



Head: Mrs Jennifer Roberts
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Monday 7th October 2024

Dear Parent/Carers,

The Eco Council has been working on an exciting new initiative to encourage more children and their families to walk to school. The initiative is launching this week! **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).

Any other situations, please chat with your class teacher and we can create a solution together.

What is a WOW badge?

There are 11 badges to be earned from September 2024 – July 2025. A new badge can be earned every month if pupils' walk/wheel, cycle, scoot or Park and Stride at least once a week.

The badges are made in Cornwall from material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts.

Let's swap those school runs for school walks!

Many thanks,

Miss Mann

Eco Lead



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