



The **Active Travel to School Team** at Active Cumbria, part of Cumberland Council and Westmorland and Furness Council, is **committed to improving lives through physical activity and supports active and sustainable travel approaches** for children, parents and carers across the county.



Active travel involves travelling to school using physical activity such as walking, scooting or cycling. The county has several effective programmes in place to support schools to encourage modal shift towards regular active travel, with funding from the Department for Transport, Active Travel England and Cumberland Council and Westmorland and Furness Council.

### What are the benefits of Active Travel?

- An increase in daily physical activity to improve the health of children, families and carers.
- Active travel can improve the mood of children arriving to school refreshed, alert and ready to learn.
- Active travel can help children gain a better understanding of road safety and promote a feeling of independence.
- A reduction in traffic congestion and air pollution on the school journey and around the school gates.
- Active travel to school is good for the environment and reduces carbon emissions on the school commute.





# 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



**98%**

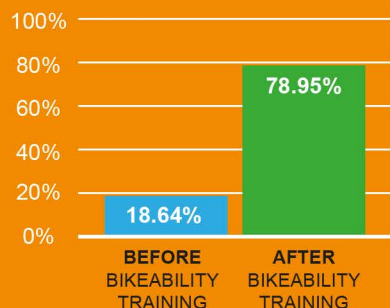
**98%** Said they would cycle more often after completing the programme



**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



**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



## Active Travel Initiatives & Campaigns



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!



Friday  
Thursday  
Wednesday

## County Initiatives & Projects

County initiatives provide opportunities for schools to promote active travel beyond the key national campaigns to support long term behavioural change.

**The Active Travel to School team** run several competitions and campaigns each year to support other initiatives including:

**Clean Air Day**

**Bike Week**

**Walk to School Week**



**Feet First**

There is also the opportunity to **take part in our termly active travel challenge 'Feet First'**, which consists of a 5-day active travel challenge during a specific week each 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, with the opportunity for schools to enter for additional regional prizes.

## National Initiatives & Campaigns

The **Active Travel to School** team promote and amplify several national active travel campaigns and initiatives throughout the academic year.

In addition, we offer local incentives to enable Cumbrian schools to participate in wider national programmes and to encourage more active travel.

The key events include:



**ROAD SAFETY WEEK**

by **Brake**  
the road safety charity



Sustrans Big Walk & Wheel  
(formerly Big Pedal)



Previous participating schools have been awarded cycle & scooter storage, Halfords vouchers, school trips and whole school visits by display teams such as 'Fusion Extreme BMX'.



## 2023 - 24 Events Calendar

### SEPTEMBER 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

#### World Car Free Day 22 September 2023

All around the world towns and cities allow people to experience streets free of traffic.

#### Sustrans Cycle to School Week

25 to 29 September 2023

Bike to School Week is a week-long event across the UK to encourage families to cycle and scoot to school. It's a great way to celebrate the huge benefits an active school run brings.

### DECEMBER 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### OCTOBER 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

#### Autumn Term

#### Feet First

#### Active Travel Challenge

16 to 20 October 2023



### JANUARY 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### NOVEMBER 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

#### Brake Road Safety Week

19 to 25 November 2023

Road Safety Week is the UK's biggest road safety event. Every year, millions of people around the UK get involved to take action for safer roads.



### FEBRUARY 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

You can access the website by scanning the QR code:



### Contact Us for more information

If you would like to find out more about any of our initiatives, please contact our **Active Travel to School Team**: [activetravel@activecumbria.org](mailto:activetravel@activecumbria.org)



• [jodie.laird@cumberland.gov.uk](mailto:jodie.laird@cumberland.gov.uk)  
Cumberland

• [jennifer.free@cumberland.gov.uk](mailto:jennifer.free@cumberland.gov.uk)  
Westmorland and Furness

**KEY**

National Events

Active Travel Termly Challenges

Cumbria School Holidays

## 2023 - 24 Events Calendar

### MARCH 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

#### Sustrans Big Walk and Wheel

18 to 29 March 2024

Sustrans Big Pedal is the UK's largest inter-school cycling, walking, wheeling and scooting challenge. It aims to inspire hundreds of thousands of pupils, staff and parents to get active on the school run.

### JUNE 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

#### Clean Air Day 20 June 2024

Clean Air Day is the UK's largest air pollution campaign, engaging thousands of people at hundreds of events, and reaching millions more through the media.



### APRIL 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

#### Summer Term

Feet First Active  
Travel Challenge

20 to 24 May 2024

Take part in our competition to Get Active during Walk to School Week



### JULY 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



Take part in our **Spring Term**  
Feet First Active Travel Challenge  
18 to 22 March 2024

### MAY 2024

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

LIVING  
STREETS

#### Walk to School Week

20 to 24 May 2024

Walk to School Week is the greatest week-long celebration of the walk to school.

You can access the website by scanning the QR code:



**KEY** National Events Active Travel Termly Challenges Cumbria School Holidays

For more information about any of our active travel initiatives, please contact:  
[activetravel@activecumbria.org](mailto:activetravel@activecumbria.org)



## Active Travel School Travel Plans

A School Travel Plan is a practical plan used by schools to manage their transport issues and offers a more comprehensive approach to reviewing and tackling school congestion.

**They have two main purposes:**

**To reduce the number of private vehicle trips to a school site by encouraging and/or developing alternative travel options**

**To raise awareness about travel issues such as air pollution and road safety to the school community**

School travel plans are also a requirement for schools who are making planning applications for school building developments.

The **Active Travel to School team** offer support to develop School Travel Plans, providing guidance, templates and liaison with county colleagues to support development and implementation of sustainable travel approaches.

Additionally, School Travel plans embed sustainable travel policy into school documentation in support of the *Sustainability and Climate Change Strategy for Education* (DfE).



**Think before  
you Park**





## Active Travel Advice & Support with **Traffic & Congestion Issues**

Problems with congestion and parking are issues that face many of our schools across the county due to the challenges of the geography. **The Active Travel to School team can offer advice, support and resources to assist schools with addressing these issues.**

Typical resources include:

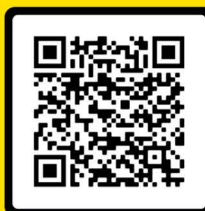
- Resources and advice to set up a Park & Stride Scheme or a '5-minute walking bubble'
- Resources and advice to set up walking bus
- Safe parking pledge postcards and resources
- Liaison with the wider council team, including planning, traffic management, local committee, and community policing

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Cumberland
- [jennifer.free@cumberland.gov.uk](mailto:jennifer.free@cumberland.gov.uk)  
Westmorland and Furness



**Think before  
you Park**





## Active Travel Street Tag



Street Tag is a free mobile app that turns the world around the user into a virtual playground. Points are gained by actively travelling to and from places, in addition to scanning virtual tags that have been scattered throughout the community. Tags can be found on the route to school, in local parks, at local events and more or less anywhere and everywhere making it really easy to join in the fun!

Your school can join the Street Tag community for **FREE!**

Active Cumbria have secured an initial partnership with Street Tag and schools can sign up to Street Tag for **FREE**. We have created a school based physical activity competition for all education establishments in Cumbria. Schools can have up to two teams of 250 members per team and are recruited by downloading the app and scanning the unique QR code assigned to their school.

The whole school community is invited to take part, whether staff, governor, parent, or pupil.



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M: 07747 756948



## Cumbria Schools Street Tag Competition



**The competition is live and we want your school to sign up!**

It is a brilliant **FREE** way of getting your entire school community active by turning the world around them into a virtual playground. Earn points by actively travelling to places and scanning virtual tags that are scattered all around. Leader boards are set up throughout the county, with the aim of finding the most physically active school community in Cumbria. Signing up couldn't be easier!



- 1 The lead member of staff fills in an online registration form at: [streettag.co.uk/schools](http://streettag.co.uk/schools)
- 2 An introductory email is sent to the school with an FAQ sheet about the app.
- 3 The school account is created with your unique QR code.
- 4 A school toolkit is sent out, which includes everything you need for the rollout to families and staff.
- 5 Team members are recruited once they download the app and scan the QR code.
- 6 You're now ready, so get tagging!

For more information email:  
[oliver.carswell@cumberland.gov.uk](mailto:oliver.carswell@cumberland.gov.uk)

Be part of it!

