



02 October 2020

Dear Parent/ Carer

King's Oak Academy has chosen to be part of an exciting nationwide challenge to encourage more children and their families to walk to school. WOW – the year-round walk to school challenge is delivered by Living Streets, the UK charity for everyday walking, in association with Bristol City Council and funded by the Department for Transport to help as many children as possible experience the benefits of walking to school.

WOW is a pupil-led initiative where children self-report how they get to school every day. If they travel sustainably (walk, cycle or scoot) twice every week for a month, they get rewarded with a collectable badge at the end of the month. If your family already cycles or scoots to school, these will count towards their WOW badge.

**What are the benefits of walking to school?** Walking to school helps children feel happier and healthier and even do better in class because they arrive refreshed, fit and ready to learn. And more families walking means less cars on the road during the school run, helping to reduce congestion and pollution at the school gates.

**What if you can't walk to school?** If you live too far away or don't have time to walk the whole way to school, you can Park and Stride to still help your child receive their WOW badge. Park or hop off public transport at least five to ten minutes away from the school and walk the rest of the way.

**Is walking to school safe at this time?** Walking to school remains an effective way to reduce congestion and improve road safety at the school gates, while increasing physical activity and benefitting pupil wellbeing. The government is actively working with schools and local authorities to encourage families to walk to school whenever they can during this time. However, it is important that measures are in place to protect everyone's health and are always observed. We are committed to helping families adapt to changing circumstances, ensuring that everyone involved in our walk to school challenge stays as safe as possible.

**Did you know?** The WOW badges are made using excess yoghurt-pot material previously destined for landfill and are produced in the UK, minimising our carbon footprint. The packaging we use is 100% biodegradable. We're proud to have found a brilliant use for landfill material!

Thousands of schools and around one million pupils are enjoying the benefits of walking to school across the UK this year so we hope you'll be joining us! If you have any questions about the programme, please contact the school office on 01179 927 129 or [koa.primary@clf.uk](mailto:koa.primary@clf.uk) or for more information visit: [www.livingstreets.org.uk/WOW](http://www.livingstreets.org.uk/WOW)

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

Mrs Jo Thorn

America House, 2 America Square, London EC3N 2LU  
020 7377 4900 [info@livingstreets.org.uk](mailto:info@livingstreets.org.uk) [livingstreets.org.uk](http://livingstreets.org.uk)

## Travel to Kings Oak Academy Acorn



For more information on road safety initiatives and resources contact South Gloucestershire Council:

[roadsafetyeducation@southglos.gov.uk](mailto:roadsafetyeducation@southglos.gov.uk)

travelwest+

For more information please visit:  
[www.travelwest.info/schools](http://www.travelwest.info/schools)

Designed by Pindar Creative  
[www.pindarcreative.co.uk](http://www.pindarcreative.co.uk)

### Why Active Travel?

Choosing to walk, scoot or cycle are all easy ways to increase daily physical activity and help maintain a healthy weight. Children who travel actively to school also gain valuable life skills such as road safety and, as they get older, learn to travel independently. Choosing active modes of travel can help to boost concentration and improve mood. It can also help to reduce the risk of developing health problems such as type 2 diabetes, asthma and even mental health disorders. Active travel is also very cost effective with walking being absolutely free and scooting and cycling much cheaper than using a car. Don't forget Active Travel is also good for the environment, helping to cut traffic congestion and pollution.

**Try active travel today!**



### Modeshift STARS Plan

Modeshift STARS is a national award scheme that recognises schools who demonstrate excellence in supporting walking, cycling and other forms of sustainable travel. Ask your school if they are taking part and for more information visit:

[www.modeshiftstars.org](http://www.modeshiftstars.org)



### How To Use This Map...

Your school and Local Council have worked together to create this map for you to use when planning your journey to/from school to encourage more active travel. The map focuses on your school in the middle with icons to show some useful features such as cycle parking and crossing points. The map also shows five and ten minute walking and cycling zones that are shown as circles on your map. Use the map to find your home and work out if you are living within one of the 5 or 10 minute walk and cycle zone circles.

**If your home is inside one of the walk or cycle zones...** it means that you live very close to the school and that active travel could be a great option for you. If you're not already, why don't you try walking, scooting or cycling to school? Parents, if you need the car to travel to work, it may be quicker and easier to leave it parked at home while you do the school run.

**If you live outside of the walk and cycle zones...** in order to reduce congestion at the school gate we would like those who currently arrive by car to try parking outside of the zones and walking or scooting the rest of the way to school. Next time you drive, try to park and stride from suitable places outside the walking zone and walk or scoot the rest of the way to school. You may even find it takes you less time than trying to find somewhere to park near the school gates.

*Choosing to travel actively and leave the car at home can improve safety and air quality around the school site and allows the opportunity for some exercise at the start and end of the school day. We thank you for supporting our walking and cycling zones.*

### Get in contact

Contact your Local Authority Sustainable Travel Officer or Road Safety Team to find out what training and support they offer.

**Bath & North East Somerset Council:** [alasdair\\_yule@bathnes.gov.uk](mailto:alasdair_yule@bathnes.gov.uk)

**Bristol City Council:** [aimee-claire.eyermann@bristol.gov.uk](mailto:aimee-claire.eyermann@bristol.gov.uk)

**South Gloucestershire Council:** [roadsafetyeducation@southglos.gov.uk](mailto:roadsafetyeducation@southglos.gov.uk)

### What is Active Travel?

Active Travel is any form of travel that involves getting some exercise on your journey. Walking, cycling, scooting and Park & Stride are all excellent forms of active travel.

Walking is a brilliant way to get to school. You get plenty of fresh air and time to talk to your family. You can arrange to meet up with other families and walk with your friends.

Scooting can be a fun way to practise your balance and steering as well as letting off steam before the school day ahead.

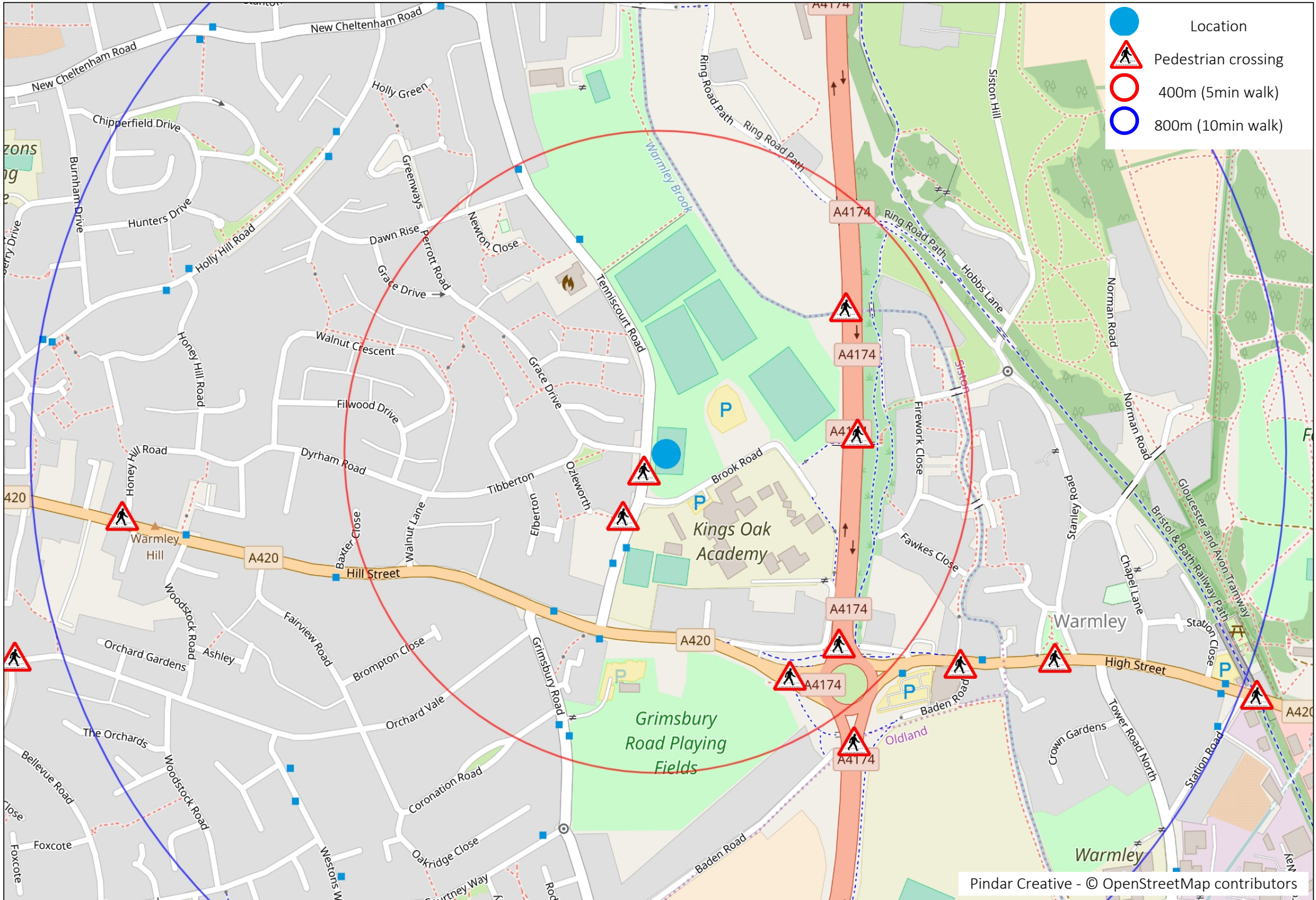
Cycling is a great mode of travel that can give children freedom and independence to get around.

Park & Stride is where parents/carers park a short distance from school and walk the rest of the way.

This is ideal for those who live too far away from school to walk or who need to continue their journey to work.







- Location
- Pedestrian crossing
- 400m (5min walk)
- 800m (10min walk)