



Dear parent/carer,

Your child's school is taking part in **WOW – the walk to school challenge**. WOW is delivered by Living Streets, the UK charity for everyday walking, to help as many children as possible experience the benefits of walking or wheeling to school throughout the school year. Your school is one of 200 schools in Wales taking part thanks to Welsh Government funding.

The pupil-led challenge enables children to self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot, 'Park and Stride' or hop off) at least once every week, they will earn a badge each month.

What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive at school refreshed and ready to learn
- Helps reduce congestion and pollution at the school gates

What if we can't walk to school?

You could 'Park and Stride' to help your child earn their WOW badges. Park **at least ten minutes away** from the school and walk or wheel the remaining journey.

If using public transport, you could 'hop off' a stop or two before your school to count as an 'active' travel journey.

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. This includes pupils becoming WOW Ambassadors, leading assemblies, and other activities within the school day.

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).

Tell us about your experiences of travelling to school and you could win a £200 shopping voucher:  
[www.surveymonkey.com/r/ParentEmailAll](http://www.surveymonkey.com/r/ParentEmailAll).

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 as part of our annual WOW Badge Design Competition.

WOW 2025/26 encourages pupils to **Walk with Joy**, with badges depicting everything from jumping in puddles to painting. 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](http://livingstreets.org.uk/recycling).

If you have any questions about the programme, please contact

....., or visit [livingstreets.org.uk/wowlaunch](http://livingstreets.org.uk/wowlaunch)

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



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 and wheeling to school. Your school is one of 200 schools in Wales taking part thanks to Welsh Government funding.

As you know, WOW is a pupil-led initiative where children self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot 'Park and Stride' or hop off) at least once every week, they will earn a badge each month.

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