

Dear Mr Smith,

This year Windmill Primary School in Birmingham has been taking part in WOW, the year-round walk to school challenge run by Living Streets, the UK charity for everyday walking.

In the West Midlands, 36.6% of children leave primary school overweight or obese. This is higher than the national average. Inactivity is a key contributor to this – less than one third of British children currently achieve the recommended 60 minutes of daily physical activity. One of the easiest, cheapest and most effective ways to increase activity levels and enhance children's overall health is to walk more.

WOW encourages children to walk to school at least once per week for the full academic year. Each month they achieve this they are awarded a badge, with 11 to collect overall. The children record their walking journeys on the WOW Travel Tracker, Living Streets' interactive web-based tool, so we can see the impact WOW is having. At Windmill Primary School, our walking rates have increased by 30% since we started the WOW initiative in September.

Getting our pupils into the walking habit at a young age has the potential to bring about life-long benefits, not only to the health of the children involved but also to our community. More children walking to school results in fewer cars on the road, which means reduced congestion, improved air quality and safer streets. WOW's proven success will help to instill this walking habit but it's a message we need to keep on enforcing.

We are seeking funding from the Smith Family Trust to continue our WOW journey into academic year 2018/19. The cost for Windmill Primary School to participate in WOW for one year is £750. This is less than £1.70 per child per year, making WOW an extremely cost effective way for us to significantly increase the physical activity levels of our pupils. Your support will help us make a big difference, getting children in Birmingham walking more and laying strong foundations for their future health.

If you would like any further information about WOW or Windmill Primary School, please don't hesitate to contact me.

Kind Regards,