

NEW WOW SCHOOL



Dear Parent/ Carer

Your child's school has chosen to be part of an exciting behaviour-change initiative to encourage more children and their families to walk to school. **WOW – the walk to school challenge** is delivered by Living Streets, the UK charity for everyday walking, to help as many children as possible experience the benefits of walking to school.

The pupil-led challenge enables children to 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 simple!

### What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive to school refreshed and ready to learn
- Helps reduce 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 badges. You can park or hop off public transport **at least ten minutes away** from the school and walk the remaining journey.

Where walking to school isn't an option, our schools team work with school staff, including SENCO, to establish a bespoke approach to WOW that works best for their school community's needs.

To ensure inclusivity, we offer a range of suggestions to schools for those that are unable to travel actively to school, these include pupils becoming WOW Ambassadors, leading assemblies, creating active travel notice boards, and other activities within the school day.

If you have any questions on the adaptability of WOW in SEND schools or have suggestions of how we can improve, we would love to hear your thoughts. Please email [walktoschool@livingstreets.org.uk](mailto:walktoschool@livingstreets.org.uk)

### What is a WOW badge?

There are 10 badges to be earned from September 2023 – June 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 **The British Nature Walk**, earning badges ranging from the Urban Fox to Rochdale Canal, while getting closer to the nature found across Britain.

The Melting Pot, 15 Calton Road, Edinburgh, EH8 8DL  
0131 573 7500 [scotland@livingstreets.org.uk](mailto:scotland@livingstreets.org.uk) [livingstreets.org.uk](http://livingstreets.org.uk)

Living Streets (The Pedestrians Association) is a Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland).  
Company Limited by Guarantee (England & Wales), Company Registration No. 5368409. 133 Whitechapel High Street, Aldgate, E1 7QA



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. For more information, visit: [livingstreets.org.uk/recycling](http://livingstreets.org.uk/recycling)

In the UK, last year, around 2,000 schools and over half a million pupils enjoyed the benefits of walking to school with WOW. Will you join us?

If you have any questions about the programme, please contact

....., or find more information and useful videos at: [livingstreets.org.uk/wowlaunch](http://livingstreets.org.uk/wowlaunch)

**Let's swap those school runs for school walks.**

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## RETURNING WOW SCHOOL



Dear parent/carer,

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 and ready to learn
- Helps reduce congestion and pollution at the school gates

### What if we can't walk to school?

Remember, you can Park and Stride to help your child earn their WOW badge. Park or hop off public transport **at least ten minutes away** from the school and walk the rest of the way.

Where walking to school isn't an option, our schools team work with school staff, including SENCO, to establish a bespoke approach to WOW that works best for their school community's needs.

To ensure inclusivity, we offer a range of suggestions to schools for those that are unable to travel actively to school, these include pupils becoming WOW Ambassadors, leading assemblies, creating active travel notice boards, and other activities within the school day.

If you have any questions on the adaptability of WOW in SEND schools or have suggestions of how we can improve, we would love to hear your thoughts. Please email [walktoschool@livingstreets.org.uk](mailto:walktoschool@livingstreets.org.uk)

### The WOW badges

There are 10 new WOW badges to be earned, one for every month of the school year. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition.

Pupils will be taking part in **The British Nature Walk**, earning badges ranging from the Urban Fox to Rochdale Canal, while getting closer to the nature found across Britain.

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