Eastlands Primary School
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Mrs Warrington
Headteacher

September 2026

Dear Parents/Carers,
Eastlands is part of an exciting 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 three times 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?
If driving, then you could consider 'Park & Stride' to help your child earn their WOW badges. Park 5 – 10 minutes away from the school and walk the remaining journey. You can park at the GEC park car park and walk down the allotment pathway or the car park on the Winfield Rec and walk across the field. If using public transport, hop off at least ten minutes away and walk the rest.

What is a WOW badge?
There are badges to be earned from September – July 2027. 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 pupils' walk/wheel, cycle, scoot or park and stride 3 times a week. The badges are made in Cornwall from material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts. For more information, visit: https://www.livingstreets.org.uk/recycling

In the UK, last year, around 2,300 schools and over 600,000 pupils enjoyed the benefits of walking to school with WOW.
Let's swap those school runs for school walks.
Yours sincerely

Mrs Warrington and Mrs Vikmanis

