APLEY WOOD PRIMARY SCHOOL

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 taking part thanks to funding from Active Travel England.

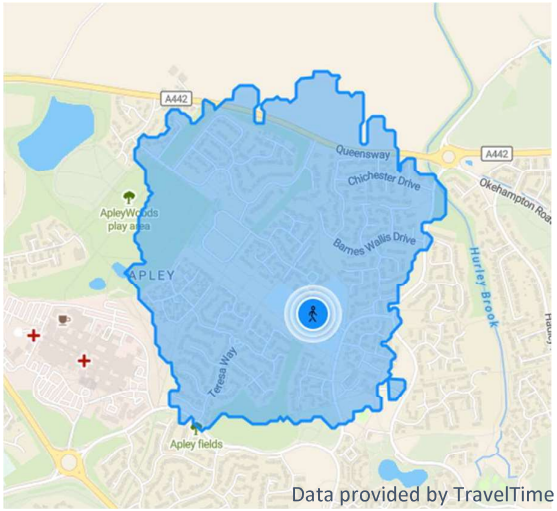
As you know, WOW is a pupil-led initiative where children self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot 'Park and Stride' or hop off) at least once every week, they will earn a badge each month.

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 outside the **active travel zone** (approximately ten minutes away from the school) and walk/wheel the rest of the way to make their journey count as 'Park and Stride'.




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

The WOW badges

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.**

If you have any questions about the programme, visit **livingstreets.org.uk/wowlaunch** or speak to school staff.

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