



Bawnmore Community Infant School

Head of School
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Cygnets Pre-School

Dear parent/carer,

We are launching an exciting initiative to encourage more children and their families to walk to school. WOW – the walk to school challenge is delivered by Living Streets, the UK charity for everyday walking, to help as many children as possible experience the benefits of walking to school.

The pupil-led challenge enables children to self-report how they get to school every day. If they travel actively (walk/wheel, cycle, scoot or Park and Stride) at least once a week for a month, they get rewarded with a badge. It's that simple!

What are the benefits of walking to school?

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

What if we can't walk to school?

If driving, 'Park and Stride' to help your child earn their WOW badges. Park at least ten minutes away from the school and walk the remaining journey. Perhaps you park at Sainsburys?

If using public transport, hop off at least ten minutes away and walk the rest.

What is a WOW badge?

There are 11 badges to be earned from September 2024 – July 2025. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. A new badge can be earned every month if pupils' walk/wheel, cycle, scoot or Park and Stride at least once a week.

WOW 2024/25 encourages pupils to Walk with Imagination, with a selection of badges ranging from a Bird's Eye View to Road Surfing up for grabs.

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

In the UK, last year, around 2,300 schools and over 600,000 pupils enjoyed the benefits of walking to school with WOW. Will you join us? Find more information and useful videos at: livingstreets.org.uk/wowlaunch Let's swap those school runs for school walks!

Kind Regards,

Pam Davey
Head of School