

WOW – THE WALK TO SCHOOL CHALLENGE

Badge Design Competition 2026 terms and conditions

The competition is managed by Living Streets (The Pedestrians' Association), herein known as Living Streets. Registered Charity No. 1108448 (England and Wales) and SC039808 (Scotland), Company Limited by Guarantee (England & Wales), Company Registration No. 05368409.

Every primary school across the United Kingdom is eligible to participate in the badge design competition. There will be eleven individual winners (the pupils) who will be awarded a WOW trophy, certificate, and resources for their school (see below for exact school resources).

All information detailing how to enter this competition forms part of these terms and conditions. It is a condition of entry that all terms and conditions are adhered to. Submission of an entry will be taken to mean acceptance of these terms and conditions.

How to enter

Step 1: Teachers should complete their school details on the badge design template and then hand out copies of the entry form to all pupils to complete. Forms may be found on our website: livingstreets.org.uk/badgecompetition2026 and are also available on the WOW Travel Tracker (login and access required).

Step 2: School staff should collate all pupils' entries and choose three designs to enter in the competition. We will only accept the top three entries from each school.

Step 3: Each school should then submit their three designs, either via:

- Email to badgecompetition@livingstreets.org.uk, with the subject header "Badge Competition 2026"; or
- Upload at livingstreets.org.uk/badgesubmission.

Postal entries will not be accepted and cannot be returned.

Free entry

There is no charge for entering the competition, no money is exchanged.

Competition closing date:

All entries must be received on or before **Tuesday 24 February 2026**. Late, incomplete, lost, damaged or corrupt entries will not be accepted.

The prizes

Eleven winning designs will be selected. The pupils that produced the winning designs will receive prizes for themselves and their schools. Prizes will vary subject to whether a pupil's school is in receipt of funding to participate in *WOW – the walk to school challenge* via a Living Streets project.

Schools in receipt of Living Streets project funding:

Where a pupil's school is in receipt of funding to participate in *WOW – the walk to school challenge* via a Living Streets project, the following prizes shall be awarded:

- One WOW trophy for the pupil
- One Badge Design Competition certificate for the pupil
- One £10 book token for the pupil
- One WOW gate banner for the school
- 30 Strider badges for the school
- One gate event or assembly to be confirmed by your Living Streets contact
- One bespoke press release prepared by Living Streets, to be released to coincide with the WOW badge month the winning design relates to

Value of prizes is £104 (excluding time committed to gate event or assembly and press release).

The prizes are valid for the academic year 2026-2027 only.

Schools not in receipt of Living Streets project funding:

Where a pupil's school is not in receipt of funding to participate in *WOW – the walk to school challenge* via a Living Streets project, the following prizes shall be awarded:

- One WOW trophy for the pupil
- One Badge Design Competition certificate for the pupil
- One WOW gate banner for the school
- A year's supply of *WOW – the walk to school challenge* resources for the school, up to a total value of £500 (ex. VAT)

The prizes are valid for the academic year 2026-2027 only.

Prize draw:

Every school represented by an entry or entries to this year's competition and that is not in receipt of funding to participate in *WOW – the walk to school challenge* via a Living Streets project shall be eligible for entry into a prize draw. From the prize draw, five schools will be randomly selected to receive a year's supply of *WOW – the walk to school challenge* resources, up to a total value of £500 (ex. VAT). The prize draw will take place after the eleven winning designs have been selected. The eleven schools already due to receive prizes will be excluded from the prize draw.

The prizes are valid for the academic year 2026-2027 only.

Runners-up:

Eleven designs will be selected as runners-up. The pupils who produced the designs will receive the following prizes:

- One WOW trophy
- One Badge Design Competition certificate

All prizes described are available at the date of publication. All prizes are non-transferable and cannot be exchanged or changed. There are no cash alternatives.

Events may occur that render the competition itself or the awarding of the prize impossible due to reasons beyond the control of Living Streets and accordingly Living Streets may at its absolute discretion vary or amend the promotion. The entrant agrees that no liability shall attach to the promoter as a result thereof.

Entry restrictions

Every primary school in the whole of the United Kingdom is eligible to enter, regardless of whether they already participate in Living Streets' *WOW – the walk to school challenge* or not.

If the judges consider that no school merits the award of a prize, the prize will not be awarded. The competition is not open to employees or volunteers of Living Streets, their families, or anyone else directly associated with the competition.

Only complete competition entries will be valid for judging purposes. Only one entry will be accepted per pupil. Entries should be original designs and not breach any copyright law.

Entry conditions

Living Streets has the right to use content for promotional purposes for the duration of three years.

Living Streets has the right to display/publish content by means of the Living Streets' website, social media channels, print and press.

Living Streets has the right to contact the winner to discuss further use of the submission for the duration of three years.

Only complete competition entries will be valid for judging purposes and any material sent in as part of a competition entry cannot be returned to the entrant.

By entering you are confirming that you are not submitting any offensive content. Should it be deemed as inappropriate your entry will be removed from the competition.

The designs should be no larger than the templates provided and should not include any photographic images or representations of people. Designs should be hand drawn only.

SEND inclusion for whole school participation

We do our best to make WOW as inclusive as possible and we want all children to be able to participate in the badge design competition. However, we do understand that not all pupils might feel able to draw their entry or use our template form to do so. For this reason, when necessary to participate, we are giving pupils the option to enter using alternative formats. We encourage any format and are open to recommendations and feedback, but some suggestions are included below.

We're still asking each school to only send their top three entries. Alternative format entries are not considered additional entries.

Some alternative entry format suggestions include photography, photo of a model entry (using natural objects, Lego, or other modelling equipment), computer drawing/design, audio description, video description entry.

Alternative format entries should be submitted via email at badgecompetition@livingstreets.org.uk and NOT via our submission portal linked above. This is so we can accept larger file sizes if required.

When supporting pupils to enter using the alternative formats, the following information will need to be included as part of the entry: pupil name, age, their answers to 'What did you draw?' and 'How does your picture use one of your senses?', school email, school name and address, Local Authority. Answers to the above, along with any additional information deemed necessary, can be included in writing or as an audio clip by the pupil or by a staff member working with them on the task.

Judging criteria

The designs will be judged on creativity in line with the theme "Walk the Senses" and the suitability of designs to be made into badges for manufacture.

Independence of the judging

The winning submissions will be selected by a panel of judges from Living Streets. Judging will be independently supervised, and judges will have no personal connection with any of the participating schools. The decision of the judges is final and no correspondence will be entered into regarding their decision.

Winner notification

The winner will be notified by email, post or telephone within two months of the deadline for entries (24 February 2026). If the winner cannot be contacted or is not available or does not want the prize, the judges reserve the right to select another winner from the eligible entries that were received before the closing date.

Promoter's name and registered details

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.

Chief Executive: Catherine Woodhead.

Retention of terms and conditions

The competition terms and conditions are available on request by calling Living Streets on 0207 7377 4900 or on our website. Should the terms and conditions be amended, these avenues will be updated for entrants' review. If printed, this is not a controlled document.

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Data protection

Living Streets will only process the data you have provided to administer the competition.

Living Streets stores submitted entries from schools securely. Once winning designs are announced, school and pupil details will be kept for one month and then deleted. This allows for certificates for winning entries to be sent to applicable schools.

Winners' names and ages, along with their school's name, will be used in our communications relating to the badge competition and the WOW scheme, including on our website, in media relations activity and in scheme promotional materials. No surnames of children are used in any press coverage, online promotion or marketing materials.

The names of the winners will be available by contacting Living Streets within two months after the closing date (24 February 2026).

Applicable law

English law applies and the exclusive jurisdiction of the English Courts shall prevail.