



Active Cumbria Furness Locality Board Presentation 27.02.2024



●● Background – Active Cumbria

- One of a network of 43 Active Partnerships across England
- Set up in 1999 pre LGR hosted by CCC within Public Health
- Post LGR we are permanently hosted by Cumberland Council within Public Health and Communities
- Purpose – Improving Lives Through Physical Activity



●●● Background – Contribution to key outcomes



●● Background - Investment

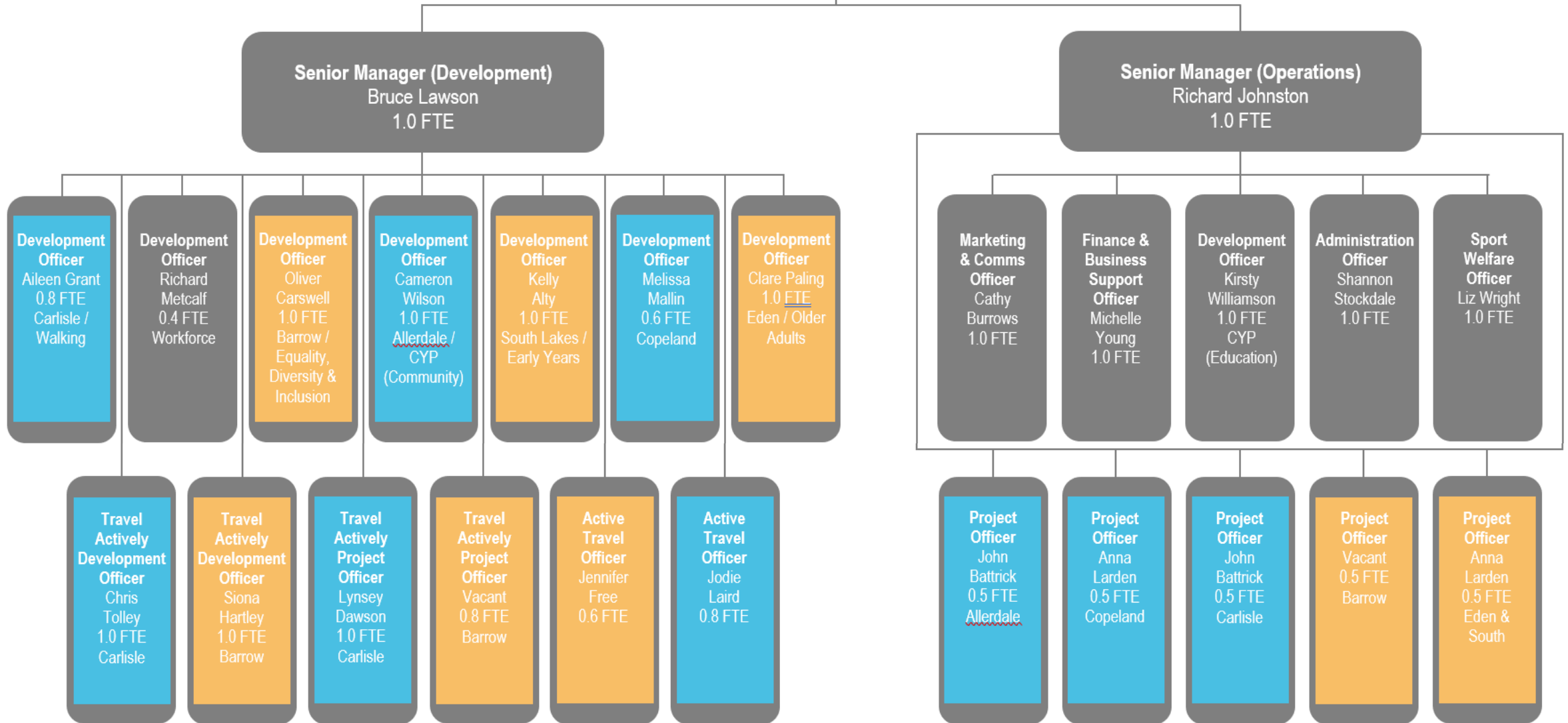
- 80% of operating costs are from National Lottery via Sport England
- 20% are from other sources of local, national and international investment
- AC is one of Sport England's 130 'System Partners'
- The 5 Year investment period April 2022 – March 2027 totals £2.6m
- Sport England mandated that AC continue to provide services across Cumbria as a whole
- £1.5m DfT Award for Active Travel
- £97K Active Travel to School Budget



Background – Staffing Structure

Active Cumbria
Advisory Board
(CC – Graeme Wilson)

County
Westmorland & Furness
Cumberland



••• The 5 Year Plan and Implementation Plan

The 5 Year Plan covers the period April 2021 – March 2026

Alignment to National Policy for Physical Activity and Sport and linked to local plans and strategies, including new draft Council Plans

Focused on:

- Reducing health inequalities
- Increasing levels of physical activity
- Targeted and place-based approach

Implementation Plan (April 2022-March 2025):

- Cumbria
- Localities





Oliver Carswell
Development Officer
Furness



●● Priority Places

As part of our strategic five-year plan, we identified over forty lower super output areas that we wanted to make a concerted effort in focusing on, of which, ten were in Barrow.

Phase 1 from April 2022 to April 2023 was to focus specifically on the four LSOA's that were within Central Ward.

Phase 2 from April 2023 to April 2024 was to include the three LSOA's from Hindpool, taking the total to seven.

These were prioritised based on various data sets that determine deprivation and physical activity levels. Additionally, this aligns us with other key stakeholders within Furness.



Active Lives Survey

Volunteered to support sport and physical activity **twice in the last 12 months**



Overall years 5-11
38.1% compared to England **32.7%**

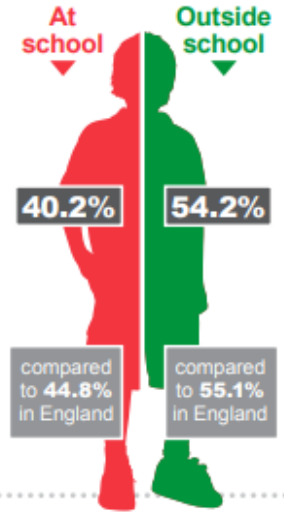
Key Findings

- Nationally, activity levels remain unchanged compared to 12 months ago, although they're up compared to 5 years ago.
- Physical literacy (as measured by positive attitudes) continues to recover but remains down compared to 5 years ago.
- We continue to see a positive association between activity levels and mental wellbeing.
- The % of CYP regarded as being inactive in Westmorland & Furness has reduced by 3.1% compared to last academic year to 29.5%, and this figure is now below the national average of 30.2%
- Volunteering levels have shown a significant increase in W&F area in the last 12 months, up 14.8% from last year to 38.1%, significantly above the national average of 32.7%.

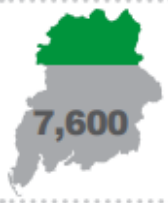


Sport and Physical Activity Levels

The percentage of children that are meeting the new Chief Medical Officers recommendations of 30 minutes of their daily physical activity through the school day and 30 minutes outside of school.



children and young people in Westmorland & Furness are meeting the new Chief Medical Officers recommendations of doing an average of 60 minutes activity every day = **47.6%**
 compared to **47.0%** in England



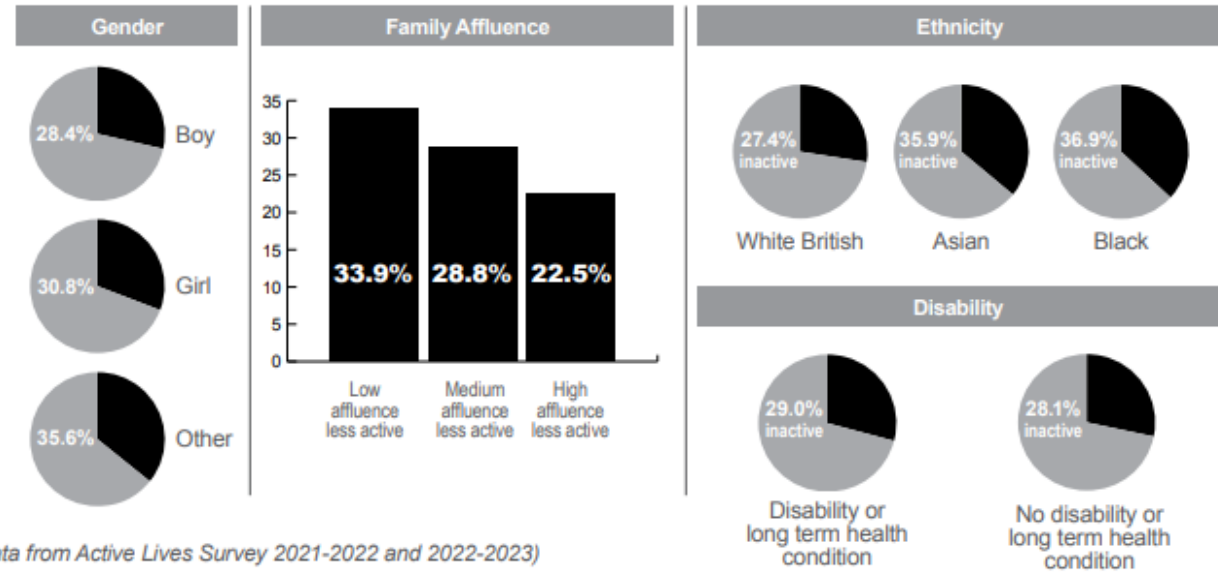
children and young people in Westmorland & Furness are doing an average of less than 30 minutes of activity every day = **29.5%**
 compared to **30.2%** in England



67.1% of children in Westmorland & Furness can swim 25m unaided compared to **57.6%** in England



Inequalities in participation - less active every day



(Data from Active Lives Survey 2021-2022 and 2022-2023)

Government study led by Sport England.

As of April 23, we will only receive reports for the two unitary authority areas.



•• Together Fund

Sport England Fund that was created in the aftermath of the covid pandemic to support community organisations and bring people from key target audiences together to reignite their physical activity levels, reduce social isolation, and improve mental wellbeing.



10 projects in the past 12 months

Total of £42,793 secured for projects in Furness



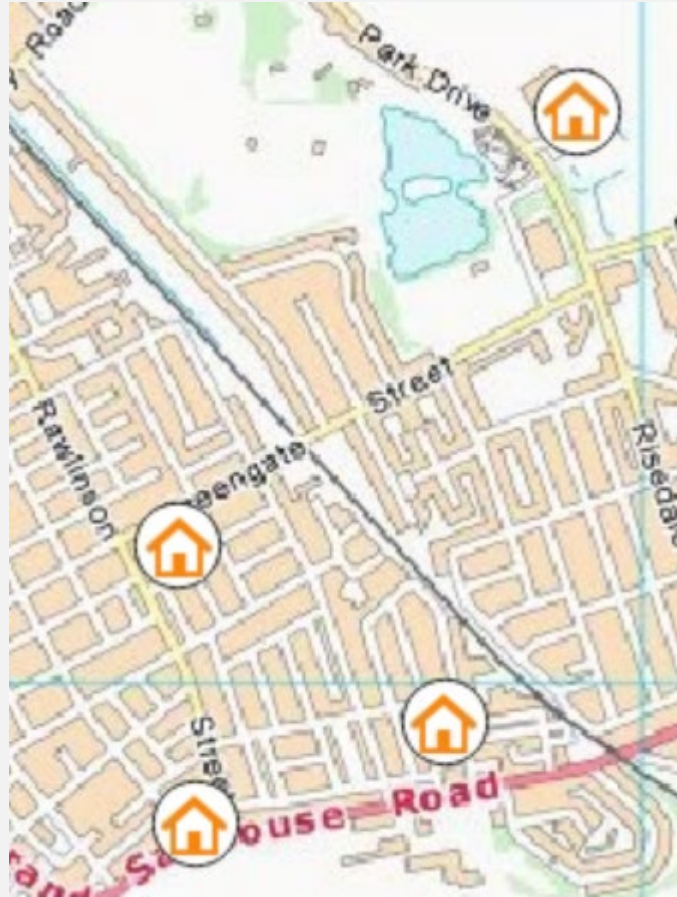
•• Opening Schools Facilities Fund

Department for Education fund to support schools open their existing facilities beyond the school day and term, for a broader range of young people and the wider community to engage in physical activity.



Total of **£110,504** granted to 5 schools across two rounds

St. James' Juniors will be added to the third funding round



•• Shared Prosperity Fund

E10 element of the fund for local sports facilities, tournaments, teams, and leagues, to bring people together. Capital component focuses on sports clubs making their facility more accessible.

Revenue component focuses on increasing the number of tournaments, festivals, and events to increase participation levels.



Two capitals projects and 2 revenue projects, to a total of **£36,171**

A larger and longer phase of the programme began in Nov 23 that will last until Mar 25.



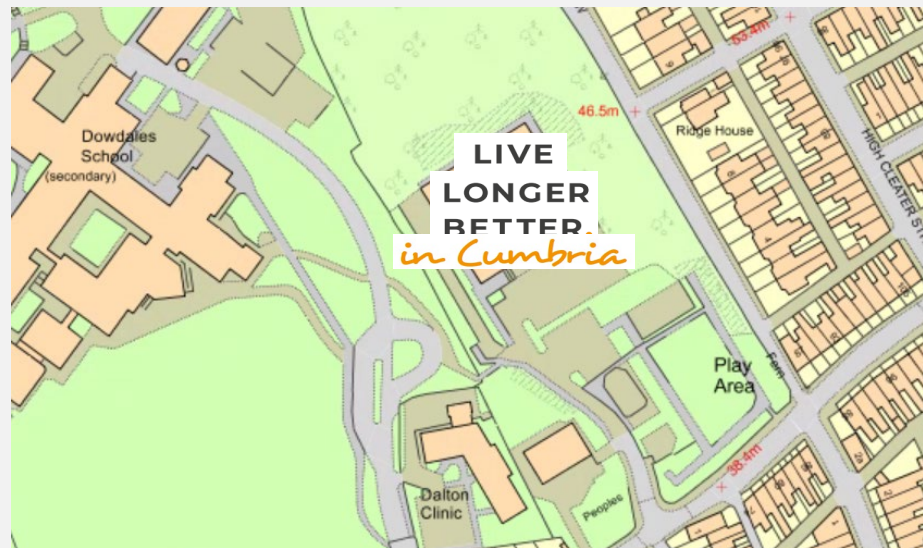
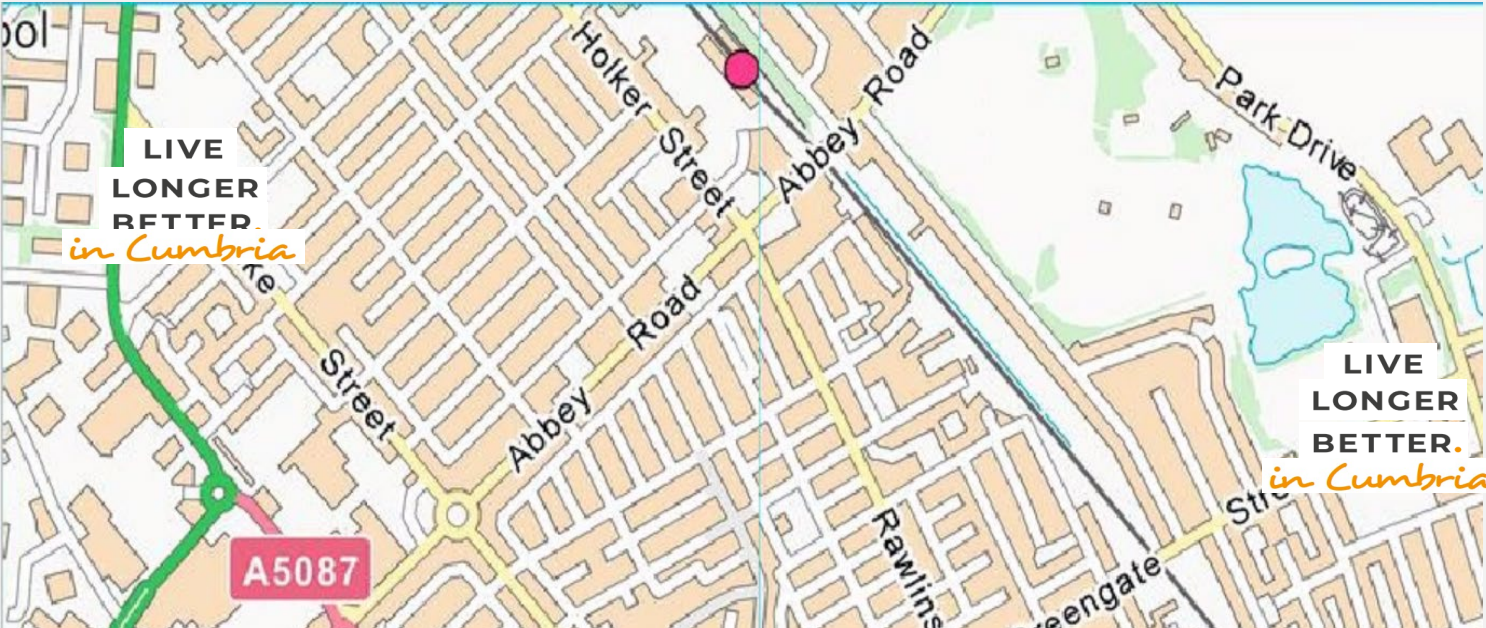
•• Reconditioning Fund

Secured through Public Health England to help meet the aims of the Live Longer Better in Cumbria programme.

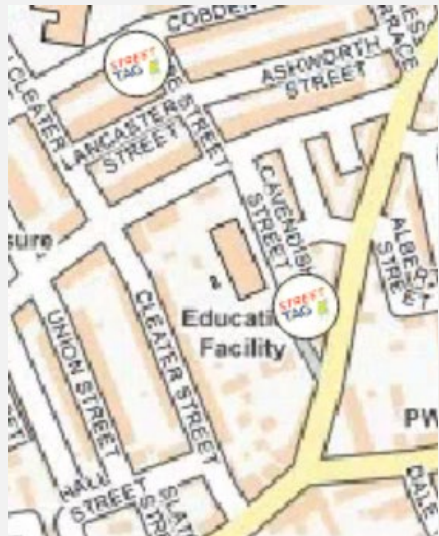
Any applicants must complete a series of bitesize e-learning courses to ensure all deliverers are aligned to the Live Longer Better message.

3
projects in
the past
12
months

Total of **£19,348**
to projects in
Furness



•• Street Tag



School based programme concluded in December 2023 and made way for a new format for 2024. The new format is now open to teams from workplaces, community organisations, sports clubs etc.



Teams compete on one of two leader boards that match the unitary authority footprints and try to get the highest average score per player.





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

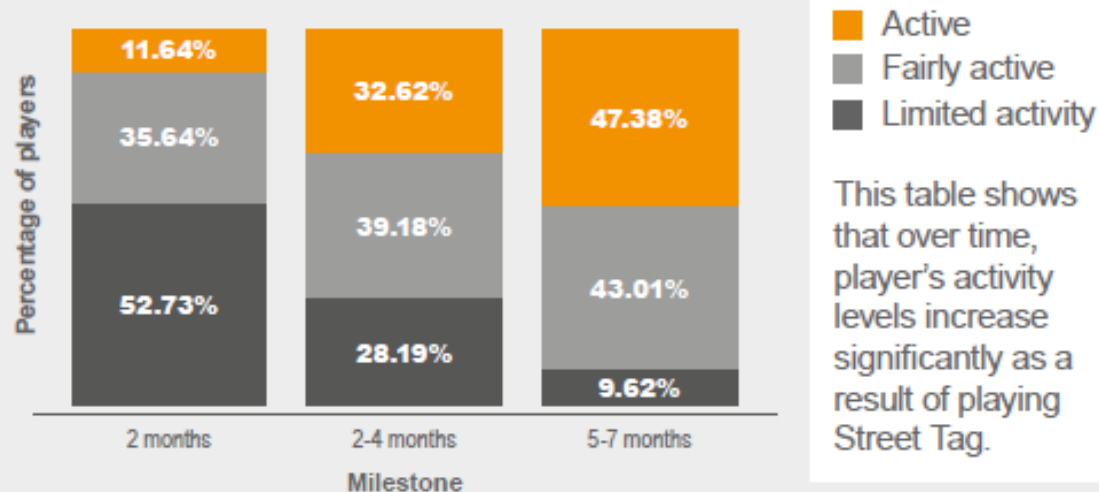
+3.5% in players using walking as a way of travelling actively to 95% (856) in total

+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



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



•• Rambler's Wellbeing Walks

Free Walk Leader training for individuals and organisations, so they can deliver low level wellbeing walks that focus on the social benefits of group walking, just as much as the physical and mental benefits.

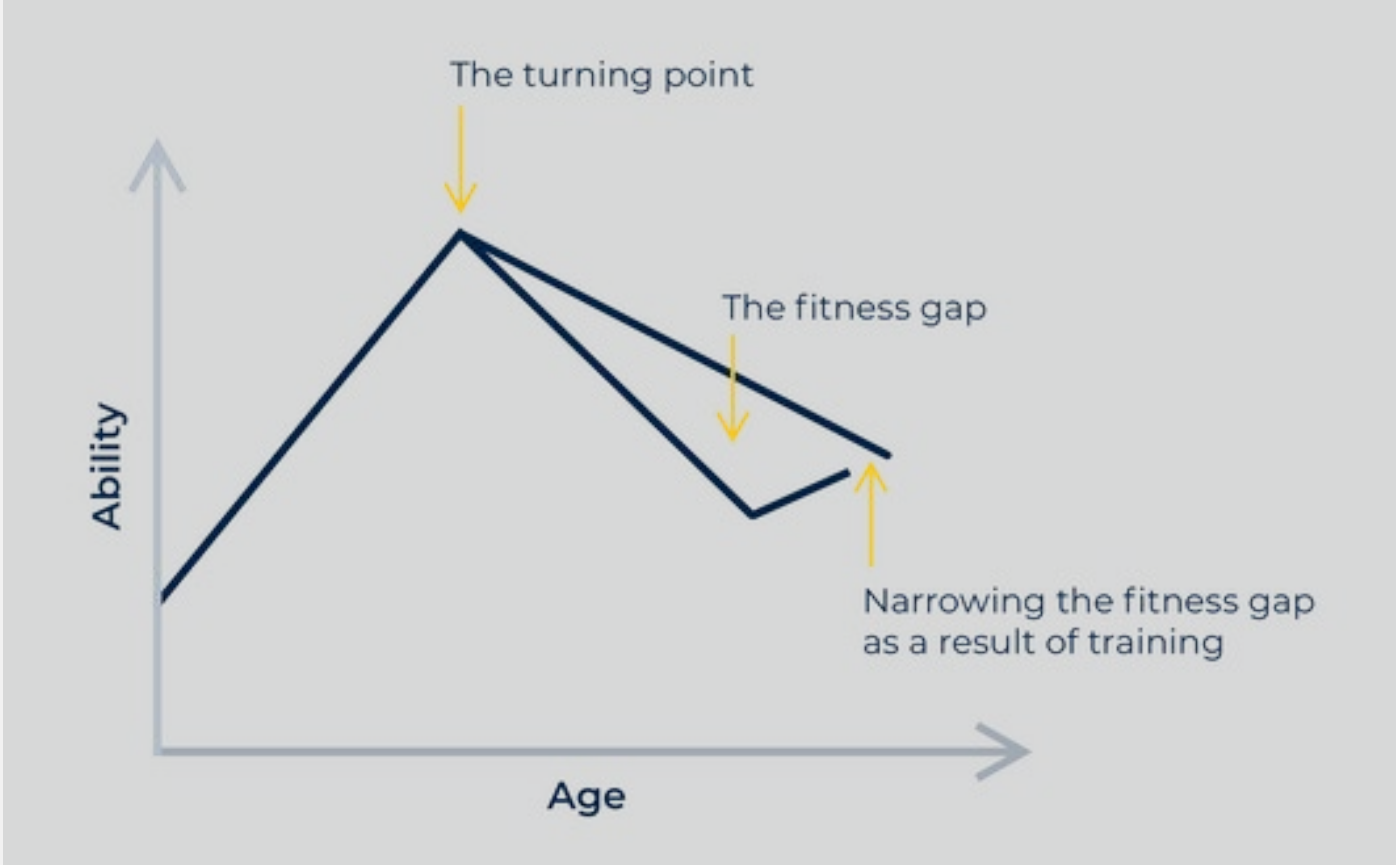
10 active walk leaders delivering regular wellbeing walks in Furness.



•• Live Longer Better in Cumbria

Led by Sir Muir Gray, a revolution is underway to enable people to live longer better, reduce the need for health and social care and reverse the effects of lockdown.

The aim is to increase physical, cognitive, and emotional activity in older adults and those with long term health conditions. As well as training health professionals, and physical activity and movement providers to align to the LLB agenda.



16 engagements with partners reaching **670** people and **41** people have completed the e-learning courses.



Active Start

Originally funded through Sellafield, the programme aims to inspire and increase activity levels in the early years through structured activity and active play, by upskilling practitioners, teachers and families.

Children between 1-5 should be active for at least 180 minutes a day. Only 9% of boys and 10% of girls achieve this nationally.



14 settings in Furness have received the training.





Siona Hartley
Travel Actively Development Officer
Barrow-in-Furness



•• 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

Concerns about road safety and collisions

Cycle theft

Personal safety

Street environment not pedestrian friendly

Affordability/repair costs of bikes

Workplace not set up for employees cycling to work

Behaviour of motorists

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

Not enough benches to rest along key routes

Confidence

Time and convenience



•• Feasibility Study

ATSP Core Team

Promotional Activity

Monitoring, Evaluation and Learning – Data Collection and Support

Marcomms Support

Digital Innovation

Cycle Loans and Hire Schemes

Cycle Procurement/Scheme Administration and Cycle Maintenance

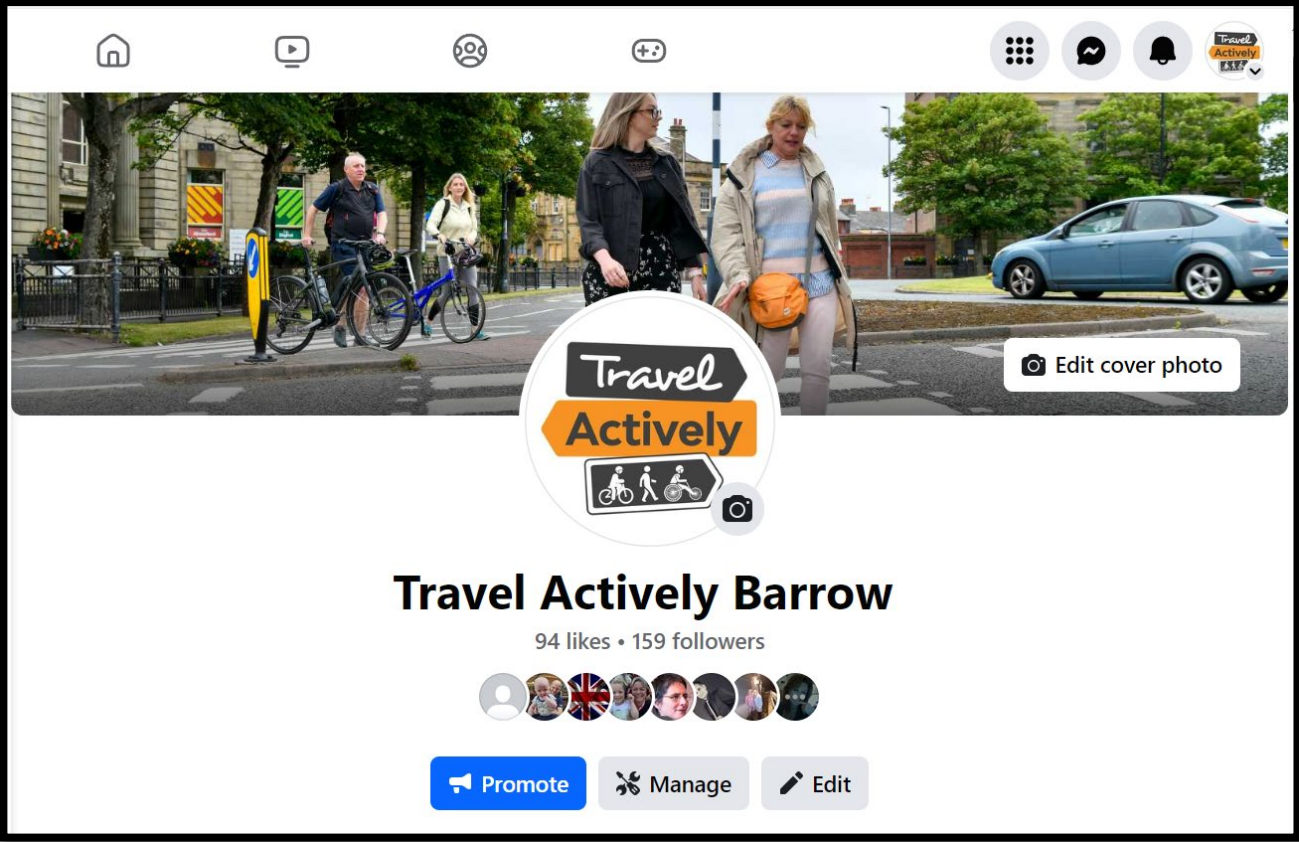
Cycle Storage

Walk Leader Training

Walking for Health Groups

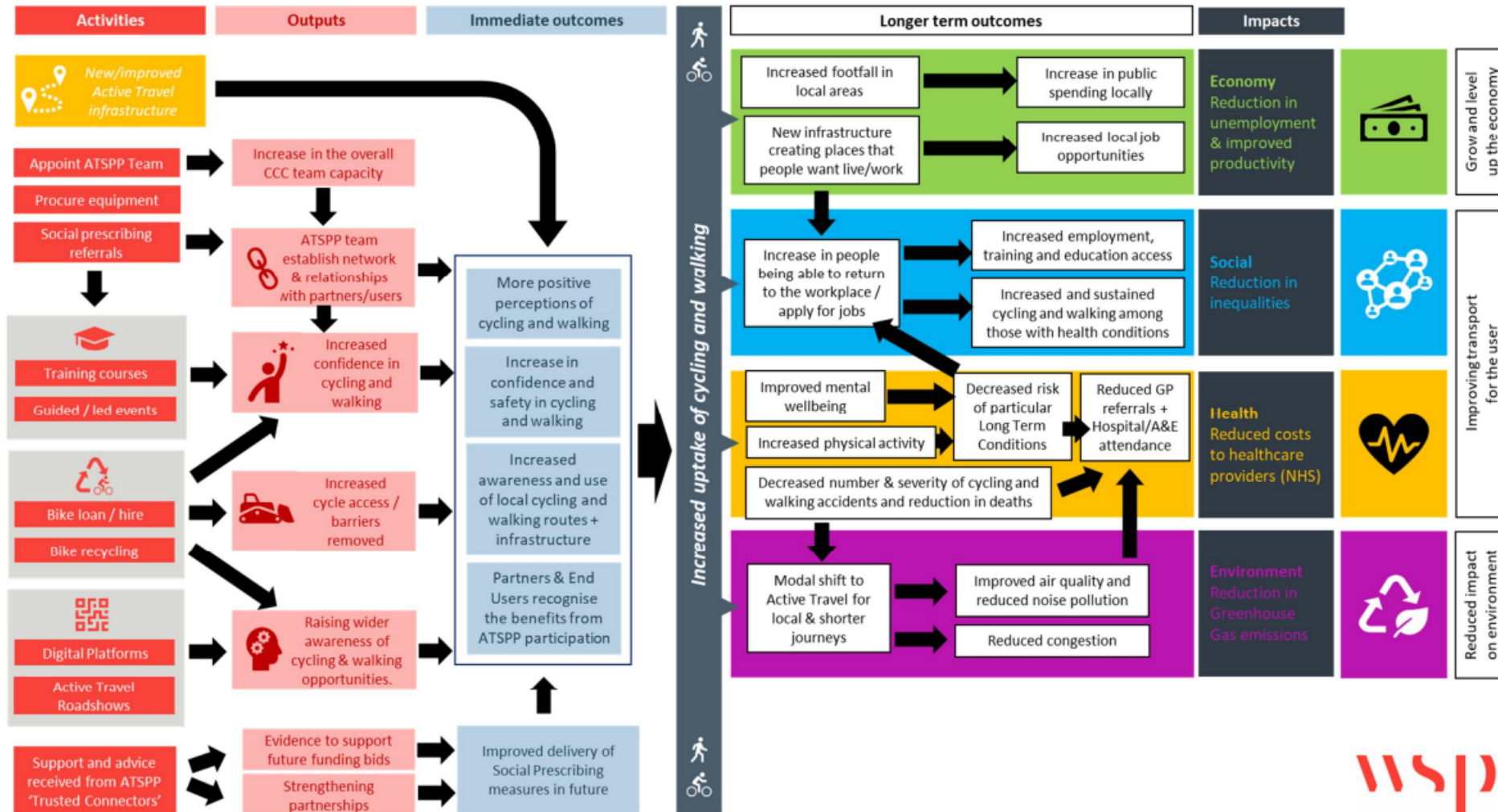
Adult Cycle Training

Ride Leader Training



Theory of Change

Figure 3-2 - ATSP Theory of Change (Logic Model)



•• Year 1 - Foundations

Governance structure	M and E process developed	Marcomms strategy
Travel Actively £250K Fund launched	Extensive partner engagement	Website development
Logo, merchandise and promotional materials	6 major events attended	14 ride leaders trained
9 new walk leaders trained	12 bike maintenance trained plus 1 Cytech	3 new weekly walks
Weekly repair workshop	12 bike confidence sessions to 96 individuals	10 regular volunteers

1 TAF awarded
1 in later stages
2 recent applications
14 initial proposals



•• Travel Actively - Year 2 – Scale Up and Support

- Social Prescriber referrals
- GP referrals – BF
- Wheels for All
- Behaviour change strategies
- Workforce development
- Substantial offer – walks/led rides/bike confidence
- Mapping of provision – join the dots



- Attend/support 10 major events
- Social media presence
- Infrastructure development
- TAF – support with projects
- Website launch
- E Bike library
- Bikes on prescription
- Bike repurposing

Travel
Actively



•• Travel Actively -Year 3 – Embed and Sustain



"The new infrastructure will create 2.1 miles of separate space for cyclists, pedestrians and motor vehicles on Abbey Road between Ramsden Square and the Park Drive junction, and a continuous active travel route on Walney Island, between Jubilee Bridge and Earnse Bay."





Jennifer Free Active Travel Officer (W&F)





Active Cumbria's Active Travel to School team is committed to improving lives through physical activity and supports active and sustainable travel approaches for children, parents and carers across the county.

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 Cumbria Five Year Plan 2021-2026

Mission of “improving lives through physical activity”

Headline outcomes for communities

Outcome 1: Increased levels of physical activity has reduced health and wellbeing inequalities across Cumbria

Outcome 2: Increased levels of physical activity has contributed to a reduction in the carbon footprint across Cumbria

Strategic objective: Active Cumbria will

Success in 2026 will be

a. Support schools and parents to adopt active travel approaches as the preferred mode of transport for children to get to and from school.

More children and young people are regularly using active modes of transport to travel to and from school.

b. Support a range of other settings including workplaces to adopt active travel approaches.

More adults are regularly using active modes of transport in their everyday lives.

Outcome 3: Physical activity is recognised as a priority in improving people’s lives



The Active Travel to School team supports a range of initiatives to help children and schools incorporate active travel into their daily journeys

- Feet First Campaign
- Bikeability training
- 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)



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

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

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



2023 - 24 Events Calendar

SEPTEMBER 2023							OCTOBER 2023							NOVEMBER 2023							
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
			1	2	3		1	2	3	4	5	6	7	8	1	2	3	4	5	6	7
4	5	6	7	8	9	10	9	10	11	12	13	14	15	8	9	10	11	12	13	14	
11	12	13	14	15	16	17	16	17	18	19	20	21	22	13	14	15	16	17	18	19	
18	19	20	21	22	23	24	23	24	25	26	27	28	29	20	21	22	23	24	25	26	
25	26	27	28	29	30		30	31						27	28	29	30				

DECEMBER 2023							JANUARY 2024							FEBRUARY 2024						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
							1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30	31					29	30	31				

MARCH 2024							APRIL 2024							MAY 2024						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
							1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30						29	30					

JUNE 2024						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
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 22nd Sept
All around the world towns and cities allow people to experience streets free of traffic.

Sustrans Cycle to School Week 25th Sept - 29th Sept
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.

Autumn Term FEET FIRST Active Travel Challenge 16th - 20th October 2023

Winter Road Safety Week 19th - 25th 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.

Take part in our **Spring Term FEET FIRST Active Travel Challenge** between 18th to 22nd March 2024

Summer Term FEET FIRST Active Travel Challenge 20th - 24th May 2024
Take part in our competition to Get Active during Walk to School Week

Clean Air Day 20th June
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.

KEY
National Events
Active Travel Termly Challenge
Cumbria School Holidays

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

Jodie Laird@cumberland.gov.uk
Jennifer Free@cumberland.gov.uk



WALK TO WELLBEING

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.



We have signed up to the:

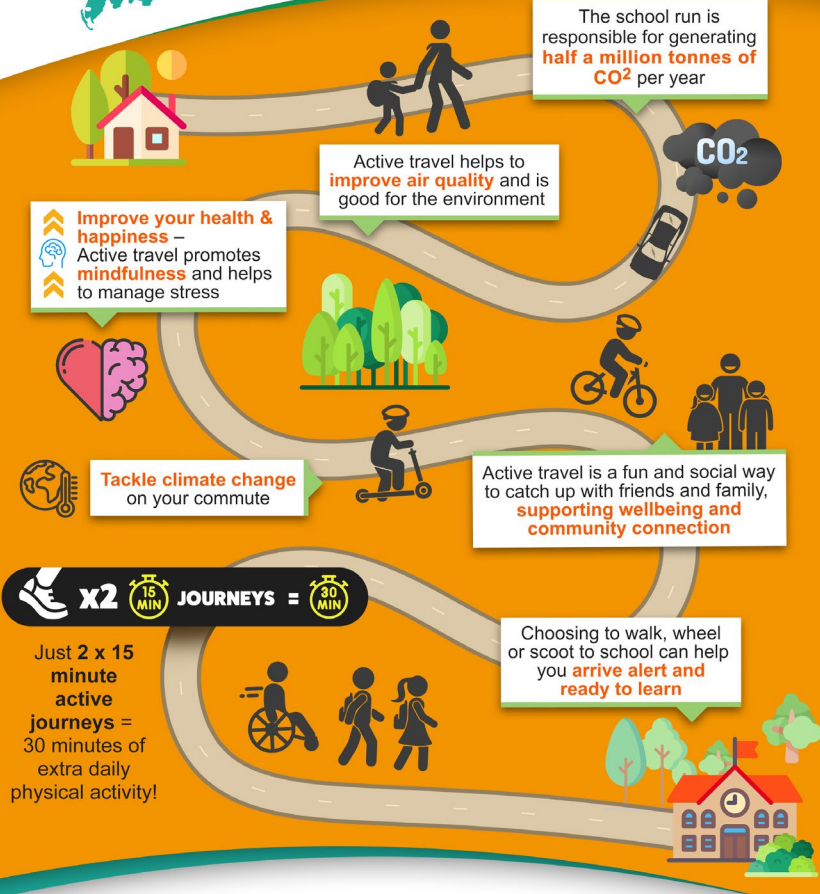
Safe Parking Pledge.

Think before you Park

Active Cumbria
Cumberland Council
Furness Council



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

Be part of it!





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

Annual Participation Increase

	Total schools		Total individual pupils	
	2022-23	2023-24	2022-23	2023-24
All Cumbria	35	72	4,894	10,686
W & F	18	34	2,091	4,311
Furness	6	10	870	1,479





£265,016
Cumbria Bikeability grant allocation for 2024/25 delivery from Active Travel England

5th
Cumbria in top ten of 109 LHAs for 2022/23 delivery

Active Travel
Bikeability
Cycle Training
across Cumbria



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



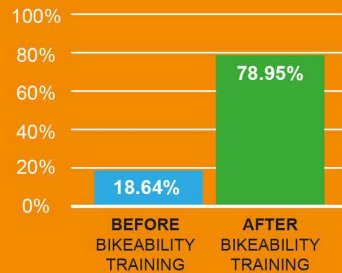
98% Said they would cycle more often after completing the programme



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



"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



Summary Delivery Figures
2022/23



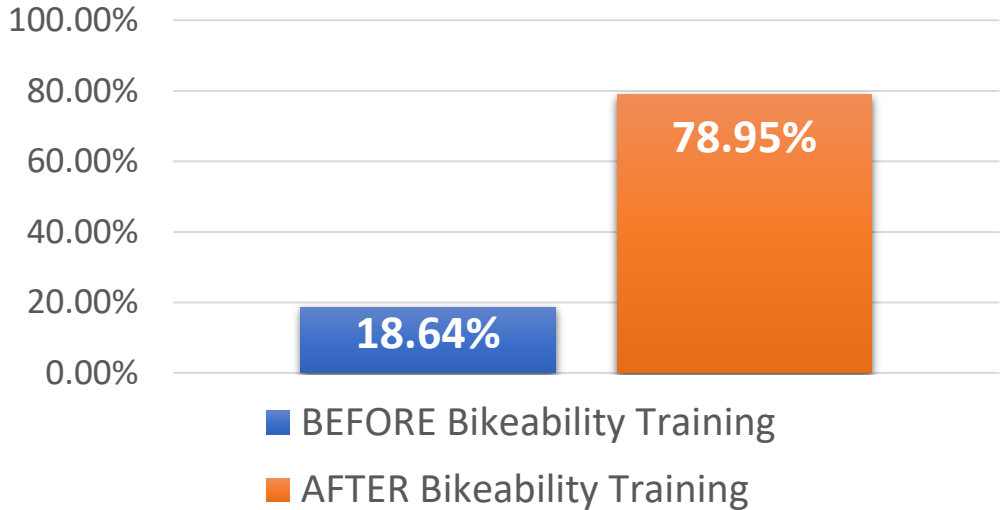
218

Total number of schools that received training 2022/23

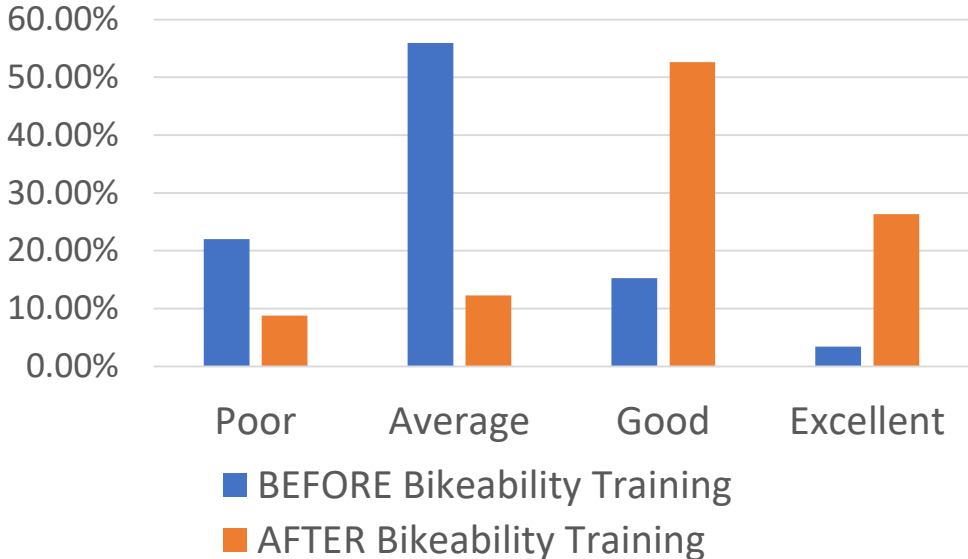


Bikeability Survey Results

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



Parents rated their child's cycling ability and road safety awareness **higher** after Bikeability training



*Bikeability Survey Results Academic Year 2022-23

School Streets



What are School Streets?

School Streets schemes introduce a temporary restriction on traffic, making roads outside schools into pedestrian and cyclist zones at school drop-off and pick-up times during term time.

A School Street is the name given to a closure of a road(s) immediately outside a School by way of a temporary restriction imposed on motorised traffic at school drop-off and pick-up times. This signed restriction would apply to all motorised traffic, but residents with properties on the road(s) affected would be exempt, together with the emergency services and necessary school transport and school deliveries.

How long do the motorised restrictions apply?

Traffic will be restricted for up to an hour at school drop-off and pick-up times in the morning and afternoon during term time. This will allow the roads covered by the School Street restriction to become a temporary walking, wheeling, scooting, and cycling zone and encourage active travel to school.

How long do School Street schemes last?

They are delivered under an Experimental Traffic Order, which can last up to 18 months. A decision will be made within this period to either make the School Street permanent, make amendments, or remove by reviewing data collected during the experimental phase.

Why are School Streets schemes being trialled in Cumbria?

Several School Street initiatives have been trialled around Cumbria to help reduce air pollution and keep children safe from traffic. Local Council Committees agreed to implement the experimental Traffic Regulation Order for some schools in their districts, with the aim of reducing traffic and improving air quality.

This scheme will help deliver the Council's priorities:

- To safeguard children and ensure that Cumbria is a great place to be a child and grow up
- To enable communities to live safely and shape services locally
- To support climate action to deliver a net zero carbon authority
- And to provide safe and well-maintained roads and an effective transport network.



WAF School Streets Scheme

A School Street is where a road(s) is closed in close proximity to a school, at school opening and closing times, to make a traffic free environment.

This signed restriction would apply to all motorised traffic, but residents with properties on the road(s) affected would be exempt, together with the emergency services and necessary school transport and school deliveries.

This is to encourage active travel modes and improve the safety and environment immediately surrounding a school.

The Traffic Team working very closely with the Walking and Cycling and Active Travel to School teams have gone through a large list of all schools to consider which may be conducive locations for a School Street based on active travel interest of the school and traffic management factors.

A funding application was submitted to Active Travel England in November 2023 for Active Travel Fund 4 Extension funding. Funding was requested for delivery of a school street in each of the three LCWIP towns in Westmorland and Furness.

The schools were selected on the basis that are suitable for school streets and have previously engaged in active travel initiatives with the Active Travel to School team or who have communicated with us regarding congestion around the school.

WAF School Streets Scheme Furness Schools Identified

- Barrow-in-Furness Primary Schools
- Barrow Island Community Primary School
- Bram Longstaffe Nursery School
- Brisbane Park Infant School
- Dane Ghyll Community Primary School
- George Romney Junior School
- Hindpool Nursery School
- Newbarns Primary and Nursery School
- North Walney Primary, Nursery and Pre-School
- Ormsgill Primary School
- Roose School
- St Columba's Catholic Primary School



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.

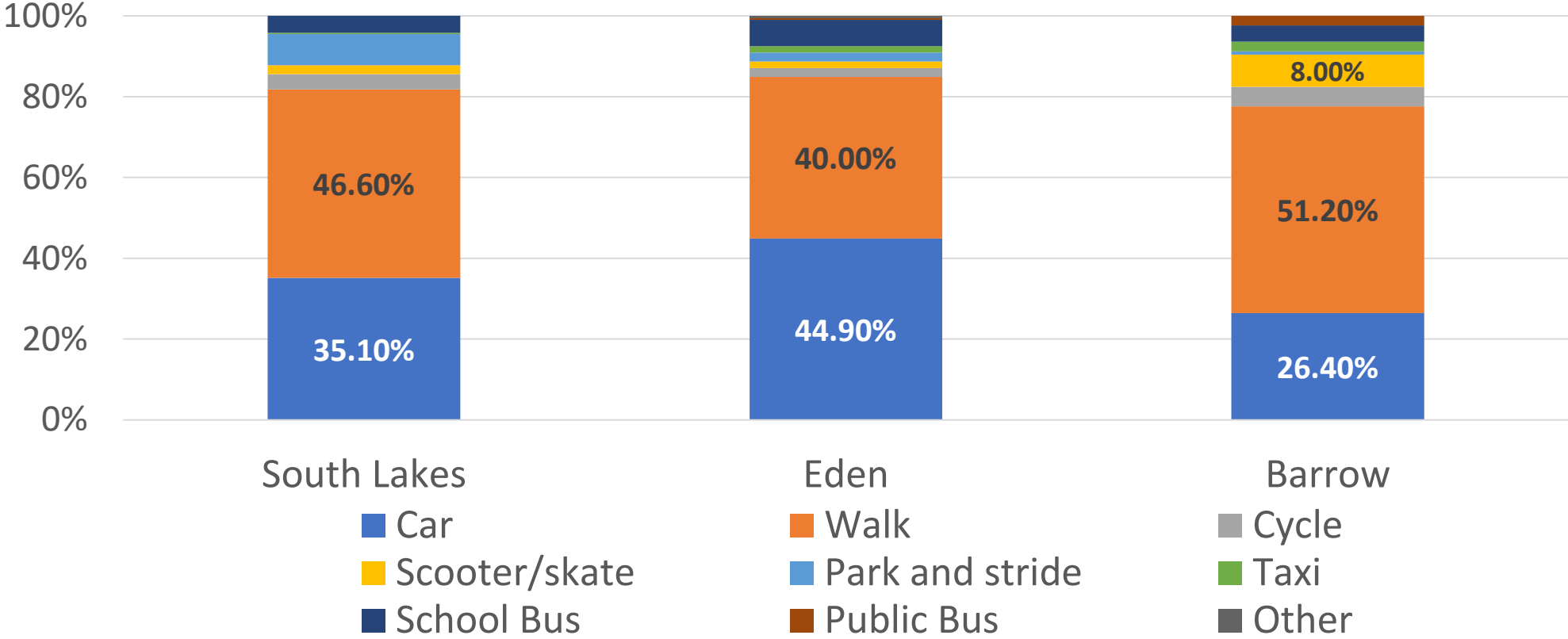


Preliminary Survey Results

- 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.
- Schools with high response rate will enable case studies to be drawn from both smaller and larger primary schools and secondary schools to allow individual pictures to emerge.



WAF – How children travel to primary school on most days

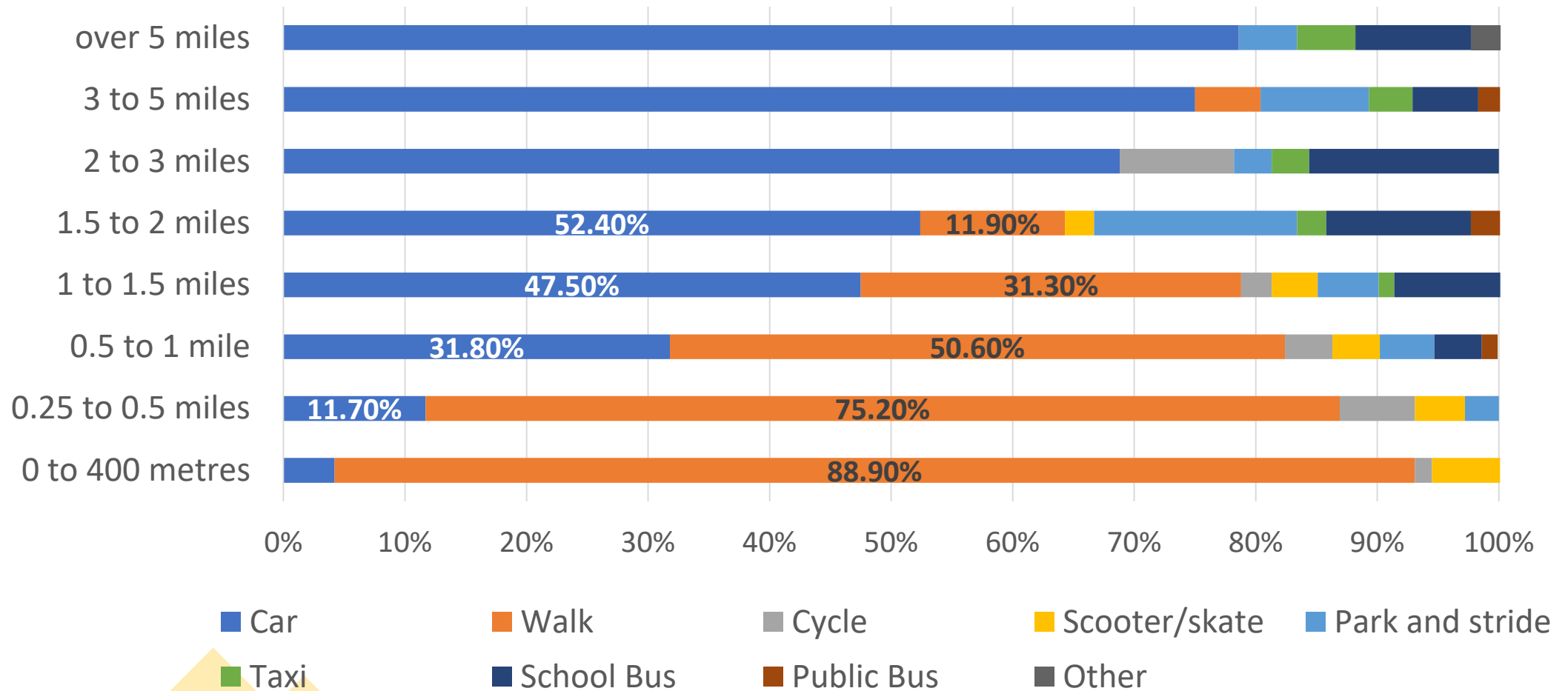


Distance from home to Primary School

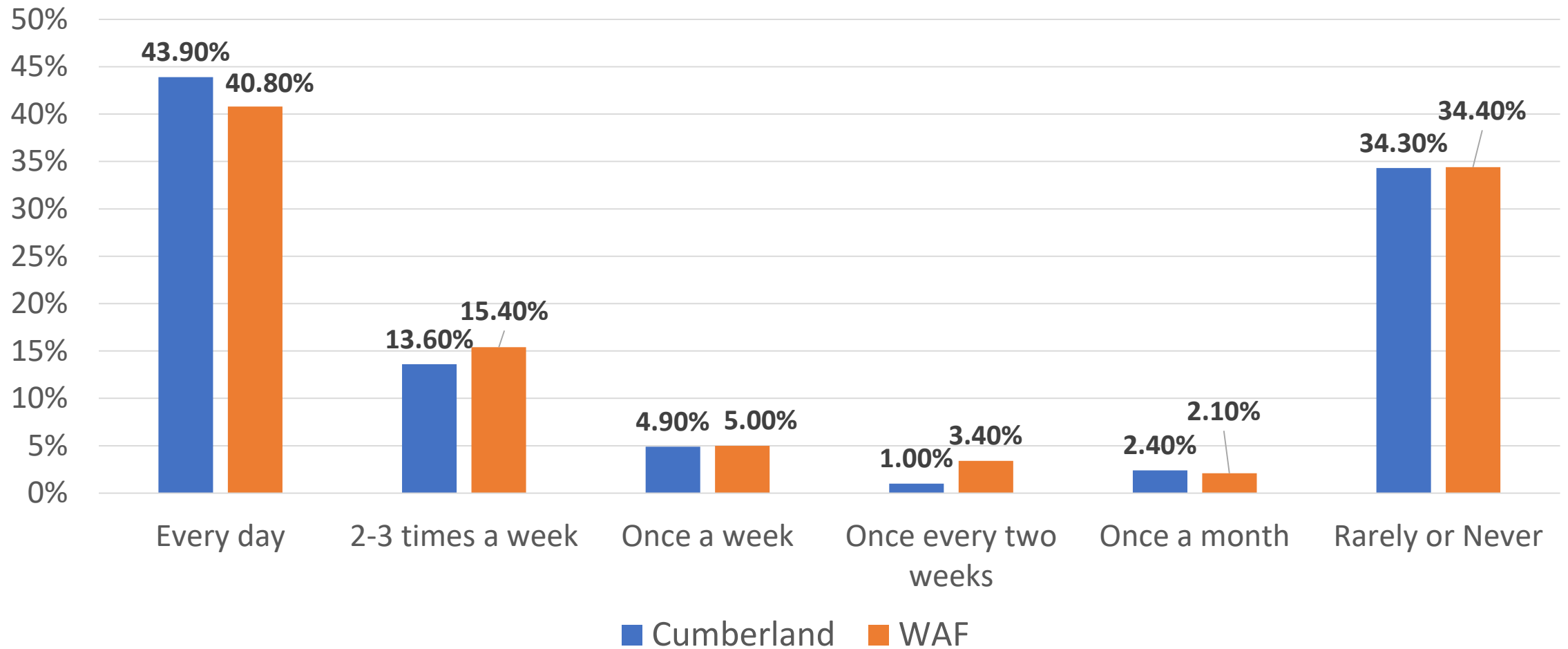
Cumbria		
	Cumberland	WAF
0 to 400 metres	12%	11.60%
0.25 to 0.5 miles	25.30%	23.30%
0.5 to 1 mile	23.60%	24.70%
1 to 1.5 miles	11.60%	12.80%
1.5 to 2 miles	7.30%	6.70%
2 to 3 miles	7.10%	5.10%
3 to 5 miles	6.30%	9%
over 5 miles	6.90%	6.70%
Total respondents	100%	100%

	Within 1 mile	Up to 1.5 miles
Cumberland	60.90%	72.50%
WAF	59.60%	72.40%

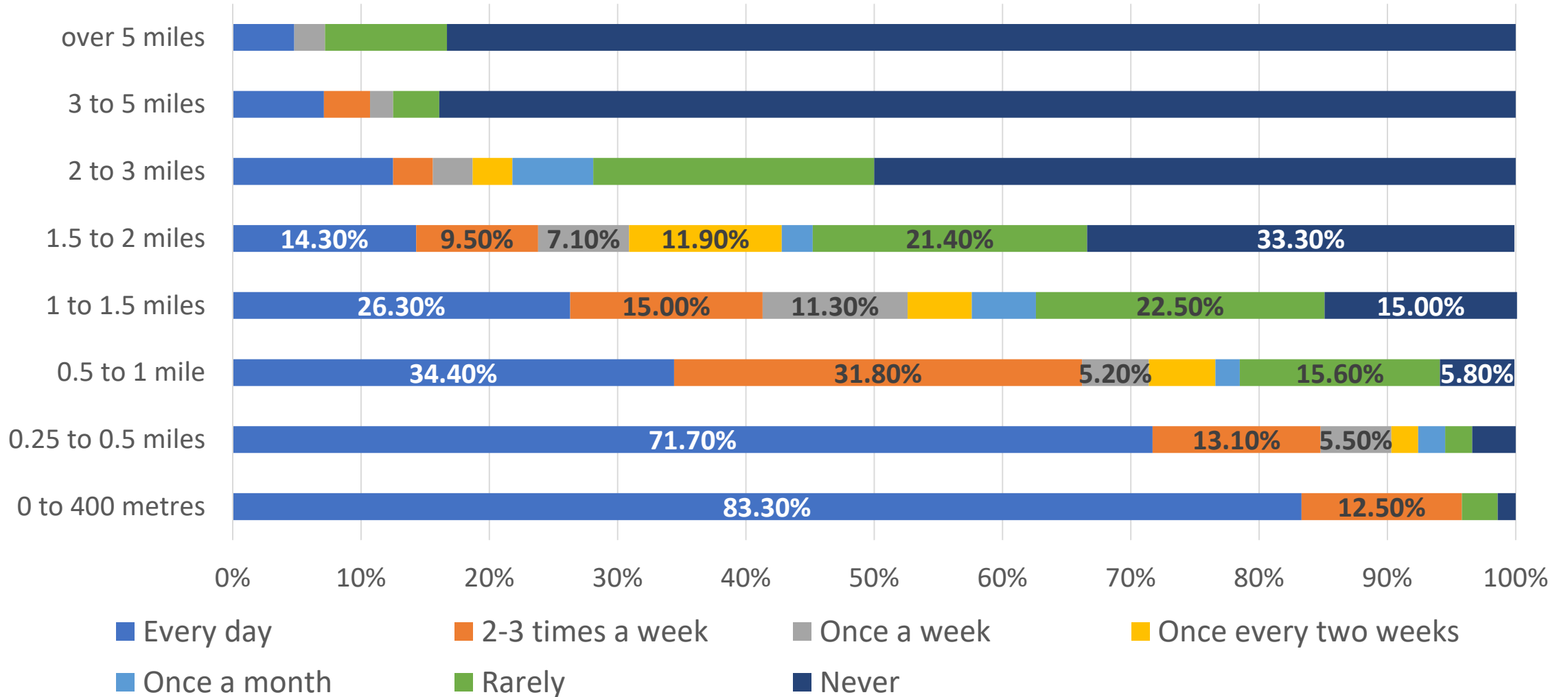
WAF - Travel to primary school most days based on distance from home



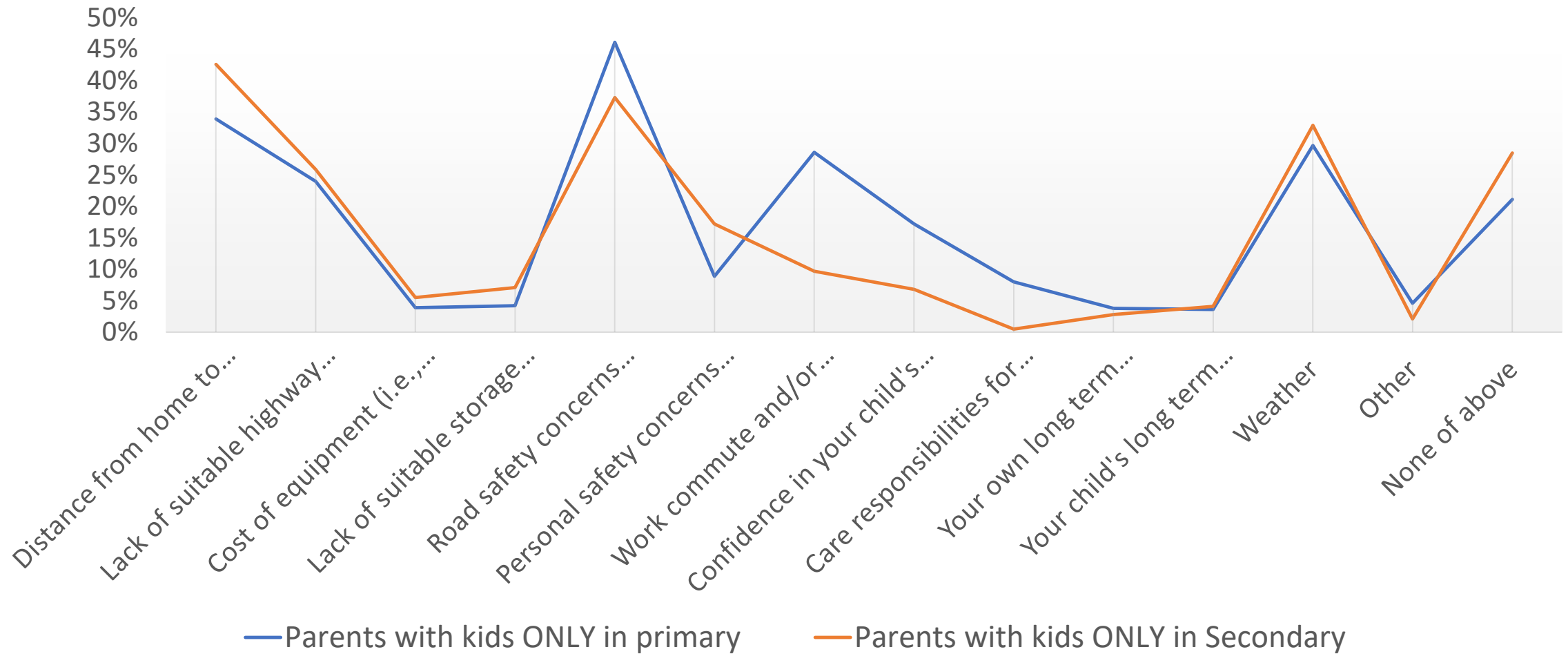
How frequently does your nursery or primary school aged child walk, wheel or cycle to school?



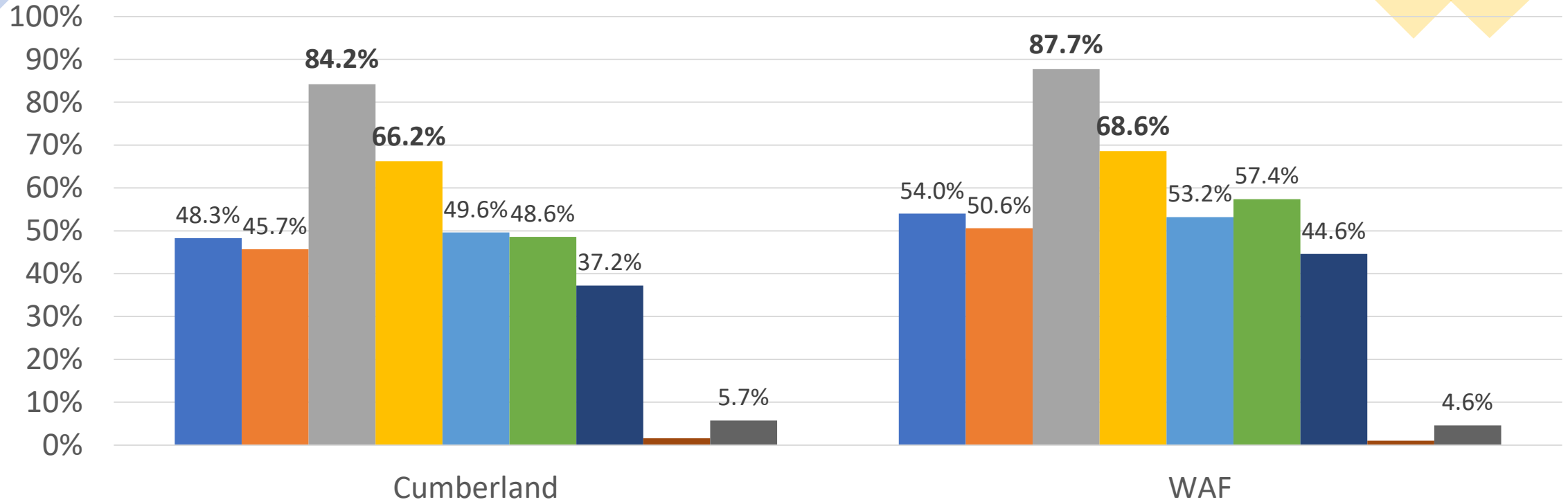
WAF Active travel frequency versus distance home to school



Change in perceived barriers to active travel with school age - Cumbria



Benefits of active travel that are important to parents



- Reduction in traffic congestion around the school gates
- Increases levels of physical activity and health
- Improve road safety skills and confidence
- Time to connect with children and community
- None of above

- Children arrive to school alert and ready to learn
- Mental and emotional health benefits
- Reduces carbon emissions and air pollution
- Other

•• Thank You

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