



2 February 2024

Dear parent/carers,

Hartley Brook school 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** 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.

### **What is a WOW badge?**

There are badges to be earned every month all with seasonal designs. 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.

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](https://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?

### **Let's swap those school runs for school walks.**

Kind Regards

Mrs Claire Costello  
Principal

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