



Dear Families,

St Vincent's has chosen to be part of an exciting behaviour-change initiative to encourage more children and their families to walk to school. **WOW – the walk to school challenge will begin on Monday 20th November** and 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?

Park and Stride to help your child earn their WOW badges. You can park or hop off public transport **at least ten minutes away** from the school and walk the remaining journey. Ideal places to park and stride from would be the Co-op Cutgate, Norden Methodist Church or anywhere further than Oakshaw Drive behind school

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. This could alternatively be on the home journey and doesn't have to be at the start of the school day.

Pupils will be taking part in **The British Nature Walk**, earning badges ranging from the Urban Fox to the 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. Will you join us?

If you have any questions about the programme, please contact Mrs Fallon (Reception class teacher) or find more information and useful videos at: livingstreets.org.uk/wowlaunch

Let's swap those school runs for school walks!

Mrs Mary Brooks