

November 2023

Dear families

Living Streets' WOW – the walk to school challenge is back to help encourage as many children as possible to experience the benefits of walking to school.

As you know, WOW is a pupil-led behaviour-change initiative where children self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot or Park and Stride) at least once a week for a month, they get rewarded with a badge. It's that easy!

What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive to school refreshed, healthy, and ready to learn
- A reduction in congestion and pollution at the school gates

What if we can't walk to school?

Park and Stride to help your child earn their WOW badge. You can park or hop off public transport away from school and walk the remaining journey - this could be as simple as parking at the end of Trinity Road and walking to school.

What is a WOW badge?

There are 10 badges to be earned from November 2023 – July 2024. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. A new badge can be earned every month if you walk/wheel, cycle, scoot or Park and Stride at least once a week. Pupils will be taking part in a Walk through Time, earning badges while learning about key historic moments ranging from prehistoric creatures to ancient societies, to important moments and great journeys that changed the world. The badges are made in Cornwall from recycled plastic material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts. In the UK, over 1,500 schools and around half a million pupils are enjoying the benefits of walking to school with WOW.

Will you join us? We begin our Walk to School challenge on Monday 13 November 2023. If you have any questions about the programme, please contact Mrs Batool, or find more information and useful videos at: livingstreets.org.uk/wowlaunch

Let's swap those school runs for school walks! We hope you are able to support this exciting initiative.

Best wishes,

Mrs Batool
Assistant Principal

