

Introduction

The aim of Westmorland and Furness Council is to support and encourage families to make more active, safe, and environmentally friendly travel to and from their school. We will deliver this with reference to three key themes:

- **Promotion:** highlighting the benefits of sustainable travel.
- **Skills and knowledge:** providing training and education to improve children's and parent's confidence and ability to travel sustainably and safely.
- **Improving the journey:** developing infrastructure and services in support of sustainable modes.

Key benefits

- **Building children's confidence** in their ability to travel to school actively, safely and eventually independently, as well as providing them with the knowledge needed to make sustainable choices, they can be empowered to develop life-long, safe and sustainable habits which benefit the whole community.
- **Daily physical activity** such as walking or cycling to school have enormous health and wellbeing benefits. It's a great way for children to start the day, and research has shown a link to improved behaviour and concentration. Active journeys to school also contribute to the recommended 60 minutes of physical activity a day for those aged 5 to 18 years, helping develop positive habits and maintain health and fitness from an early age.
- **Road and pedestrian safety** is important to us all. We all care about the devastating impact of road accidents on our young people and continue to work hard to reduce these.
- **Fewer cars outside school gates** means less congestion, obstructive parking, and anti-social driving issues, as well as fewer complaints from residents.
- **Improved air** quality from reduced nearby vehicle idling and exhaust pollution at drop off or pick up supports better local health outcomes.

Working with [Active Cumbria](#), we support and promote a range of initiatives to help children and schools incorporate active travel into their daily journeys. Below are links and descriptions for a range of initiative that underpin the objectives of this Travel to School Strategy.

- ✓ [Bikeability](#) – an accredited national training programme that provides the skills and confidence for pupils to navigate the roads safely via bicycle.
- ✓ [Feet First 5-day Active Travel Challenge](#) – encouraging school communities to get active on the school run during a specific week each term.
- ✓ [#StaySafeGetActive 5-minute walking bubbles](#) – a simple and effective scheme to encourage parents to park at least 5 minutes away from school to create a safer space for children to walk, cycle or scoot to school.
- ✓ [School Streets](#) – restrictions on traffic to make roads outside of school's pedestrian and cyclist zones.
- ✓ [Sustrans, Big Walk and Wheel](#) – supporting the national initiative with additional local prizes.
- ✓ [Living Streets, Walk to School](#) – encouraging participation through local initiatives and competitions.
- ✓ [Walking Bus](#) – advice and support to enable schools to establish walking bus scheme.
- ✓ [Park and Stride](#) - advice and support to enable schools to establish a suitable park and stride scheme.
- ✓ [Resources for Schools](#) – free downloadable resources for schools to help support active travel on the school commute.