



GREENHEART
LEARNING PARTNERSHIP 

Woodhouse Primary Academy

Woodhouse Road
Quinton
Birmingham
West Midlands
B32 2DL

Head Teacher: Oliver Wilson

Tel: (0121) 464 1769

Email: enquiries@woodhouse.uwmat.co.uk

Friday 16th November 2023

RE: WOW – The walk to school challenge

Dear parents/carers,

Living Streets' **WOW – the walk to school challenge** is back to help encourage as many children as possible to experience the benefits of walking to school.

As you 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!

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?

Remember, you can Park and Stride to help your child earn their WOW badge. Park or hop off public transport at least ten minutes away from the school and walk the rest of the way.

The WOW badges

There are 11 new WOW badges to be earned, one for every 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.

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: www.livingstreets.org.uk/recycling



**Artsmark
Gold Award**
Awarded by Arts
Council England



Greenheart Learning Partnership
Unit 7, Newlands Court, Attwood Road, Burntwood, Staffordshire. WS7 3GF
Companies House: 08255492

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 school, or find more information and useful videos at: livingstreets.org.uk/wowlaunch

Let's swap those school runs for school walks

Yours sincerely

Mrs Banks
Teacher
Woodhouse Primary Academy



**Artsmark
Gold Award**
Awarded by Arts
Council England



Greenheart Learning Partnership
Unit 7, Newlands Court, Attwood Road, Burntwood, Staffordshire. WS7 3GF
Companies House: 08255492