



Kents Hill Junior School



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Head of Academy: Miss Joanne Parkes

22nd November 2024

Dear Parent/Carer,

With us having just completed Road Safety Week, as a school we have chosen to be 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.

How the challenge works?

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 WOW badge starting **Monday 25th November**. 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, 'Park and Stride' to help your child earn their WOW badges. Park **at least ten minutes away** from the school and walk the remaining journey.

If using public transport, hop off **at least ten minutes away** and walk the rest.

What is a WOW badge?

There are 8 badges to be earned from December 2024 – July 2025. Each badge has been designed by a pupil from across the UK as part of their annual WOW Badge Design Competition. A new badge can be earned every month if pupils' walk/wheel, cycle, scoot or Park and Stride at least once a week.

WOW 2024/25 encourages pupils to **Walk with Imagination**, with a selection of badges ranging from a Bird's Eye View to Road Surfing up for grabs.

Let's swap those school runs for school walks and get collecting our badges! #schoolruns4schoolwalks

Yours sincerely,

E. Kelseyforeman

Mrs E Kelsey-Foreman
Assistant Head of Academy



Learning ~ Friendship ~ Safety ~ Success

At Kents Hill Junior School we are committed to safeguarding and promoting the welfare of children, and we expect all staff and volunteers to share this commitment. Designated Safeguarding Lead – Miss Joanne Parkes

Academy Trust (Registered in England) – Company Number 7804282

Reg. address: Kents Hill Junior School, Kents Hill Road, Benfleet, Essex, SS7 5PS



SETSA

