



LET'S
WALK TO
SCHOOL

Badge design competition 2026

WOW – the walk to school challenge

WALK the SENSES

WHAT SHOULD YOU DRAW?

What do you see, hear, smell, taste or feel as you walk or wheel to school? Have you spotted a fluffy cloud in the sky or a cute dog passing by? Maybe you like the sound of feet walking. Or do you like the smell of flowers or wild garlic on the journey to school? Maybe it's the taste of your favourite yummy snack or it could be feeling the rain on your skin.

EXAMPLES MAY INCLUDE:

- Seeing a tree, a rainbow or wildlife
- The sound of birds singing or people talking
- The smell of flowers or food from a shop
- Tasting your favourite snack on the journey to school
- Feeling sun or snow on your skin

SUSTAINABILITY AND WOW BADGES



Our WOW badges are made in the UK from repurposed plastic material, including old fridge trays, plastic plates and off-cuts of yoghurt pot material. WOW badges can also be recycled. Find out more: livingstreets.org.uk/recycling



WHATEVER
WAKES UP
YOUR SENSES,
DRAW IT!

CLOSING DATE

TUESDAY 24 FEB 2026

PUPILS

Pupil name:

Age:

What did you draw? Why does it bring you joy?

TEACHERS

School email:

School name and address:

Local authority:

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WIN FREE RESOURCES for your school*



Get involved in one of the UK's biggest design competitions for children

Encourage your pupils to think about what evokes the senses. We'll turn each winning entry into more than 300,000 badges to be awarded to WOW pupils who walk, wheel, scoot, cycle or Park and Stride to school across the UK next academic year.

WHAT IS WOW?

WOW is Living Streets' walk to school challenge. Pupils log their daily journeys to school on the WOW Travel Tracker. Those who walk, wheel, cycle or scoot to school at least once a week for a month earn a WOW badge, with a new one to collect each month across the year. It's as easy as that. WOW successfully reduces congestion outside schools, helping to tackle road danger and air pollution - all whilst children benefit mentally and physically from being more active. livingstreets.org.uk/WOW

HOW TO ENTER

STEP 1: Print out the badge template overleaf for pupils

STEP 2: Encourage pupils to get creative – either in class or at home

STEP 3: Select your school's best three designs and submit, either via email to badgecompetition@livingstreets.org.uk or upload at livingstreets.org.uk/badgesubmission

PRIZES

- Winning designs to feature on WOW badges in 2026/27
- Up to £500* free WOW resources for winning schools, plus five additional schools selected by prize draw
- WOW trophies for winners and highly commended runners-up
- Downloadable certificate for your school's top badge designers

* Prizes vary for schools that receive WOW resources from Living Streets projects. Terms and conditions apply. Please visit our website for more details.

TOP TIPS FOR WINNING DESIGNS:

- Be big, bold and colourful!
- Diversity and originality are key to standing out from the crowd!
- WOW badges are only 3cm, so simple designs without small details work best!
- Trademarks, logos and images of Strider will not qualify for the competition.
- Winning designs will be digitally recreated, so pupils can use pencil, crayons or pens.

For full details about the WOW badge design competition, visit: livingstreets.org.uk/badgecompetition2026



The WOW badge design competition is for everyone

We support pupils with special educational needs and disabilities to enter the badge design competition. Head to livingstreets.org.uk/badgecompetition2026 and find out more.



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TUESDAY 24 FEB 2026

We are Living Streets, the UK charity for everyday walking.

#WALKTOSCHOOL [LIVINGSTREETS.ORG.UK/WOW](https://livingstreets.org.uk/WOW) [LIVINGSTREETSUK](https://www.facebook.com/LIVINGSTREETSUK) [@LIVINGSTREETS](https://www.instagram.com/LIVINGSTREETS)