

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Behaviour of motorists

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Key locations not geared up for cyclists to safely lock/store bikes

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Not enough benches to rest along key routes

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Confidence

---

Time and convenience



# Progress to date



Governance structure	M and E process developed	Marcomms strategy
Travel Actively £250K Fund launched	Extensive partner engagement	Website and social media development
Logo, merchandise and promotional materials	53 events attended	5 ride leaders trained
29 new walk leaders trained	25 walks with 233 participants	2 TAF funds awarded and 7 under review
Active Travel Learning programme developed and delivered	7 bike confidence sessions to 37 individuals	540 people engaged with



# Future focus – Scale Up, Support and Sustain

- Continued workforce development
- Develop Bike maintenance offer
- More local projects funded through TAF
- Behaviour change strategies
- Substantial offer – walks/led rides/bike confidence
- Attend major community events
- Website development and launch





••• The 'Ask' of Panel Members



Continue to advocate for the importance of increasing physical activity amongst its community

Help to promote Street Tag across organisations and community settings

Signpost any interested groups or individuals in supporting Active Travel to either the Active Travel To School service or the Travel Actively Team in Carlisle



## •• Thank You

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