



Bryn Offa Church of England Primary School

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Headteacher: Mr G Jones

Friday 19th January 2024

Dear Parents and Carers,

Happy 2024! I hope this letter finds you all well.

At Bryn Offa, we have signed up to an initiative encouraging 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!

If your child is able to take part, they simply need to inform their Class Teacher each morning or the following morning (if they are walking home) and they will keep a record.

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?

Park and Stride to help your child earn their WOW badges. You can park or hop off public transport a short distance away from the school and walk the remaining journey. I am also happy to extend this option for the end of the school day to allow as many children as possible to collect the different badges.

What is a WOW badge?

There are 11 badges to be earned from September 2023 – July 2024. 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 you walk/wheel, cycle, scoot or Park and Stride at least once a week.

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. For more information, visit: livingstreets.org.uk/recycling

In the UK, last year, around 2,000 schools and over half a million pupils enjoyed the benefits of walking to school with WOW.

If you have any questions about the programme, please contact myself, or you can find more information and useful videos at: livingstreets.org.uk/wowlaunch

Let's swap those school runs for school walks.

With very best wishes,

Mr G. Jones
Acting Headteacher
Bryn Offa C of E Primary School

