



Burnt Tree Primary School

Hill Rd, Tividale, Oldbury, B69 2LN

Tel 0121 557 2967

'Where everyone matters'



Head Teacher Mrs. J. Bayliss

5th September 2025

Dear parents/carers,

Your child's 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! Your child will self-report in their classroom everyday so you don't need to worry about doing it at home!

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). Where walking to school isn't an option, we work with schools to establish a bespoke approach to WOW that works best for their pupils' needs. If you have any questions on the adaptability of WOW or have suggestions of how we can improve, we would love to hear your thoughts. Please email 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. Last year, around 2,100 schools and over 540,000 pupils across the UK enjoyed the benefits of walking to school with WOW.

The WOW challenge will begin the W/C 8th September.

If you have any questions, please come and speak to Mrs Williams.

Thank you for your continued support,

N. Williams

Mrs N Williams
P.E Lead



SCHOOL
MEMBER

