



Dear parent/carers,

Your child's school has chosen to be part of an exciting 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?

If driving, 'Park and Stride' to help your child earn their WOW badges. Park **at least ten minutes away** from the school and walk the remaining journey.

If using public transport, hop off **at least ten minutes away** and walk the rest (recorded as 'other' on the WOW Travel Tracker).

Where walking to school isn't an option, we work with schools to establish a bespoke approach to WOW that works best for their pupils' needs.

If you have any questions on the adaptability of WOW 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 11 badges to be earned from September 2025 – July 2026. 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 pupils' walk/wheel, cycle, scoot or Park and Stride at least once a week.

WOW 2024/25 encourages pupils to **Walk with Joy**, with a selection of badges ranging from Board Games to Jumping in Puddles up for grabs.

The badges are made in Cornwall from 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](https://livingstreets.org.uk/recycling)**

In the UK, last year, around 2,300 schools and over 600,000 pupils enjoyed the benefits of walking to school with WOW. Will you join us?

If you have any questions about the programme, please contact

Miss Phipps or Mrs Naylor, or find more information and useful videos at:  
**[livingstreets.org.uk/wowlaunch](https://livingstreets.org.uk/wowlaunch)**

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