

# Peel Common Primary School



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**Headteacher :** Mrs Zoë Dudley  
**Deputy Headteacher:** Miss Lucy Kingswell  
**Administrative Officer :** Mrs Tracy Barker



Dear parent/carers,

Peel Common Primary school has 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.

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?

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 (recorded as 'other' on the WOW Travel Tracker).

If you have any questions on the adaptability of WOW or have suggestions of how the initiative can improve, Living Streets would love to hear your thoughts. Please email [walktoschool@livingstreets.org.uk](mailto:walktoschool@livingstreets.org.uk)

What is a WOW badge?

There are 11 badges to be earned from September 2025 – July 2026. Each badge has been designed by a pupil as part of our annual WOW Badge Design Competition. A new badge can be



earned every month if pupils walk/wheel, cycle, scoot, 'Park and Stride' or hop off at least once a week.

WOW 2025/26 encourages pupils to **Walk with Joy**, with badges depicting everything from jumping in puddles to painting

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:

**[livingstreets.org.uk/recycling](https://livingstreets.org.uk/recycling)**

Last year, around 2,100 schools and over 540,000 pupils across the UK enjoyed the benefits of walking to school with WOW. Hopefully lots of Peel Common Primary school will join them.

If you have any questions about the programme, please contact [juliette.cross@livingstreets.org.uk](mailto:juliette.cross@livingstreets.org.uk) or find more information and useful videos at: **[livingstreets.org.uk/wowlaunch](https://livingstreets.org.uk/wowlaunch)**

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

We are looking forward to seeing lots of children wearing their badges as the school term progresses.

Yours sincerely,

Mrs Z Dudley  
Headteacher

Mrs K Knapp  
WOW organiser

The Junior Road safety officers