

Active Cumbria Active Travel to School Parent & Carer Survey 2023



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Welcome

This report presents data from Active Cumbria's *Active Travel to School Parent and Carer Survey* (ATTSPCS), which ran for a five-week period in November to December 2023. The ATTSPCS was open to all parents and carers of children in nursery, primary or secondary school in Cumbria and aimed to build a detailed picture of local attitudes, barriers, and enablers to active travel to school. This report provides headline data and key findings from the ATTSPCS as well as location-based insight for the local authority footprints of Westmorland & Furness Council and Cumberland Council.

The ATTSPCS received a high response rate allowing a large sample size for analysis. The report's headline data and statistics are drawn from the 2,319 respondents who completed the online survey to end, with parents and carers of children drawn from 210 primary schools and 39 secondary schools across Cumbria. Of the 2,319 respondents, 1,672 had children in primary school and 1,310 had children and young people in secondary school.

Encouragingly, our data shows that 46.1% of children in primary school walk to school most days of the week, with 37.7% travelling by car to school in Cumbria. Walking was overwhelmingly the preferred mode of active travel with 73.7% of children walking to school on at least one occasion during the previous year. Distance from home to school impacted active travel frequency, with greater distance from home to school correlated with less frequent active travel journeys.

For secondary school aged children and young people, walking was again the preferred mode of active travel, with 40.8% of secondary school students walking to school most days, with 62.4% of students having walked to school on at least one occasion in the previous year. However, the greater distances travelled to secondary school correlates to an overall higher reliance on motorised transport, with 31.5% of secondary school students travelling over 3 miles to get to school compared to only 14.1% of primary school children in Cumbria. This is reflected in the increased use of school or public buses to travel to school for 30.4% of secondary students compared to only 4.4% of children in primary school. There also remains a high reliance on car journeys, with 20.3% of secondary students travelling by car to school most days.

Distance from home, road safety concerns, lack of highway infrastructure, work commitments and weather all featured high in concerns and barriers that prevented active travel to school on a more regular basis, with some noted differences between council footprints and the age of the child attending school. Work commitments were considered more significant an issue for parents and carers in full time employment and for those with primary school aged children.

Pleasingly, across the county footprint and irrespective of school age, our data shows that parents and carers overwhelmingly value the physical and mental health benefits of active travel, in notable excess of any other perceived benefit. 85.4% of parents and carers in Cumbria stated that the increased levels of physical activity and health benefits of active travel were important to them and 67% of respondents valued the mental and emotional health benefits of active travel to school. These results highlight the value of an active school

commute to support increased physical activity levels and improve health outcomes to benefit the wellbeing of our communities across Cumbria.

We at Active Cumbria hope to utilise the insights in this report to better support schools and communities to embed active travel behaviours from a Cumbrian evidence base that account for both people and place. These findings will enhance programme development and targeted engagement to support our mission of “improving lives through physical activity”. It is also hoped these insights will be of use to wider county colleagues and partners, and for schools who wish to embed active travel behaviours in their community.

For any questions on this report, further case studies or information on how you can promote active travel in your school community, please contact the Active Cumbria Active Travel to School team on activetravel@activecumbria.org



Definition:

Active travel is defined as a mode of travel that involves a level of physical activity. The term is often used interchangeably with walking and cycling, but active travel can also include trips made by wheelchair, mobility scooters, adapted cycles, e-cycles, and scooters.

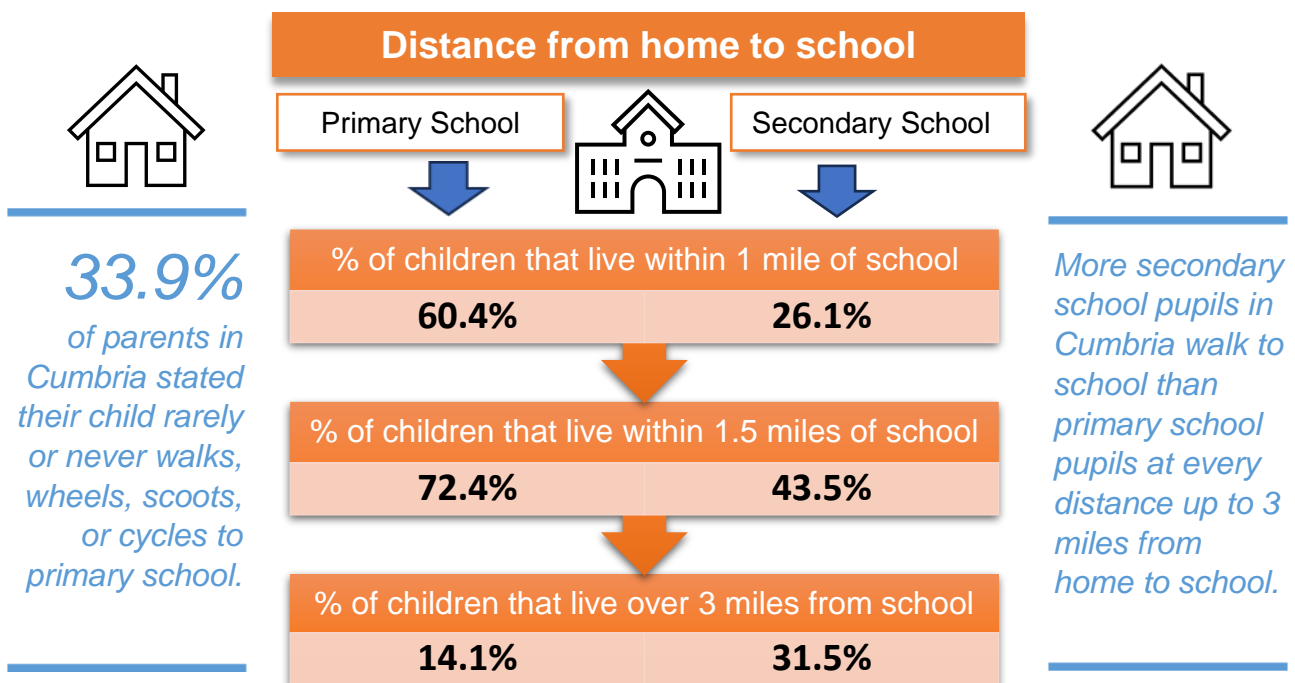
Executive Summary



Walking is the most popular mode of active travel.

- 46.1% of children walk to primary school.
- 40.8% of students walk to secondary school.

- 37.7% of children travel by car to primary school.
- 20.3% of students travel by car to secondary school.
- 30.4% of students travel by bus to secondary school.



85.4% of parents valued the increased levels of physical activity and health benefits of active travel.

67% of parents valued the mental and emotional health benefits of active travel to school.

41.1% of parents in Cumbria stated road safety issues prevented their child walking, wheeling, scooting, or cycling to school on a regular basis.

Travel Behaviours

Primary School Travel Behaviours

Summary

Our data shows that more children walk to primary school in Cumbria than any other method of travel to school most days of the week. These travel behaviours show similar breakdowns across the county, with walking the most popular mode of travel to primary school in both Westmorland & Furness (45.6%) and in Cumberland (46.5%).

However, car journeys are the next most frequent method of travel to school, accounting for 36.3% of home to school journeys in Westmorland & Furness and 38.5% of journeys in Cumberland. Only 4.8% of parents in Westmorland & Furness and 5.9% of parents in Cumberland stated they utilised Park and Stride methods for most school commutes (whereby parking further away from school is encouraged to relieve traffic congestion and provide additional physical activity minutes in the day).

Active Travel

Walking was overwhelmingly the preferred mode of active travel with 46.1% of children in Cumbria walking to school most days of the week. Additionally, 73.4% of children in Westmorland & Furness and 73.9% in Cumberland walked to primary school on at least one occasion during the previous year. Approximately a third of children had travelled to school by scooter at least once in the past year, with a higher percentage of children in Westmorland & Furness (36.4%) travelling by scooter than in Cumberland (33.5%). Similar percentages were shown for cycling to school, with 31.5% of children in Westmorland & Furness and 30.9% in Cumberland having cycled to school on at least one occasion in the past year.

However, despite a third of children having travelled to primary school by scooter or bike in the past year, this percentage is much lower for daily journeys. Only 3.5% of children in Cumberland and 3.4% in Westmorland & Furness cycle to primary school for most daily journeys. Similarly, in Westmorland & Furness only 3.2% of children scoot or skate to school most days of the week with just 1% of children in Cumberland regularly scooting or skating to school.

A higher percentage of children walk to school most days of the week than have scooted or cycled to primary school at least once during the previous year. This notable difference and the low rates of daily cycling and scooting to school highlight the higher perceived barriers to journeying by scooter or bike and the comparative accessibility of walking as an achievable daily active travel strategy for parents and carers of children in primary school.

However, our data also reveals that approximately a third of primary school aged children are missing out on opportunities for additional physical activity through active travel, as 33.9% of parents in Cumbria stated their child rarely or never walks, wheels, scoots, or cycles to primary school. In Cumberland 11.3% of children rarely travel actively to school and 23% stated their child never travels actively to school. These percentages are likewise mirrored in Westmorland & Furness where 11.1% of children rarely travel actively to primary school and 22.3% never take any physically active journeys to school.

Impact of Distance

Distance from home to school impacted active travel frequency, with greater distance from home to school correlated with less frequent active travel journeys.

Most families in Cumbria live within 1 mile of primary school. In Westmorland & Furness 59.6% of families live within 1 mile of their child's primary school, with 72.4% living within 1.5 miles of school. In Cumberland, 60.9% of families live within 1 mile of their child's primary school and 72.5% live within 1.5 miles of school. In Cumberland, 13.2% of families live over 3 miles away from primary school, compared to 15.7% of families in Westmorland & Furness.

As our data reveals similar trends across the county, we have chosen to show one unitary authority per case study to exemplify the trends.

Case Study: Distance to Primary School - Westmorland & Furness

As walking is overwhelmingly the preferred mode of active travel to school, it forms a useful basis of analysis to compare journey type based on distance from home.

Using Westmorland and Furness as a case study, our data reveals 88.9% of children that live within 400m of school walk to school most days, 75.2% of children walk who live within 0.25 - 0.5 miles of school, 50.6% of children walk who live within 0.5 - 1 mile, and 31.3% walk to school most days if they live between 1 - 1.5 miles away.

Car journeys respectively account for 4.2% of journeys to school (400m away), 11.7% (0.25 - 0.5 miles away), 31.8% if journeys if families live 0.5 - 1 mile away, and car travel accounts for 47.5% of journeys to primary school when families live 1 - 1.5 miles away from school. See Figure 1.

This data reveals how increasing distance is correlated with less frequent active travel to school. Our findings show that while 50.6% of children that live within 0.5 – 1 mile from school walk to school most days of the week, a significant proportion of families (31.8%) will travel this distance by car and lose the opportunity for an additional 10 - 20 minutes of physical activity minutes per journey.

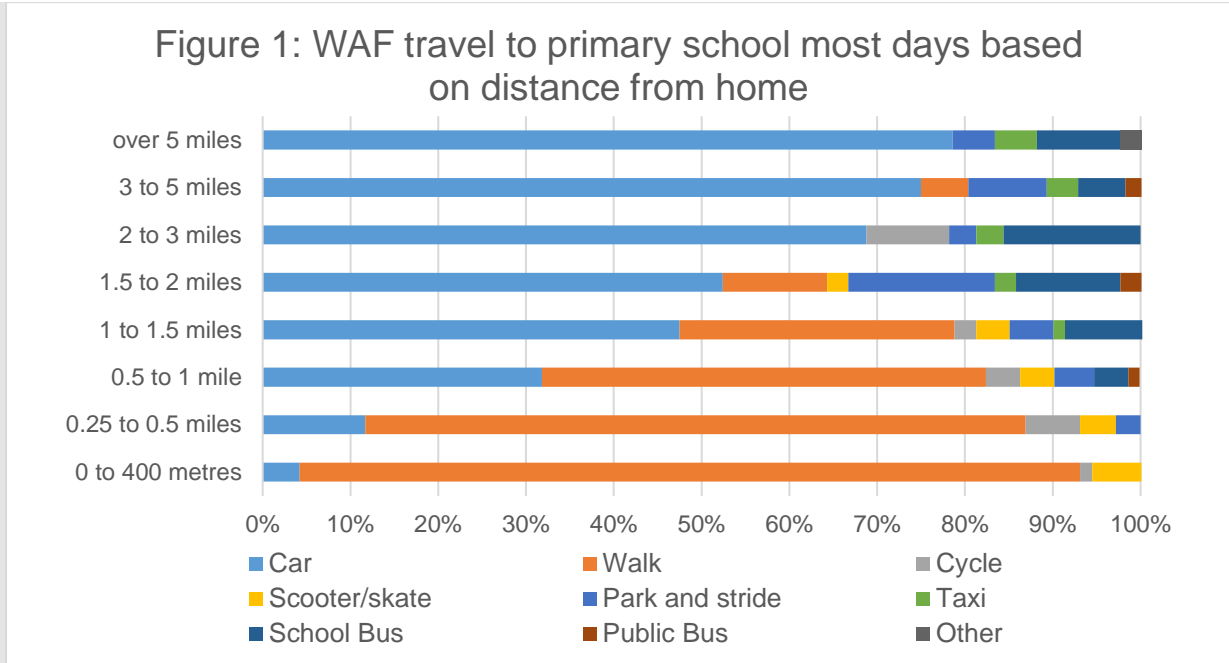


FIGURE 1

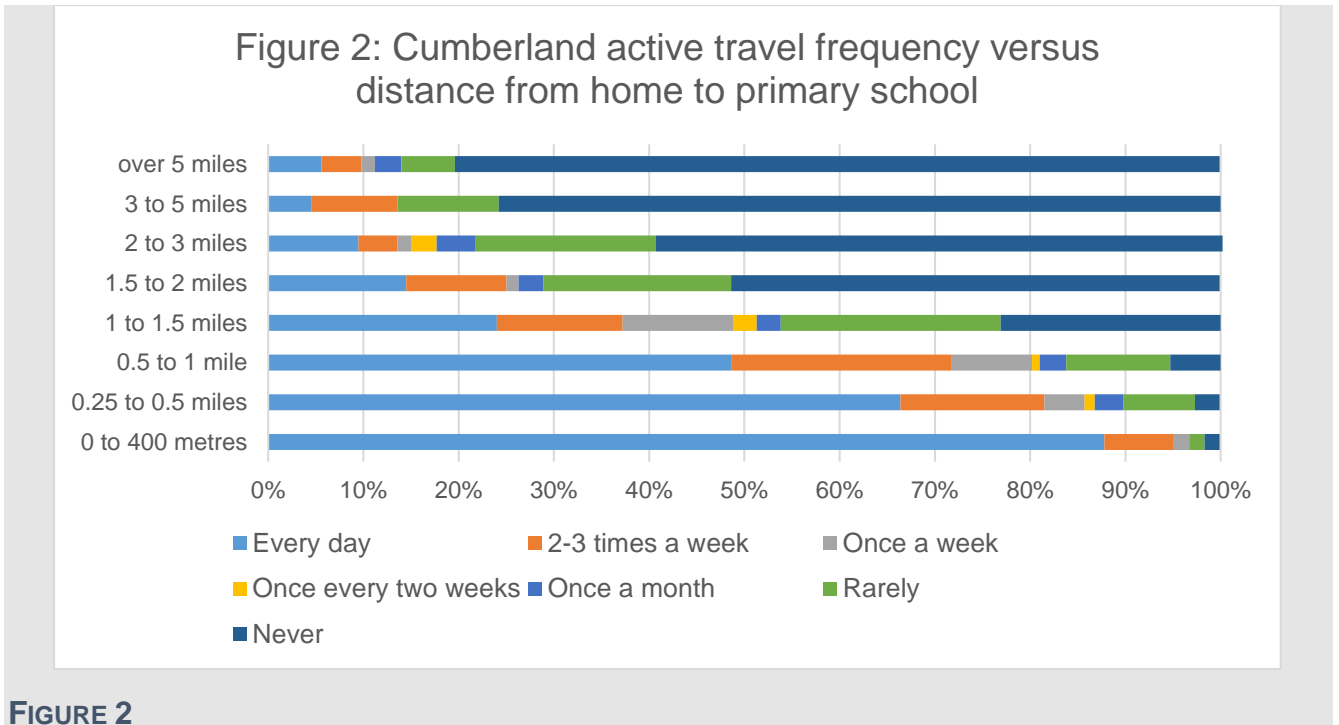
Case Study: Distance to Primary School - Cumberland

Increasing distance from home to school and decreasing active travel behaviours are also revealed in our data by those parents who stated their child rarely or never walks, wheels, scoots, or cycles to school. Parents were asked to state if their child took active journeys either: every day, 2 - 3 times a week, once a week, once every two weeks, once a month, rarely, or never.

Using Cumberland as a case study, our data reveals a decreasing trend in active travel journeys based on increasing distance from home to school. 87.8% of children that live within 400 m of school travel actively every day, compared to 66.4% of children that live 0.25 – 0.5 miles away, decreasing to 48.6% of children that live 0.5 – 1 mile away from school, and just 24% of children travel actively everyday if they live 1 - 1.5 miles from school.

In comparison, 3.2% of children that live within 400m of school rarely or never travel actively to school, increasing to 10.1% of children that live within 0.25 - 0.5 miles from school, 16.2% children that live within 0.5 - 1 mile of school, increasing to 46.2% of children that live 1 – 1.5 miles away from school rarely or never making active school journeys. See Figure 2.

This data again highlights the impact of distance on active travel behaviours. Concerningly, 10.1% of children in Cumberland who live within 0.25 - 0.5 miles of school rarely or never travel actively. However, at this distance from school, 15.1% of children travel actively 2 - 3 times a week and 4.2% of children travel actively once per week, potentially providing scope for schools to reinforce and increase the regularity of positive active travel behaviours in their school community.



Secondary School Travel Behaviours

Summary

For our secondary school data, each local authority had one secondary school that had a high response rate from parents and carers to our online survey. In Cumberland, 40.4% of respondents had a young person attending Trinity School in Carlisle, and in Westmorland and Furness 39.8% of respondents had a young person attending Kirkbie Kendal. As the data is evenly dominated by these individual schools in their authority footprints, we have chosen to report on Cumbria wide averages for secondary schools to better reflect all 39 secondary schools represented in the sample.

Our data shows that more children and young people walk to secondary school in Cumbria than any other method of travel to school, with 40.8% of secondary school students walking to school on most days of the week.

However, the greater distances travelled to secondary school correlates to an overall higher reliance on motorised transport. This is reflected in the increased use of school or public buses to travel to school for 30.4% of secondary students compared to only 4.4% of children in primary school. There also remains a high reliance on car journeys, with 20.3% of secondary students travelling by car to school most days.

Active Travel

Walking was again the preferred mode of active travel to school, with 40.8% of secondary school students in Cumbria walking to school on most days of the week, with 62.4% of students having walked to school on at least one occasion in the previous year.

Only 3.6% of young people cycle to secondary school on most days of the week. Whilst this percentage is comparable to the 3.5% of children who cycle to primary school most days of the week, we see a sharper contrast in how many young people have cycled to school on at least one occasion in the previous year. Just 10% of pupils have cycled to secondary school in Cumbria in the previous year compared to 31.1% of children in primary school.

Our findings indicate a much lower percentage of young people choose to scoot or skate to secondary school, with only 0.2% of young people using a scooter or skateboard to travel to school most days. This pattern is repeated across the year as only 2% of young people had chosen to scoot or skate to school on at least one occasion in the previous year in Cumbria, compared to 34.6% of children in primary school.

When parents and carers were asked how frequently their child or young person walked, wheeled, scooted, or cycled to secondary school, 45.6% of respondents stated their child travelled actively every day, with 6.7% indicating their child travelled actively 2-3 times a week. While encouraging to see half of young people take multiple active journeys to school each week, 7.6% of respondents stated their child rarely travels actively to secondary school and 36.3% responded their child never travels actively to school.

However, while 20.3% of young people travel by car to secondary school, 23.8% of young people use school buses, 6.6% utilise public buses and 0.9% rely on trains most days to get to and from secondary school. Increasing the understanding of active travel to include journeys made from home to bus stops and train platforms will allow a wider understanding of how young people in secondary school are getting additional active minutes into their day by using sustainable transport options.

Impact of distance

Distance from home to secondary school impacted active travel frequency, with greater distance from home to school correlated with less frequent active travel journeys.

In contrast to primary school students, secondary school pupils are more likely to be travelling further to school. Only 26.1% of children and young people attending secondary school live within 1 mile of school in Cumbria, compared to 60.1% of primary school aged children. 43.5% of secondary school pupils live within 1.5 miles of school, compared to 72.4% of primary school aged children in Cumbria.

As noted, these greater distances travelled correlates to an overall higher reliance on motorised transport in secondary school, as 31.5% of secondary school students travel over 3 miles to get to school compared to only 14.1% of primary school children. A total of 20.4%

of secondary students in Cumbria live over 5 miles away from school compared to only 6.8% of children in primary school, highlighting the greater distances commuted for school journeys at secondary school age. See Figure 3.

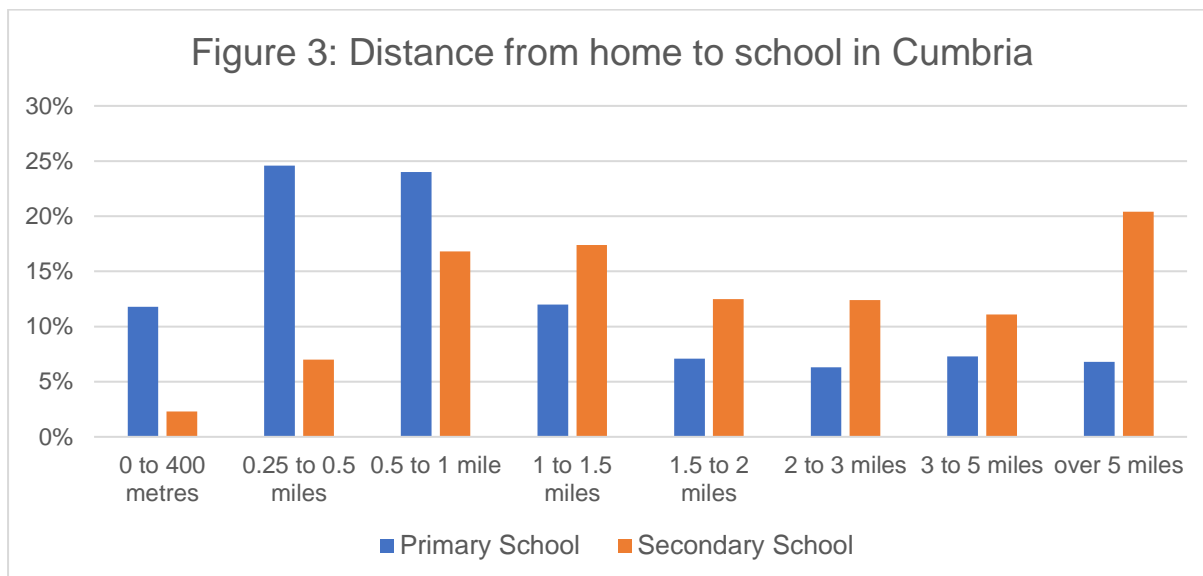


FIGURE 3

However, while only 26.1% of secondary school aged children and young people live within 1 mile of school, compared to 60.1% of primary school children, a higher percentage of secondary school pupils in Cumbria walk to school most days of the week at every distance up to 3 miles from home to school.

93.3% of secondary students walk to school in Cumbria if they live within 400m of school, 91.3% walk if they live within 0.25 - 0.5 miles, 81.4% walk if they live 0.5 – 1 mile, and 61.7% of secondary school pupils walk to school if they live between 1 – 1.5 miles away from school. Approximately 24% of students will journey to school by car if they live 1-2 miles from school. See Figure 4.

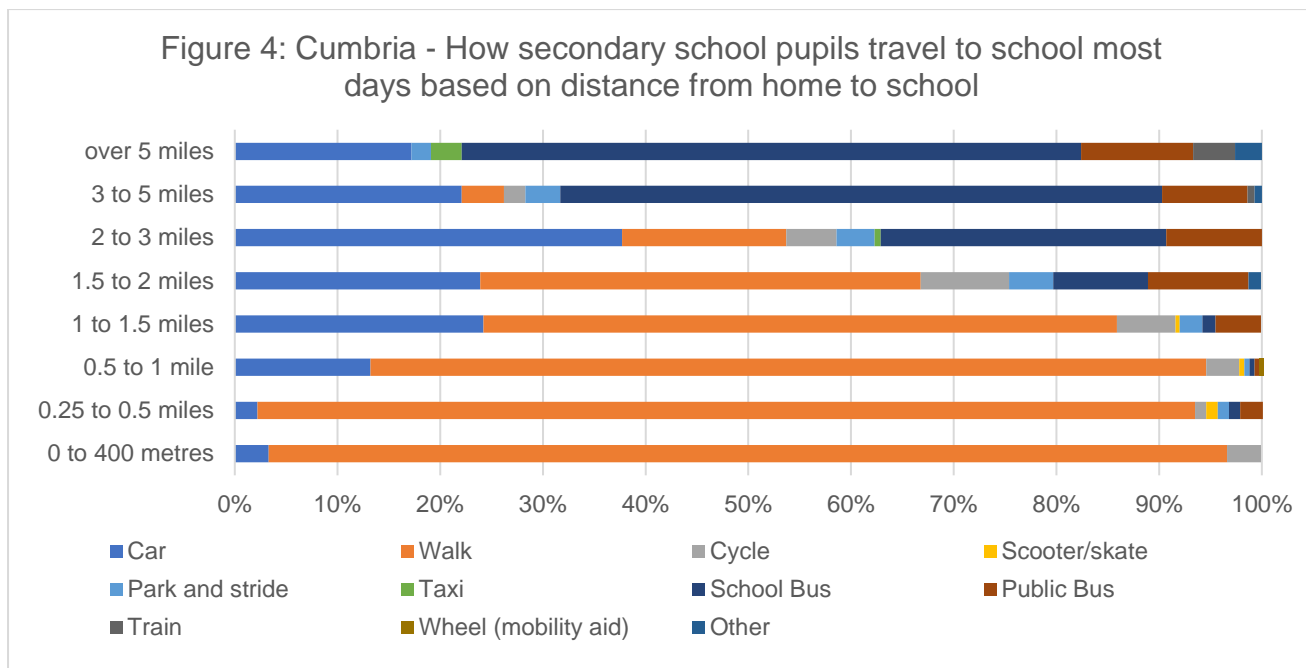


FIGURE 4

This contrast in percentage of children who walk to school based on distance from home to school is shown in Table 1, with significant differences in walking notable from 0.5 to 2 miles between students in primary and secondary school.

Table 1: Percentage who walk to school most days based on distance to school in Cumbria

	Primary School	Secondary School
0 to 400 metres	89.80%	93.30%
0.25 to 0.5 miles	74.40%	91.30%
0.5 to 1 mile	53.50%	81.40%
1 to 1.5 miles	29.90%	61.70%
1.5 to 2 miles	7.60%	42.90%
2 to 3 miles	1.90%	16.00%
3 to 5 miles	2.50%	4.10%
over 5 miles	0.00%	0.00%

TABLE 1

Road Safety and Barriers to Active Travel

Road Safety

Most parents and carers in Cumbria felt their child could walk safely to school. However, 41.1% of parents in Cumbria stated road safety issues prevented their child walking, wheeling, scooting, or cycling to school on a regular basis.

66.9% of parents in Westmorland & Furness and 67.3% of parents in Cumberland stated their child could walk safely to primary school. For secondary school age children and young people, this figure was slightly lower, with 63.8% of parents in Westmorland & Furness and 59.7% of parents in Cumberland stating their child was able to safely walk to school.

When asked whether any road safety issues prevented their child walking, wheeling, or cycling to school on a *regular* basis, 59.3% of parents in Cumberland and 58.1% of parents in Westmorland & Furness stated there were no road safety issues preventing regular active travel to school. However, highlighting over 40% of parents felt road safety issues prevented active travel to school on a regular basis.

Of the approximately 40% of parents who felt road safety prevented *regular* active travel to school, just over half of these respondents answered a further question identifying the factors they considered a barrier to active journeys. Our data shows speed and amount of traffic topped road safety concerns for parents in both Cumberland and Westmorland & Furness as a key barrier to active travel. However, our findings also reveal road safety issues are considered more salient a barrier across all factors in Westmorland & Furness for those respondents who felt road safety prevented regular active travel to school.

Please note percentages shown in Table 2 are based ONLY on respondents who answered road safety concerns prevented regular active travel to school AND chose to identify individual concerns. This is NOT representative of overall levels of road safety concern.

Table 2: Road safety concerns for parents that prevent regular active travel to school.

	Cumberland	WAF
No footways/pavements on route to school	46.30%	57.70%
No safe place to cross	42.40%	43.40%
Speed and amount of traffic	65.90%	71.90%
No cycle lanes on route to school	42.40%	53.60%
Other	22.00%	15.80%

TABLE 2

Our data shows nearby schools can face different road safety barriers to active travel, with considerable variation between urban and rural settings.

A case study in Westmorland & Furness is used to demonstrate the overall levels of road safety concerns schools in different geographical settings with differing levels of highway infrastructure may experience.

Case Study: Road safety barriers for rural vs urban primary schools – Westmorland & Furness

St Mark's CofE Primary School in Natland, and Heron Hill Primary School, Kendal, are 1.6 miles distant from each other by road. St Mark's CofE Primary School is a rural primary school serving 165 students, while Heron Hill Primary School is a large community school in Kendal serving 460 students (including nursery children).

We had 42 parents from St Mark's CofE PS respond to our online survey, representing a minimum of 25.5% of parents if each child attended school without siblings. However, we know this percentage is likely to be higher as many parents have multiple children attending the same school. 70 parents from Heron Hill PS responded to our survey, representing a minimum of 15.2% of parents, however again, likely to be a higher percentage based on multiple children attending the same school.

In Westmorland & Furness, 66.9% of parents felt their child could safely walk to school. However, 82.9% of parents with a child attending Heron Hill PS stated their child was able to safely walk to school, compared to just 21.4% of parents with a child attending St Mark's CofE PS. This was also reflected in perceived road safety as 81% of parents from St Mark's CofE PS felt road safety concerns prevented active travel to school on a regular basis compared to only 32.9% of parents with a child at Heron Hill PS.

A rural school, with a sparser population over a wider catchment, only 45.2% of families live within 1.5 miles of St Mark's CofE PS compared to the Westmorland & Furness average of 72.4% and compared to Heron Hill PS were 87.7% of families live within 1.5 miles of school. These differences are also reflected in travel behaviours to school. 59.5% of children journey by car to St Mark's CofE PS, 19% travel by bus, just 9.4% of children walk to school and 2.4% cycle most days. At Heron Hill PS, only 20% of children journey to school by car, 1.9% rely on a school bus, while the majority at 57.1% of children walk to school most days, with 4.3% cycling and 4.3% scooting to school.

Infrastructure and traffic can present a greater barrier for active travel to rural schools in the county as exemplified by St Mark's CofE PS. Of the 34 out of 42 parents who answered "Yes" to road safety concerns as a barrier to regular active travel, 32 chose to respond to the follow up question to identify road safety concerns. 28 parents from St Mark's CofE PS cited no footways/pavements on the route to school as a barrier to active travel representing 66.6% of total respondents from St Mark's CofE PS. No cycle lanes on the route to school were considered a barrier by 54.8% of parents, 47.6% considered speed and amount of traffic a barrier and 33.3% of parents at St Mark's CofE PS identified no safe place to cross as a concern.

For comparison, only 23 out of 70 respondents at Heron Hill PS stated road safety issues prevented their child travelling actively on a regular basis, representing 32.9% of respondents. However, it is notable that of those 23, only 12 chose to respond to the follow up question to identify road safety concerns. 7 parents, representing 10% of total respondents, cited speed and amount of traffic as a concern preventing regular active travel, 8.6% felt there was no safe place to cross, 5.7% stated no cycle ways on route to school as a barrier and 4.3% identified no footways or pavements as a barrier to active travel to school.

These differences in perceived barriers are represented in Table 3 and typify some of the additional challenges to active travel faced by rural primary schools.

Table 3: Perceived road safety barriers to active travel between a rural and urban school

	Heron Hill - Urban	St Mark's - Rural
No footways/pavements on route to school	4.30%	66.70%
No safe place to cross	8.60%	33.30%
Speed and amount of traffic	10%	47.60%
No cycle lanes on route to school	5.70%	54.80%
Other	4.30%	4.80%

TABLE 3

Barriers to Active Travel to School

Whilst our findings indicate that most parents feel their child could safely walk to school, our data also reveals road safety concerns are the highest perceived barrier to regular active travel to school, with 44.3% of parents in Cumberland, and 44.2% of parents in Westmorland & Furness stating it prevented their child walking, wheeling, scooting, or cycling to school on a regular basis. Distance from home to school was the second greatest concern for parents, however with considerable variation both within and between districts. 42.5% of parents in Cumberland and 34.1% of parents in Westmorland & Furness identified distance as a barrier to regular active travel to school. Weather ranked third in the list of overall barriers with just under third of total respondents stating it prevented regular active travel to school. See Table 4.

Lack of suitable highway infrastructure, such as footways, pavements, and cycleways, was a greater concern in Westmorland & Furness, presenting a barrier for 27.4% of parents compared to 23.5% in Cumberland. Work commute and work commitments were also a larger barrier for active travel to school in Westmorland & Furness for 24.5% of parents compared to just 20% of parents in Cumberland. To note, in Westmorland & Furness 85.1%

of respondents were in full-time or part-time employment compared to 82.1% of parents and carers in Cumberland.

Table 4: Barriers to regular active travel to school in Cumberland and Westmorland & Furness

	Cumberland	WAF
Distance from home to school	42.50%	34.10%
Lack of suitable highway infrastructure (pavements, cycleways)	23.50%	27.40%
Cost of equipment (i.e., bikes, scooters etc)	5.10%	4.00%
Lack of suitable storage facilities for bikes, scooters at school	6.30%	5.20%
Road safety concerns (speed of traffic)	44.30%	44.20%
Personal safety concerns for your child/ren (i.e., assault, abuse)	14.40%	9.40%
Work commute and/or work commitments	20.00%	24.50%
Confidence in your child's skills to walk/wheel/cycle safely	12.90%	11.50%
Care responsibilities for younger children (i.e., prams etc)	3.90%	5.40%
Your own long-term sickness or disability	4.10%	3.10%
Your child's long-term sickness or disability	4.70%	4.40%
Weather	31.70%	29.60%
Other	3.20%	3.70%
None of above	20.70%	23.80%

TABLE 4

Our data indicates work commutes and work commitments are a greater barrier to active travel to school for parents in full-time work, with 27.1% of parents in full-time employment in Cumbria stating it is a barrier to active travel compared to just 22% of parents in part-time employment. However, this barrier is most pronounced for those parents who have children in primary school, with 34.4% of those in full-time work stating the work commute was a barrier and 26% of those in part-time work stating it was a barrier to regular active travel to school.

Work commutes and work commitments decreased as a barrier for those parents with older children who may travel to school more independently, as just 16% of parents in part-time work and 20.8% in full-time work listed work as a barrier when they had a child in secondary school, irrespective of whether they also had a child in primary school. To note, this also correlated with an increased confidence in their child's ability to walk, wheel or cycle safely to school, with just 9% of parents who had a child in secondary school seeing their child's skill level as a barrier to active travel safely compared to 14.6% who had a child in primary school.

Benefits of Active Travel

Across the county footprint and irrespective of school age, our data shows that parents and carers overwhelmingly value the physical and mental health benefits of active travel, in notable excess of any other perceived benefit.

85.4% of parents and carers in Cumbria stated that the increased levels of physical activity and health were important to them and 67% of respondents valued the mental and emotional health benefits of active travel to school.

Parents and carers in Westmorland & Furness rated the values of active travel higher overall than parents and carers in Cumberland across all benefits measured. However, similar relative weight was given to the benefits of physical activity and emotional health.

87.7% of parents in Westmorland & Furness valued the increased levels of physical activity and health from active travel to school compared to 84.2% of parents in Cumberland. Likewise, 68.6% of parents and carers in Westmorland & Furness compared to 66.2% in Cumberland stated the mental and emotional health benefits of active travel were important to them. See Figure 5.

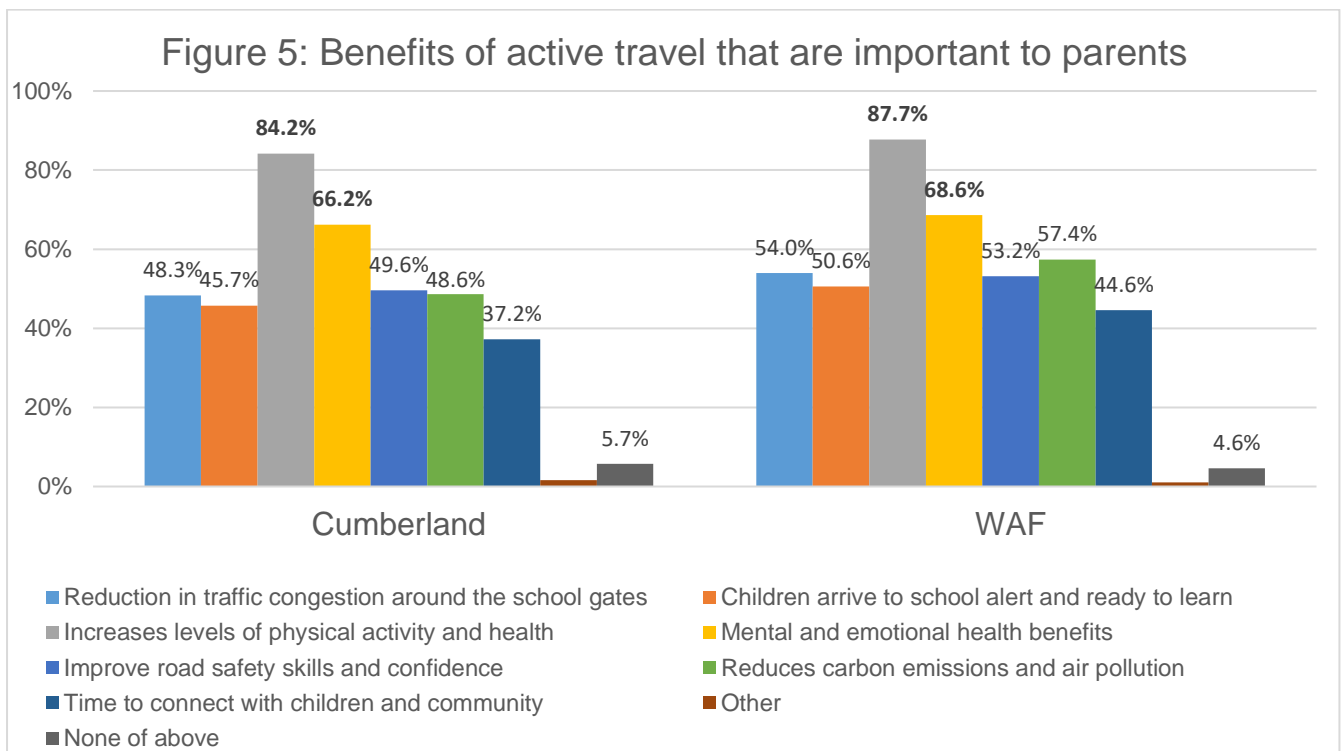


FIGURE 5

Our data also highlights the sustainability benefits of active travel were of significantly higher importance to respondents in Westmorland & Furness than for those in Cumberland. 57.4%

of parents and carers in Westmorland and Furness stated the reduction in carbon emissions and air pollution was important to them, compared to only 48.6% of parents and carers in Cumberland. See Table 5.

Table 5: Benefits of active travel to school important to parents and carers in Cumberland and Westmorland & Furness

	Cumberland	WAF
Reduction in traffic congestion around the school gates	48.30%	54.00%
Children arrive to school alert and ready to learn	45.70%	50.60%
Increases levels of physical activity and health	84.20%	87.70%
Mental and emotional health benefits	66.20%	68.60%
Improve road safety skills and confidence	49.60%	53.20%
Reduces carbon emissions and air pollution	48.60%	57.40%
Time to connect with children and community	37.20%	44.60%
Other	1.60%	1.00%
None of above	5.70%	4.60%

TABLE 5

Encouragingly, after considering the benefits of active travel, 85% of parents and carers in Westmorland and Furness and 82.7% of parent and carers in Cumberland would like their child to be able to walk, wheel, scoot or cycle on the school run for some journeys.

These statistics are encouraging for potential behaviour change strategies, highlighting the importance of education and engagement reaching key audiences.

Impact of Active Cumbria Active Travel to School Parent and Carer Survey

We at Active Cumbria hope to utilise the insights in this report for future programme development and targeted engagement to support our mission of “improving lives through physical activity.” Our findings highlight the value placed on an active school commute to support increased physical activity levels and improve health outcomes to benefit the collective wellbeing of our communities across Cumbria.

However, these results also emphasise the impact of distance, road safety and highway infrastructure on active travel behaviours that can present an impediment to active travel in Cumbria as a large, rural county. Responsive engagement and programme development that

encourages people to travel actively for some journeys or parts of journeys will increase active travel behaviours, through park and stride schemes or getting off the bus a stop earlier to easily gain extra active minutes in the day.

Importantly, wider community education around the term “active travel” will support engagement efforts. Our data revealed just 50.5% of respondents in Cumberland and only 49.5% in Westmorland & Furness had heard the term “active travel” and knew what it meant before they began the survey. A further 10.2% in Cumberland and 8.6% in Westmorland & Furness had come across the term before but did not know what it meant. Significantly, 41.9% of respondents in Westmorland & Furness and 39.3% in Cumberland had never heard the term “active travel” before.

These statistics reveal a knowledge gap in a key demographic. Ensuring education and engagement strategies reach all parents and carers is essential to the success of behaviour change strategies, as parents and carers are pivotal in supporting the next generation in the up-take and normalisation of active travel behaviours.

It is hoped the insights provided in this report will be of use to wider county colleagues and partners, and schools who wish to embed active travel behaviours in their community.



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