



LEEDS BECKETT UNIVERSITY
CARNEGIE SCHOOL OF SPORT

YOUR MOVEMENT MATTERS WALKING ACTIVITIES

Tier 2 – Report

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The Your Movement Matters project was initiated by eight of the UK's leading walking, climbing and outdoor leisure organisations from the British Mountaineering Council's Partners Assembly.

Through an online survey, 4,538 individuals' experiences of walking, climbing and mountaineering activities have been documented. Creating an evidence base of what participation looks like and means for those individuals. Their stories, motivations, barriers, opportunities to undertake the activities and desires to try new ones. This key data provides an understanding which can inform practice and drive policy change to develop and implement evidence-based diversity and inclusion strategies within the funding organisations.

These documents summarise the data analysis done to date. Opportunities for further comparative analysis to be conducted still exist as there are hundreds of intersectional characteristics of the respondents that can be studied. The survey ran from 28th April 2021 to 8th June 2021. Participation was open to all aged 16 + in the UK and Ireland.

This document provides further insight into the key findings, analysis, interpretations and as well as implications in the context of walking activities. This document shows a mixture of quantitative (numbers or statistics) and qualitative (when a respondent has written answers in their own words) data.

Content in this document includes key findings on participation desires, reasons for not participating, engaging new audiences (what other activities do walkers do?), pathways to participation, lived experiences of participation, level of desire to gain a qualification (including perceptions and understandings of qualifications), barriers and constraints, the impact of Covid-19 and accommodation preferences.

Content in this document has been derived from survey data related to the four walking activity groups that our research participants were asked to comment on:

- Going for a walk from your front door
- Going for a walk or stroll in an urban town or city
- Going for a walk or stroll in an urban town or city, Rural or countryside lowland, coastal and moorland walking or strolling
- Hill walking and/or mountain strolling

As well as survey data relating to questions asked around an activity that participants indicated they were most passionate about:

- Going for a walk or stroll in an urban town or city, Rural or countryside lowland, coastal and moorland walking or strolling
- Hill walking and/or mountain strolling

Participation desires

We asked people who told us that they walk, are there any other activity styles that you do not participate in but are interested in and would like to try?

Activity	Responses (n = 1756)
Walking from your front door	5.24% (92)
Hill walking	9.51% (167)
Mountain walking (non-winter)	16.34% (287)
Scrambling	19.25% (338)
Winter mountaineering	28.82% (506)
Indoor bouldering	8.60% (151)
Indoor roped climbing	12.30% (216)
Outdoor bouldering	14.46% (254)
Outdoor sport climbing	14.01% (246)
Trad climbing	16.86% (296)
Winter or ice climbing	40.87% (244)
Overseas mountaineering	31.61% (555)
Urban walking	4.61% (81)
Rural or countryside lowland, coastal and moorland walking	8.43% (148)
Other	13.84% (243)

Examples of Other (ranked in order of preference)

Activity	Responses (n = 241)
Paddle sports (including SUP, canoeing, kayaking)	1.77% (31)
Swimming (sea, river, lake)	1.03% (18)
Overseas activities (trekking, mountaineering, walking, climbing, sport climbing, ice climbing, bouldering, ski touring, ski mountaineering)	0.38% (12)
Cycling	0.51% (9)
Running	0.40% (7)
Mountain biking	0.28% (5)
Skiing	0.28% (5)
Caving	0.23% (4)
Sailing	0.23% (4)
Paragliding	0.23% (4)
Camping	0.17% (3)
Water sports	0.17% (3)
Nordic walking	0.11% (2)

Examples of Other (ranked in order of preference)

Base Jumping	0.11% (2)
Canyoning	0.11% (2)
Via Ferrata	0.11% (2)
Wingsuit flying	0.11% (2)
Skateboarding	0.06% (1)
Birdwatching	0.06% (1)
Abseiling	0.06% (1)
Coasteering	0.06% (1)
Croquet	0.06% (1)
Mountain speed flying	0.06% (1)
Orienteering	0.06% (1)
Snow shoeing	0.06% (1)
Mountain speed flying	0.06% (1)

IN FOCUS – Of those who told us that they participate in walking or strolling, 16% indicated that they would like to try non-winter mountain walking. Overseas mountaineering (32%) was the most selected activity that our walking respondents would like to try. Walking organisations and groups could work towards providing accessible guidance to individuals who may not yet have the skill sets required for safe mountain walking and provide information on how to progress into more advanced mountain activities.



IN FOCUS – The activity outside of the scope of Your Movement Matters that our walking respondents most commonly told us they want to participate in is paddle sports. Walking organisations, could for example, seek to create partnerships with paddle sport organisations to encourage participation in each activity respectively, to increase the amount of people benefitting from outdoor activities in the UK and Ireland and develop improved relationships and networks within the outdoor recreation industry.

Taking a closer look at Gender

Activity	Males who walk and would like to try this activity (n = 801)	Females who walk and would like to try this activity (n = 907)	Gender fluid, non-binary, trans-male, trans-female and other who walk and would like to try this activity (n = 47)
Walking from your front door	5.12% (41)	5.40% (49)	4.26% (2)
Hill Walking	7.12% (57)	11.79% (107)	6.38% (3)
Mountain walking (non-winter)	12.11% (97)	20.07% (182)	17.02% (8)
Scrambling	16.60% (133)	22.27% (202)	6.38% (3)
Winter Mountaineering	31.96% (256)	26.68% (242)	17.02% (8)
Indoor Bouldering	7.49% (60)	9.92% (90)	2.13% (1)
Indoor Roped Climbing	10.36% (83)	14.55% (132)	2.13% (1)
Outdoor Bouldering	12.61% (101)	15.44% (140)	27.66% (13)
Outdoor Sport Climbing	12.86% (103)	14.66% (133)	21.28% (10)
Trad Climbing	17.10% (137)	16.54% (150)	19.15% (9)
Winter or Ice Climbing	27.34% (219)	18.19% (165)	17.02% (8)
Overseas Mountaineering	32.58% (261)	30.32% (275)	38.30% (18)
Urban walking	4.24% (34)	4.96% (45)	4.26% (2)
Rural or countryside lowland, coastal and moorland walking	6.74% (54)	10.25% (93)	2.13% (1)
Other	14.10% (113)	13.12% (119)	23.40% (11)



Taking a closer look at Ethnic heritage

Activity	White heritages who walk and would like to try this activity (n = 1536)	Black, Asian and ethnic minority heritages who walk and would like to try this activity (n = 70)
Walking from your front door	5.40% (83)	2.86% (2)
Hill Walking	8.59% (132)	15.71% (11)
Mountain walking (non-winter)	15.30% (235)	25.71% (18)
Scrambling	19.47% (299)	24.29% (17)
Winter Mountaineering	29.49% (453)	17.14% (12)
Indoor Bouldering	8.79% (135)	10.00% (7)
Indoor Roped Climbing	12.17% (187)	14.29% (10)
Outdoor Bouldering	14.71% (226)	14.29% (10)
Outdoor Sport Climbing	13.93% (214)	15.71% (11)
Trad Climbing	16.93% (260)	18.57% (13)
Winter or Ice Climbing	22.72% (349)	14.29% (10)
Overseas Mountaineering	31.51% (484)	44.29% (31)
Urban walking	4.43% (68)	5.71% (4)
Rural or countryside lowland, coastal and moorland walking	8.07% (124)	12.86% (9)
Other	13.80% (212)	11.43% (8)



Reasons for not yet participating

We asked people who told us that they walk or stroll, if appropriate, thinking about the activities that you are interested in/ would like to try, what are the reasons for you personally not yet participating?

Reasons for not yet participating	Responses (n = 2480)
Cost / financial reasons	28.47% (706)
Health condition / Long term illness	9.15% (227)
Access to facilities / environments	26.73% (663)
Access to information is an issue	4.64% (115)
I don't feel confident to try	16.25% (403)
I don't have to equipment / kit that I think I need to participate	23.43% (581)
It is not a priority for me	27.86% (691)
I don't see enough people who look like me	4.60% (114)
Other (please explain)	5.77% (143)
Somebody I know had a negative experience and that has put me off	0.73% (18)
I've had a negative experience in a similar activity, so I'm not sure about trying this activity (if you are comfortable, please tell us about your experience)	1.63% (41)
I don't feel safe	6.53% (162)
I already do a lot of activities and I don't want to add a new one to my list	28.83% (715)
Covid – 19	22.66% (562)

40% of our respondents of Black, Asian and minority ethnic heritages selected cost/financial reasons as a reason for not yet participating in an activity that they are interested in, this was the most commonly selected response. Cost/financial reasons were followed by 'I don't have the equipment/kit I think I need to participate' (37%) and access to facilities/ environments (35%).

In comparison, those of White ethnic heritages most commonly selected 'I already do a lot of activities and I don't want to add a new one to my list' (29%) as a reason for not yet participating in an activity that they are interested in. Similarly, to those of Black, Asian and minority ethnic heritages, respondents from White heritages selected cost/financial reasons (28%) as the second most common reason. 'It is not a priority for me at the moment' (28%) was the third most common reason given by respondents of White heritage.

The most common reason for not yet participating in an activity given by our respondents who are gender fluid, non-binary, trans-male, trans-female or other was access to facilities/environments (38.81%), followed by cost/financial reasons (36%) and 'it is not a priority for me at the moment' and Covid-19 in ranked joint third (28%).

For our respondents who told us that they have a disability or a long-term health condition, the most common reason for not yet participating in an activity that they are interested in was health condition/ long term illness (37%), followed by cost/ financial reasons (30%) and access to facilities/environments (27%).

IN FOCUS - Cost/financial constraints are the factor that many demographic groups have in common when asked why they do not yet participate in an activity. Thus, cost/financial constraints are a major issue to accessing walking, climbing and outdoor recreational activities for our respondents.

Other common answers included within extended written answers:

Time, health, older age, expensive/cost, confidence, lack of knowledge, lack of confidence, access to gear / equipment, Covid-19 (restrictions and anxiety), fitness (and perceptions of fitness required to participate), body image, family commitments, carer commitments, access to locations, transport is an issue, concerns about safety (both in terms of the activity itself, wider safety, i.e., being alone in the hills).

“I am unable to attend the events I would like as I do not have transport of my own. It is not possible to reach them by public transport and I do not know of anyone who I could car-share with.”

“I like to download country walks and follow them but I find directions are not always easy to follow although I always have an OS map to hand. I need to improve my map reading skills and improve judging distances. About 10 years ago when I started walking/hiking again after some years away I found it difficult to locate walks that were led but within my scope. Ramblers occasionally do short i.e. 3-5 miles but are so accustomed to walking they went too quickly (and still do) for me.”

“I am uncertain whether a walking group would accept a walker on a mobility scooter.”

“Embarrassed about my weight and worried I wouldn’t be able to manage it.”

“I don’t often see people like me participating, and whilst that isn’t a huge factor for me (there are some other fab role models I follow on social media) it does make me wonder if it’s something I want to do.”

Taking a closer look at non participation

Gender breakdown

Reasons for not yet participating	Male only (n = 1168)	Female Only (n = 1243)	Gender fluid, non-binary, trans-male, trans-female and other (n = 67)
Cost/ financial reasons	26.63% [311]	29.77% [370]	35.82% [24]
Health condition/ Long term illness	6.68% [78]	11.10% [138]	16.42% [11]
Access to facilities / environments	21.75% [254]	30.81% [383]	38.81% [26]
Access to information is an issue	2.83% [33]	6.60% [82]	[0]
I don’t feel confident to try	9.42% [110]	22.61% [281]	17.91% [12]
I don’t have to equipment/ kit that I think I need to participate	20.80% [243]	25.91% [322]	23.88% [16]
It is not a priority for me	30.31% [354]	25.42% [316]	28.36% [19]
I don’t see enough people who look like me	2.14% [25]	6.60% [82]	10.45% [7]
Other (please explain)	5.99% [70]	5.39% [67]	8.96% [6]
Somebody I know had a negative experience and that has put me off	0.43% [5]	0.72% [9]	5.97% [4]
I’ve had a negative experience in a similar activity, so I’m not sure about trying this activity (if you are comfortable, please tell us about your experience)	1.11% [13]	1.77% [22]	8.96% [6]
I don’t feel safe	4.20% [49]	8.13% [101]	17.91% [12]
I already do a lot of activities and I don’t want to add a new one to my list	31.76% [371]	26.39% [328]	23.88% [16]
Covid – 19	19.26% [225]	25.50% [317]	28.36% [19]

Disability breakdown

Reasons for not yet participating	Disabled (n = 396)	Non-disabled (n = 2062)
Cost/ financial reasons	30.30% (120)	28.23% (582)
Health condition/ Long term illness	37.37% (148)	3.73% (77)
Access to facilities / environments	27.27% (108)	26.62% (549)
Access to information is an issue	7.58% (30)	4.07% (84)
I don't feel confident to try	19.19% (76)	15.81% (326)
I don't have to equipment/ kit that I think I need to participate	22.47% (89)	23.71% (489)
It is not a priority for me	21.21% (84)	29.29% (604)
I don't see enough people who look like me	8.08% (32)	3.88% (80)
Other (please explain)	6.57% (26)	5.57% (115)
Somebody I know had a negative experience and that has put me off	0.76% (3)	0.73% (15)
I've had a negative experience in a similar activity, so I'm not sure about trying this activity (if you are comfortable, please tell us about your experience)	2.53% (10)	1.45% (30)
I don't feel safe	9.34% (37)	6.01% (124)
I already do a lot of activities and I don't want to add a new one to my list	19.45% (79)	30.41% (627)
Covid - 19	22.47% (89)	22.50% (464)



Ethnic heritage breakdown

Reasons for not yet participating	White heritages (n = 2186)	Black, Asian and ethnic minority heritages combined (n = 78)	Multiple or multiple ethnic heritages (n = 37)	Asian or Asian British (n = 23)	Black, African, Caribbean or Black British (n = 18)
Cost / financial reasons	28.64% (626)	41.03% (32)	45.95% (17)	43.48% (10)	27.78% (5)
Health condition / Long term illness	8.51% (186)	10.26% (8)	8.11% (3)	21.74% (5)	(0)
Access to facilities / environments	26.76% (585)	35.90% (28)	48.65% (18)	34.78% (8)	11.11% (2)
Access to information is an issue	4.30% (94)	12.82% (10)	10.81% (4)	17.39% (4)	11.11% (2)
I don't feel confident to try	15.92% (348)	23.08% (18)	27.03% (10)	13.04% (3)	27.78% (5)
I don't have to equipment/ kit that I think I need to participate	23.42% (512)	35.90% (28)	43.24% (16)	30.43% (7)	27.78% (5)
It is not a priority for me	28.36% (620)	25.64% (20)	24.32% (9)	26.09% (6)	27.78% (5)
I don't see enough people who look like me	3.89% (85)	21.79% (17)	16.22% (6)	17.39% (4)	38.89% (7)
Other (please explain)	5.86% (128)	3.85% (3)	2.70% (1)	4.35% (1)	5.56% (1)
Somebody I know had a negative experience and that has put me off	0.73% (16)	5.13% (4)	2.70% (1)	4.35% (1)	11.11% (2)
I've had a negative experience in a similar activity, so I'm not sure about trying this activity (if you are comfortable, please tell us about your experience)	1.46% (32)	3.85% (3)	2.70% (1)	8.70% (2)	(0)
I don't feel safe	6.54% (143)	7.69% (6)	5.41% (2)	13.04% (3)	5.56% (1)
I already do a lot of activities and I don't want to add a new one to my list	29.46% (644)	15.385% (12)	18.92% (7)	8.70% (2)	16.67% (3)
Covid – 19	22.42% (490)	24.36% (19)	32.43% (12)	21.74% (5)	11.11% (2)

National location breakdown

Reasons for not yet participating	England (n = 1812)	Ireland (n = 154)	Scotland (n = 297)	Wales (n = 193)
Cost/ financial reasons	29.25% (530)	38.96% (60)	24.58% (73)	29.53% (57)
Health condition / Long term illness	9.38% (170)	7.79% (12)	8.08% (24)	11.40% (22)
Access to facilities / environments	28.04% (508)	39.61% (61)	20.88% (62)	22.28% (43)
Access to information is an issue	4.80% (87)	5.19% (8)	3.70% (11)	4.66% (9)
I don't feel confident to try	15.34% (278)	16.23% (25)	24.24% (72)	18.13% (35)
I don't have to equipment/ kit that I think I need to participate	24.12% (437)	27.92% (43)	22.22% (66)	22.80% (44)
It is not a priority for me	27.70% (502)	45.45% (70)	29.29% (87)	25.91% (50)
I don't see enough people who look like me	4.91% (89)	5.19% (8)	2.69% (8)	5.70% (11)
Other (please explain)	6.13% (111)	5.19% (8)	6.40% (19)	3.63% (7)
Somebody I know had a negative experience and that has put me off	0.61% (11)	1.95% (3)	0.34% (1)	1.55% (3)
I've had a negative experience in a similar activity, so I'm not sure about trying this activity (if you are comfortable, please tell us about your experience)	1.66% (30)	1.30% (2)	2.69% (8)	1.04% (2)
I don't feel safe	6.29% (114)	9.74% (15)	9.43% (28)	2.59% (5)
I already do a lot of activities and I don't want to add a new one to my list	28.97% (525)	49.35% (76)	28.96% (86)	25.39% (49)
Covid – 19	22.19% (402)	45.45% (70)	23.57% (70)	19.17% (37)

A small number of people (16) told us that they do not participate in any of the named activities that the Your Movement Matters survey focuses on. *We asked those people, 'are you interested in/ would you like to try any of the following broader activities?'*

Activity	I would like to try this activity (n = 16)
Urban, lowland, moorland and coastal walking	18.75% (3)
Hill and/or mountain walking	12.50% (2)
Indoor climbing	6.25% (1)
Outdoor climbing (including mountaineering)	6.25% (1)
I am not interested in trying any of these activities	56.25% (9)

Engaging New Audiences

Other than the walking and climbing activities that we have asked you about, what do you like to do when you are outdoors?

- Cycling
- Swimming (sea, river, lake, pool)
- Camping
- Mountain Biking
- Observing wildlife and bird watching
- Learning about flora and fauna
- Photography
- Socialising
- Walking the dog
- Canoeing
- Sailing
- Exploring
- Running
- Kayaking
- Reading
- Paddle boarding
- Skiing
- Snowboarding
- Picnics
- Just being outside
- Volunteering
- Orienteering
- Yoga
- Gardening
- Tennis
- Relaxing
- Badminton
- White water rafting
- Golf
- Gardens
- Music festivals
- Horse riding
- Fishing
- Wild camping/bivying



Disability

Do you consider yourself as having a disability and/or a long-term health condition? (excluding mental health at this stage)

Do you consider yourself as having a disability and/or a long-term health condition? (excluding mental health at this stage)	Responses (n = 4,266)
Yes	14.06% (600)
No	85.00% (3,626)
I would prefer not to say	0.94% (40)

Mental Health

Do you identify as having a mental health condition or illness?	Percentage of those who 'walk' (n = 4,210)
Yes (518)	12.30% (518)
No (3,614)	85.84% (3,614)
I would prefer not to say (78)	1.85% (78)



Please tell us what mental health condition or illness you live with (n = 491)

Mental Health Condition	Responses (n = 491)
Bipolar Affective Disorder	2.85% (14)
Anxiety	61.51% (302)
Depression	59.27% (291)
Cyclothymia	0.20% (1)
Disordered Eating	0.41% (2)
Panic attacks	0.81% (4)
OCD	4.28% (21)
ADHD	3.46% (17)
Brain damage / head injury	0.41% (2)
Hyper Vigilance	0.20% (1)
PTSD	1.22% (6)
Asperger's	1.02% (5)
Autism	2.04% (10)
Depreciation	0.20% (1)
Psychosis	0.41% (2)
Stress	1.02% (5)
Insomnia	0.20% (1)
Cognitive impairment	0.20% (1)
Eating Disorder	2.85% (14)
Dissociative Amnesia	0.20% (1)
Borderline Personality Disorder	1.02% (5)
Schizophrenia	0.20% (1)
Seasonal Affective Disorder	0.20% (1)
Non-Epileptic Attack Disorder	0.20% (1)
Agrophobia	0.41% (2)
Body Integrity Dysphoria	0.41% (2)
Dyspraxia	0.20% (1)
Disassociation	0.20% (1)
Emotional Dysregulation	0.20% (1)
Atypical Personality	0.20% (1)
PMDD	0.20% (1)



For the following sets of questions, respondents were asked to choose the activity that they were most passionate about and answer questions about that specific activity type. This section displays data for participants who said they were most passionate about going for a walk in an urban town or city (e.g., walking in your local park, around a reservoir, alongside a canal, on mostly flat ground or by the coast) and hill/or mountain walking or strolling.

Pathways to participation

Thinking about the activity that you are most passionate about, how did you begin participating in this activity?

- 197 respondents out of 2769 mentioned friend or friends.
- 426 respondents out of 2769 mentioned parent or parents, Dad, Father, Mum or Mother.
- 204 respondents out of 2769 mentioned scouting, scouts, girl guiding or cubs.
- 304 respondents out of 2769 mentioned "as a child".
- 243 respondents out of 2769 mentioned "family".
- 222 respondents out of 2769 mentioned "school".
- 8 respondents out of 2769 mentioned social media, YouTube, TV or reading.

We are interested in learning about your journey in the activity that you are most passionate about. What is the story of your participation in the activity that you are most passionate about?

"I don't think it was common for gay boys to walk or camp in my youth, so it felt like something I was not really part of once I had come out. I came to the UK, but I was not really sure about walking in the UK, I knew it happened, but it all seemed a bit different. I did not know anyone who walked, apart from the Ramblers, and that was not my cup of tea. I visited Scotland at age 45 with my mother.

We parked at the top of Glen Coe and I left her in the car and went for the most magical 2 mile walk in the driving rain, in jeans and dress boots, hoping that the proper walkers would not look at my feet. I only turned back as I could not leave mum in the car too long. I had never worked out why people parked on the side of the roads in Scotland, but suddenly it was clear.

I realised I really loved the scenery and returned with some slightly better boots and a coat the next year for a proper walking trip. I walk alone, as my partner and no-one I know is interested in walking or camping. My only regret is the years not doing it, so many places I want to walk, but I am running out of youth and opportunity."

LGBTQIA+ experience

"I love walking in the hills, but have not kept it up regularly as I got older, I had less people around that wanted to do this with me. Tried to get family members to participate but as people of colour we always have to risk assess where we go and preparedness for being racialized in shops or pubs that we stop by.

The gazes are still profound and a few comments. If we go with a mixed group the White friends always feel they have to speak up if they see or hear something inappropriate. There is definitely safety in numbers and I would not take children on my own of mixed heritage or Black identities if I was not confident that I could deal with the expected ignorance."

A respondent of African - Caribbean heritage

"When I left school, I joined the Army and extended my experience from summer hill walking into winter hill walking, rock climbing and winter mountaineering. This followed the traditional progression into Alpine Climbing. Later I took up paragliding but stopped in 2005 after an accident that could have left me in a wheelchair. I am mobile but have permanent nerve damage.

The consultant classes me as having a disability but I refuse to accept that and I used climbing as my method of rehab. I have avoided indoor walls during the COVID pandemic but have done little climbing outside as I do not want to mix with others in cars traveling to crags etc. Thus, I have spent more of my time walking with my family with the odd solitary bouldering session."

Experience of a disabled individual

"Everywhere I have lived and worked/studied, I have joined a local walking group and it has been essential to my wellbeing. Latterly, I succumbed to post viral fatigue and the local Health Walks, quite literally, helped me walk back to health. During the covid-19 lockdowns, my partner and I have walked from our house almost every day - not always very far, but it has been something to look forward to every day. When I cannot walk, I am not myself!"

Impact of Covid-19

"I started mountain walking/hill walking many years ago as I was introduced to the activity in the Brecon Beacons by a former partner.

Finding friends to go walking with is the biggest barrier. As a female I don't always feel confident hill walking solo, and so a lack of friends availability prevents me from going at times."

Constraint of not having a walking partner

Participating with others

We asked those who are most passionate about walking, who do you tend to participate with?

Who do you participate with?	People who were most passionate about walking activities were asked who do they participate with (n = 2767)
Family	39.39% [1090]
My Children	16.95% [469]
Friends	62.13% [1719]
Colleagues	9.22% [255]
Instructors/ Activity Leaders	7.41% [205]
Partner	37.19% [1029]
Club/Group	31.48% [871]
By myself/solo	58.69% [1624]
Other (please tell us who)	7.81% [216]

Examples of other include: award participants, Grandchildren, Scouts/Guides, others who like to participate online, Dog, holiday providers, school children (as a volunteer or instructor), clients, people at events.



Gender breakdown

Who do you participate with?	Females (n = 1444)	Males (n = 1267)	Gender fluid, non-binary, trans-male, trans-female and other (n = 53)
Family	40.17% [580]	38.28% [485]	45.28% [24]
My Children	16.07% [232]	18.15% [230]	13.21% [7]
Friends	65.03% [939]	59.28% [751]	50.94% [27]
Colleagues	8.31% [120]	10.34% [131]	7.55% [4]
Instructors/ Activity Leaders	6.30% [91]	8.84% [112]	1.89% [1]
Partner	42.11% [608]	32.04% [406]	28.30% [15]
Club/Group	31.44% [454]	32.28% [409]	13.21% [7]
By myself/solo	54.02% [780]	65.43% [829]	60.38% [32]
Other (please tell us who)	6.09% [88]	9.39% [119]	16.98% [9]

Ethnic heritage breakdown

Who do you participate with?	White heritages (n = 2449)	All Black, Asian and ethnic minority heritages combined (n = 68)	Multiple or multiple ethnic heritages (n = 28)	Asian or Asian British heritage (n = 18)	Black, African, Caribbean or Black British heritage (n = 22)
Family	39.16% [959]	46.65% [29]	50.00% [14]	44.44% [8]	31.82% [7]
My Children	16.82% [412]	10.29% [7]	10.71% [3]	11.11% [2]	9.09% [2]
Friends	62.19% [1523]	69.12% [47]	64.29% [18]	72.22% [13]	72.72% [16]
Colleagues	9.06% [222]	8.82% [6]	3.57% [1]	16.67% [3]	9.09% [2]
Instructors/ Activity Leaders	7.39% [181]	7.35% [5]	3.57% [1]	16.67% [3]	4.55% [1]
Partner	37.24% [912]	30.88% [21]	39.29% [11]	22.22% [4]	27.27% [6]
Club/Group	31.52% [772]	26.47% [18]	14.29% [4]	38.89% [7]	31.82% [7]
By myself/solo	60.02% [1470]	58.82% [40]	53.57% [15]	50.00% [9]	72.72% [16]
Other (please tell us who)	8.04% [197]	[0]	[0]	[0]	[0]



Disability breakdown

Who do you participate with?	Non-disabled individuals (n = 3297)	Disabled individuals (n = 544)
Family	34.12% [1125]	32.72% [178]
My Children	15.98% [527]	18.57% [101]
Friends	70.00% [2308]	61.03% [332]
Colleagues	11.83% [390]	9.93% [54]
Instructors/ Activity Leaders	8.49% [280]	9.38% [51]
Partner	37.88% [1249]	35.66% [194]
Club/Group	29.00% [956]	32.35% [176]
By myself/solo	55.41% [1827]	55.88% [304]
Other (please tell us who)	6.92% [228]	7.17% [39]

Length of participation

How long have you been participating in the activity that you are most passionate about?

How long have you been participating?	Responses (n = 2891)
Less than 1 month	0.35% (10)
1 – 6 months	0.62% (18)
7 – 11 months	0.97% (28)
1 – 2 years	2.80% (81)
3 – 4 years	3.84% (111)
5 – 10 years	9.51% (275)
More than 10 years	81.91% (2368)

Gender breakdown

How long have you been participating?	Males (n = 1971)	Females (n = 1957)	Gender fluid, non-binary, trans-male, trans-female and other (n = 93)
Less than 1 month	0.30% (6)	0.36% (7)	(0)
1 – 6 months	0.41% (8)	0.87% (17)	(0)
7 – 11 months	0.76% (15)	1.38% (27)	1.08% (1)
1 – 2 years	3.45% (68)	5.57% (109)	8.60% (8)
3 – 4 years	5.88% (116)	8.34% (163)	5.38% (5)
5 – 10 years	10.05% (198)	15.99% (313)	16.13% (15)
More than 10 years	79.15% (1560)	67.50% (1321)	68.82% (64)

Disability breakdown

How long have you been participating?	Disabled (n = 562)	Non-disabled (n = 3428)
Less than 1 month	0.71% (4)	0.26% (9)
1 – 6 months	0.89% (5)	0.58% (20)
7 – 11 months	0.71% (4)	1.14% (39)
1 – 2 years	4.63% (26)	4.64% (159)
3 – 4 years	8.36% (47)	6.86% (235)
5 – 10 years	14.59% (82)	12.86% (441)
More than 10 years	70.11% (394)	73.66% (2525)

Ethnic heritage breakdown

How long have you been participating?	White heritages (n = 3547)	Black, Asian and ethnic minority heritages (n = 117)
Less than 1 month	0.25% (9)	0.85% (1)
1 – 6 months	0.56% (20)	(0)
7 – 11 months	1.04% (37)	1.71% (2)
1 – 2 years	4.37% (155)	9.40% (11)
3 – 4 years	6.91% (245)	8.55% (10)
5 – 10 years	12.97% (460)	26.50% (31)
More than 10 years	73.89% (2621)	52.14% (61)



Generally, do you enjoy spending time outdoors?

Selection	Response (n = 2636)
Yes	99.66% (2627)
No	0.15% (4)
I'm not sure	0.11% (3)
I would prefer not to say	0.08% (2)

What is it about spending time outdoors you enjoy?

- 802 people out of 2356 mentioned 'fresh air'.
- 781 people out of 2356 mentioned 'nature'.
- 307 people out of 2356 mentioned 'freedom'.
- 236 people out of 2356 mentioned 'exercise'.
- 218 people out of 2356 mentioned 'views'.
- 197 people out of 2356 mentioned 'scenery'.
- 179 people out of 2356 mentioned 'peace' or 'peace and quiet'.
- 145 people out of 2356 mentioned 'wildlife'.
- 109 people out of 2356 mentioned 'relax', 'relaxation', or 'relaxing'.
- 97 people out of 2356 mentioned 'beauty'.
- 91 people out of 2356 mentioned 'mental health'.



Qualifications

Do you hold a qualification in the activity that you are most passionate about?

Selection	Responses (n = 2886)
Yes	20.82% (601)
No	78.55% (2267)
I would prefer not say	0.62% (18)

Gender breakdown

Do you hold a qualification in the activity that you are most passionate about?	Males (n = 1966)	Females (n = 1957)	Gender fluid, non-binary, trans-male, trans-female and other (n = 68)
Yes	30.21% (594)	16.96% (332)	23.53% (16)
No	69.23% (1361)	82.68% (1618)	73.53% (50)
I would prefer not say	0.56% (11)	0.36% (7)	2.94% (2)

Disability breakdown

Do you hold a qualification in the activity that you are most passionate about?	Disabled (n = 561)	Non-disabled (n = 3423)
Yes	20.68% (116)	23.98% (821)
No	78.79% (442)	75.58% (2587)
I would prefer not say	0.53% (3)	0.44% (15)

Ethnic heritage breakdown

Do you hold a qualification in the activity that you are most passionate about?	White heritages (n = 3540)	Black, Asian and ethnic minority heritages (n = 116)
Yes	24.21% (857)	14.66% (17)
No	75.37% (2668)	85.34% (99)
I would prefer not say	0.42% (15)	(0)

Gaining a qualification

Are you interested in gaining a qualification in the activity that you are most passionate about?

Selection	Responses (n = 2274)
Yes	16.93% [385]
No	64.07% [1457]
I'm not sure	18.69% [425]
I would prefer not to say	0.31% [7]

Gender breakdown

Are you interested in gaining a qualification in the activity that you are most passionate about?	Male (n = 1366)	Female (n = 1618)	Gender fluid, non-binary, trans-male, trans-female and other (n = 67)
Yes	23.57% [322]	18.67% [302]	14.93% [10]
No	58.20% [795]	58.84% [952]	50.75% [34]
I'm not sure	18.01% [246]	22.31% [361]	31.34% [2]
I would prefer not to say	0.22% [3]	0.19% [3]	2.99% [2]

Disability breakdown

Are you interested in gaining a qualification in the activity that you are most passionate about?	Disabled (n = 443)	Non-disabled (n = 2591)
Yes	21.90% [97]	20.61% [534]
No	59.82% [265]	58.32% [1511]
I'm not sure	18.28% [81]	20.84% [540]
I would prefer not to say	[0]	0.23% [6]

Ethnic heritage breakdown

Are you interested in gaining a qualification in the activity that you are most passionate about?	White heritages (n = 2674)	Black, Asian and ethnic minority heritages (n = 98)
Yes	20.79% [556]	28.57% [28]
No	58.30% [1559]	52.04% [51]
I'm not sure	20.72% [554]	16.33% [16]
I would prefer not to say	0.19% [5]	[0]

What motivates you to pursue a qualification in the activity that you are most passionate about and are there any constraints/barriers preventing you from pursuing a qualification?

- 26 respondents out of 128 mentioned time as a constraining factor to pursuing a qualification.
- 22 respondents out of 128 mentioned expense, cost, finance or money as constraining factor to pursuing a qualification.
- 10 respondents out of 128 mentioned Covid-19 or lockdown as a constraining factor to pursuing a qualification.
- 10 respondents out of 128 mentioned helping or supporting others participate in walking activities as a motivation for pursuing a qualification.
- 22 respondents out of 128 mentioned gaining or improving skills as a motivation for pursuing a qualification.
- If you know the reason(s), why are you unsure about pursuing a qualification in the activity that you are most passionate about?
- 69 respondents out of 333 mentioned time when asked why they were unsure about pursuing a qualification.
- 32 respondents out of 333 mentioned cost, affordability, income, expensive and money when asked why they were unsure about pursuing a qualification.
- 19 respondents out of 333 mentioned older age or being old as a constraining factor to pursuing a qualification.
- 10 respondents out of 333 said they had never thought about it before.
- 9 respondents out of 333 said they didn't know what qualifications were available or what qualifications entail.
- 7 respondents out of 333 said they weren't sure what value a qualification would add to their experiences. Other respondents said similar things such as "I'm not sure what the benefits would be," "not sure of benefits and feel competent already," "For what purpose when I can do it without needing a qualification?; Would it have career progression, if not, what's the point?"

Barriers to the participation and the impact of Covid-19

Is there anything stopping you from being able to participate in the activity that you are most passionate about?

- 393 respondents out of 1997 mentioned time or lack of time.
- 80 respondents out of 1997 mentioned physical health of either themselves, their partner or somebody they care for.
- 101 respondents out of 1997 mentioned cost, money, finance, expense or expensive.
- 183 respondents out of 1997 mentioned ability to travel, distance from locations and/or travel restrictions due to Covid-19.
- 44 respondents out of 1997 mentioned weather.
- 84 respondents out of 1997 mentioned children, family commitments or having to prioritise family needs.
- 160 respondents out of 1997 mentioned work.
- 31 respondents out of 1997 mentioned "being alone," "by myself," or "on my own".
- 51 respondents out of 1997 mentioned getting older or older age.
- 204 respondents out of 1997 mentioned Covid-19 and/or lockdowns.

IN FOCUS – 25.06% of our respondents who told us that they identify as male said there was nothing stopping them from participating in their chosen walking activities. 23.07% of our male respondents mentioned "Covid", "lockdown" or "restrictions", 14.90% mentioned "time", 12.14% mentioned "old or older" and/or "age" as factors stopping them from participating in their chosen walking activities.

IN FOCUS – Our respondents from a Black, Asian or minority ethnic heritage background told us that time (20%) and transportation (20%) were the top two reasons stopping them from being able to participate in their chosen walking activities. Other common reasons included anxiety, Covid-19/travel restrictions and cost.

Participants also told us that "many friends of colour simply don't believe the outdoors is for them, as such I struggle to find people who look like me to participate" and "there is not enough diversity in national walking" when asked if there was anything stopping them from participating in walking.

How has the Covid-19 pandemic impacted on how you participate in the activity that you are most passionate about?

Selection	Responses (n = 3240)
My participation has reduced	25.40% [823]
I have had to adjust how I participate (please describe how you have adjusted in your own words below)	12.84% [416]
I stopped participating and I have not yet restarted	6.76% [219]
I stopped participating and I will not be restarting	0.15% [5]
Other (please describe in your own words below)	2.38% [77]
I would prefer not to say	0.19% [6]
My participation reduced or stopped during lockdowns but increased to my normal level of frequency as restrictions lifted	24.23% [785]
My participation reduced or stopped during lockdowns but I now participate at a higher frequency than before	4.23% [137]
My participation has increased	14.94% [484]
My participation stayed the same	8.89% [288]



Has the Covid-19 pandemic impacted on your motivation/desire to take part in the activity that you are most passionate about?

- 798 (34%) respondents out of 2350 said “no” in response to the question.
- 72 respondents out of 2350 said that the Covid-19 pandemic has made them “more motivated” to participate in walking.
- Just 285 (3%) respondents out of 2350 said “yes” in response to the question.
- 32 respondents mentioned “busy,” “crowded” and “social distancing” as things that reduced their desire to visit beauty spots to participate in walking.

Motivation

What motivates you to take part in the activity that you are most passionate about?

Selection	Responses (n = 2769)
To keep fit	74.50% (2063)
To get outside/spend time in nature	94.08% (2605)
To spend time with my friends/family/my children	42.15% (1167)
To socialise	38.28% (1060)
For my mental health	59.84% (1657)
To achieve goals that I set for myself	28.57% (791)
To train for events/trips	11.99% (332)
To learn skills and techniques	17.41% (482)
For another reason (please write your reason in your own words below)	10.22% (283)
To visit new places	67.24% (1862)
Because it's fun	52.26% (1447)
Because I enjoy it	91.26% (2527)

Gender breakdown

What motivates you to take part in the activity that you are most passionate about?	Male (n = 1904)	Female (n = 1877)	Gender fluid, non-binary, trans-male, trans-female and other (n = 90)
To keep fit	70.75% (1347)	72.99% (1370)	57.78% (52)
To get outside/spend time in nature	86.76% (1652)	91.00% (1708)	67.78% (61)
To spend time with my friends/family/my children	40.60% (773)	45.50% (854)	26.67% (24)
To socialise	40.86% (778)	45.76% (859)	28.89% (26)
For my mental health	56.57% (1077)	64.46% (1210)	60.00% (54)
To achieve goals that I set for myself	37.03% (705)	32.87% (617)	27.78% (24)
To train for events/trips	16.49% (314)	12.68% (238)	15.56% (14)
To learn skills and techniques	29.31% (558)	22.11% (415)	24.44% (22)
For another reason (please write your reason in your own words below)	11.34% (216)	9.59% (180)	16.67% (15)
To visit new places	63.60% (1211)	66.01% (1239)	48.89% (44)
Because it's fun	60.98% (1161)	57.96% (1088)	57.78% (52)
Because I enjoy it	92.49% (1761)	91.48% (1717)	85.56% (77)



Disability breakdown

What motivates you to take part in the activity that you are most passionate about?	Disabled (n = 544)	Non-disabled (n = 3299)
To keep fit	69.12% (376)	72.08% (2378)
To get outside/spend time in nature	86.40% (470)	88.81% (2930)
To spend time with my friends/family/my children	38.97% (212)	43.44% (1433)
To socialise	37.13% (202)	44.01% (1452)
For my mental health	61.76% (336)	60.32% (1990)
To achieve goals that I set for myself	34.56% (188)	34.86% (1150)
To train for events/trips	12.32% (67)	15.00% (495)
To learn skills and techniques	22.06% (120)	26.28% (867)
For another reason (please write your reason in your own words below)	14.71% (80)	9.88% (326)
To visit new places	60.66% (330)	65.29% (2154)
Because it's fun	53.68% (292)	60.32% (1990)
Because I enjoy it	90.81% (494)	91.94% (3033)

Ethnic heritage breakdown

What motivates you to take part in the activity that you are most passionate about?	White heritages (n = 3411)	Black, Asian and ethnic minority heritages (n = 112)
To keep fit	71.83% (2450)	62.50% (70)
To get outside/spend time in nature	88.63% (3023)	83.04% (93)
To spend time with my friends/family/my children	42.33% (1444)	38.39% (43)
To socialise	42.39% (1446)	45.54% (51)
For my mental health	59.95% (2045)	69.64% (78)
To achieve goals that I set for myself	34.92% (1191)	35.71% (40)
To train for events/trips	14.63% (499)	13.39% (15)
To learn skills and techniques	25.80% (880)	28.57% (32)
For another reason (please write your reason in your own words below)	10.41% (355)	9.82% (11)
To visit new places	64.44% (2198)	59.82% (67)
Because it's fun	59.37% (2025)	59.82% (67)
Because I enjoy it	92.20% (3145)	86.61% (97)

Mental health breakdown

What motivates you to take part in the activity that you are most passionate about?	Those with a mental health condition (n = 475)	Those without a mental health condition (n = 3281)
To keep fit	65.47% (311)	72.54% (2380)
To get outside/spend time in nature	84.84% (403)	89.24% (2928)
To spend time with my friends/family/my children	37.05% (176)	43.46% (1426)
To socialise	38.11% (181)	43.71% (1434)
For my mental health	85.68% (407)	56.45% (1852)
To achieve goals that I set for myself	37.68% (179)	34.07% (1118)
To train for events/trips	13.26% (63)	14.87% (488)
To learn skills and techniques	30.95% (147)	24.69% (810)
For another reason (please write your reason in your own words below)	10.11% (48)	10.64% (349)
To visit new places	63.37% (301)	64.77% (2125)
Because it's fun	60.63% (288)	59.16% (1941)
Because I enjoy it	90.11% (428)	92.17% (3024)

Role models

How important are role models to respondents who are most passionate about walking activities?

Selection	Responses (n = 2647)
I find role models inspiring	19.53% (517)
It's important that I see diverse role models because they show that all can successful.	18.81% (498)
It's important that I can see role models that look like me	7.33% (194)
Role models are not important to me	65.70% (1739)
Other (please explain below)	6.88% (182)



Taking a closer look at what role models mean to different people

We asked all respondents who take part in walking, climbing and mountain activities how important role models are to them. The following data looks in to how that differs, depending on various characteristics of our respondents

Gender breakdown

How important are role models to you in the activity that you are most passionate about?	Male (n = 1844)	Female (n = 1800)	Gender fluid, non-binary, trans-male, trans-female and other (n = 86)
I find role models inspiring	23.75% (438)	27.94% (503)	22.09% (19)
It's important that I see diverse role models because they show that all can be successful.	18.82% (347)	29.50% (531)	26.74% (23)
It's important that I can see role models that look like me	3.36% (62)	15.72% (283)	18.60% (16)
Role models are not important to me	64.05% (1181)	52.33% (942)	52.33% (45)
Other (please explain below)	7.32% (135)	7.61% (137)	26.74% (23)

Disability breakdown

How important are role models to you in the activity that you are most passionate about?	Disabled (519 responses)	Non-disabled (3187 responses)
I find role models inspiring	25.05% (130)	25.86% (824)
It's important that I see diverse role models because they show that all can be successful.	28.13% (146)	23.56% (751)
It's important that I can see role models that look like me	10.40% (54)	9.54% (304)
Role models are not important to me	55.68% (289)	58.55% (1866)
Other (please explain below)	11.95% (62)	7.19% (229)

Ethnic heritage

How important are role models to you in the activity that you are most passionate about?	White heritages (3290 responses)	Black, Asian and ethnic minority heritages (110 responses)
I find role models inspiring	25.20% (829)	39.09% (43)
It's important that I see diverse role models because they show that all can be successful.	23.37% (769)	45.45% (50)
It's important that I can see role models that look like me	8.57% (282)	37.27% (41)
Role models are not important to me	59.15% (1946)	35.45% (39)
Other (please explain below)	7.69% (253)	10.91% (12)

Travel & Accommodation

When you participate in the activity that you are most passionate about, how do you usually travel there?

Selection	Responses (n = 2767)
Walk	12.90% (357)
Cycle	0.72% (20)
Motorbike	0.07% (2)
Car	74.74% (2068)
Public transport	6.98% (193)
Taxi	0.00% (0)
Other (please describe)	4.59% (127)

IN FOCUS – 75% of respondents who are most passionate about walking travel by car to their chosen locations. Only 7% (193 people) travel to locations using public transport. When we asked participants is there anything stopping you from participating in walking activities, 183 individuals highlighted transport or distance to travel as a barrier to participation. We recommend that partners consider how to work with existing public transport providers or consider facilitating public transport for those wishing to travel to go walking or strolling.

Where do you like to participate in the activity that you are most passionate about?

Selection	Responses (n = 2765)
I like to participate within my local area (county/region)	81.59% (2256)
I like to travel to beauty spots (within the UK and Ireland)	75.44% (2086)
I like to travel abroad	40.90% (1131)

If you do like to travel away from home to participate in the activity that you are most passionate about, please rank the accommodation choices in order that you use most often. Please assign the numbers 1 to 8 to the following options into your order of preference, number 1 indicates most used, number 8 indicates least used





If you ranked campsite camping in a tent, campervan, motorhome or caravan highly, please can you tell us why you chose this form of accommodation? (n = 1361)

- 493 respondents out of 1361 mentioned cost, low cost, affordable and cheap.
- 60 respondents out of 1361 mentioned location, either in relation to flexibility to move, be close to activity location, and/or choice.
- 213 respondents out of 1361 mentioned the outdoors, outside and nature.
- 100 respondents out of 1361 mentioned amenities or facilities in their reasons for choosing campsite accommodation. Commonly saying that they enjoy being outdoors but with the convenience of facilities.

This report has given you some insight into the data we collected via the Your Movement Matters survey between 28th April and 8th June 2021. The survey has remained live beyond the 8th June 2021 and since we have received 10% more responses. If you desire to further explore an area of questioning or responses from a specific demographic group, please do not hesitate to contact Dr Chris Kay (chris.kay@leedsbeckett.ac.uk).

To view all the Your Movement Matters reports visit <https://www.leedsbeckett.ac.uk/research/centre-of-social-justice-in-sport-and-society/investigating-equity-and-diversity-in-climbing-and-walking-activities>

To reference this report: Chris Kay, Emily Ankers and Suzanne Bond, Your Movement Matters: Walking Activities, Tier 2 Report, Carnegie School of Sport, Leeds Beckett University, August 2021

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