



## PRESS RELEASE

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### WILL YOU BECOME AN ACTIVE TRAVEL CHAMPION?

Many families have recently been enjoying walking, running, scooting and cycling as part of their new daily routine and here at Active Cornwall, we want to encourage families in Cornwall to keep this going as they head back to school.

**Cornwall Active Travel for Education**, created in partnership with Sustrans, the Bikeability Trust and Cornwall Council, will encourage families to increase their levels of active travel to and from school, even by just a little bit and will highlight the many benefits this can have.



The campaign will focus on the following **nine benefits** from Sustrans that actively travelling to school can have:

1. Build activity into the whole family's routine
2. It's a boost for your mental health and wellbeing
3. It's the best way to start the day!
4. It will help ease congestion outside the school gate
5. It's good for the environment
6. It increases children's road safety awareness
7. It lets you connect with the world around you
8. You'll save money
9. Think of all the fresh air, freedom and fun you'll have along the way

There are so many more benefits to actively travelling to school which can be found on the **Sustrans** website [here](#) and the **Cornwall Council Active Travel** webpage [here](#). The new Sustrans Active Travel Toolkit produced in partnership with Cornwall Council includes practical resources for schools and parents to support you on your journey to increase levels of Active Travel.

The initial stages of the 12 month campaign will be delivered from Monday 28<sup>th</sup> September to Friday 9<sup>th</sup> October and will incorporate [National Bike to School Week](#) (starts on the 28<sup>th</sup> September), [National Walk to School Week](#) (starts on Monday 5<sup>th</sup> October) and [National Clean Air Day](#) (on Thursday 8<sup>th</sup> October) as all involved link the benefits of Active Travel with the impact car usage has on our environment.

As part of the campaign we are calling for teachers, parents and carers to **'Make a Pledge'** to increase their own amount of active travel or that of its school, however small, and also become a local **Cornwall Active Travel Champion** and help us spread the word within your community. Plus, every individual who pledges before the end of October will go into a draw to win a £50 Halfords Voucher and additional Bikeability places for your school.

**Want to 'Make a Pledge'?**

Visit [www.activecornwall.org/children-young-people-families/active-travel-for-education](http://www.activecornwall.org/children-young-people-families/active-travel-for-education)

**Tim Marrion working on this campaign at Active Cornwall** commented 'Encouraging and supporting more children to actively travel to school in Cornwall is a huge priority for us as we aim for all children in Cornwall to achieve 60 minutes a day of activity. The more we can fit this into the daily routines of children and parents the better the chance we have of achieving this goal and therefore improving the health and wellbeing of our local communities. We hope to get lots of teachers and parents pledge before the end of October to increase their levels of Active Travel and we will work with them, with the support of [Modeshift](#), to sustain active travel levels across Cornwall.'

**Rebecca Riley Interim Head of Service for Transport Planning and Strategy at Cornwall Council** said 'Building on the already fantastic work being done by Sustrans with many of Cornwall's schools to promote active travel, this initiative will add a new dimension to the offering providing schools a real incentive to support children to be healthy and active on their journeys to school while helping to tackle congestion and road safety around the school gates.'

**James Cleeton, Director for the south of England at Sustrans**, said 'It's great to see Cornwall Council encouraging schools and families to take an active travel pledge. We know from our work with children that given the chance they will choose to walk, cycle or scoot to school. We have developed an active travel toolkit, which will give people making a pledge advice and ideas on how to get started'

**Matt Nicholls, Headteacher at Nanpean Community Primary School**, Primary representative on the PE and School Sport Strategic Alliance and who has just started cycling to school himself and aims to continue to do so went on to say 'Active Travel to school has many benefits. It promotes health and wellbeing amongst children and families, and it is often clear in school which children are more active as their focus and concentration is better in lessons when compared to children who aren't as active. Active Travel is also better for the environment. Less cars leads to less pollution, and also leads to less traffic congestion in and around the school site, something which I am certain concerns all school leaders. Please make sure that you and your school join in with the activities for Active Travel and make positive changes to your lifestyle!'

Keep a look out on the [Active Cornwall Facebook Page](#) for more information on the Cornwall Active Travel Campaign and please help us spread the message by following us and sharing our posts.

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