

Dear Parents, Carers and Children,

Living Streets' **WOW – the walk to school challenge** is back at Bowling Green Academy to help encourage as many children as possible to experience the benefits of walking to school. Today, new WOW Ambassadors were trained and all children had the scheme introduced by Jessie, a Project Coordinator at Living Streets, a charity that inspires people to walk more.

As you may know, WOW is a pupil-led, behaviour-change initiative where children 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 easy! Self-recording will begin on **Monday 15th January**.

What are the benefits of walking to school?

- Children feel happier and healthier
- They arrive to school refreshed and ready to learn
- It helps to reduce parking congestion and pollution at the school gates, and makes our local roads safer.

What if we can't walk to school?

We understand that not all children are able to walk the whole way to school, due to distance, parental work commitments or a variety of other reasons. One way in which we hope to help you is by setting up a Park and Stride scheme. This is a simple initiative, where parents/carers are encouraged to park their car at least a **five minute walk from school and then walk the rest of the way with their children**.

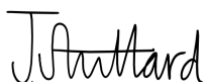
We are therefore asking families to **park at 1885 / Stainland Memorial Park car park** and walk the rest of the way to school.

The WOW badges

There is a new WOW badge to be earned each month of the school year. Each badge has been designed by a pupil from across the UK as part of our annual WOW Badge Design Competition. This year, pupils will be taking part in **The British Nature Walk**, earning badges ranging from the Urban Fox to Rochdale Canal, while getting closer to the nature found across Britain. The badges are made in Cornwall from recycled plastic material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts.

In the UK, last year, around 2,000 schools and over half a million pupils enjoyed the benefits of walking to school with WOW. Will you join us? For more information, visit www.livingstreets.org.uk.

With best wishes,



Mr Jamie Stuttard
Principal