



Dear Parent/Carer,

May I take this opportunity to welcome your child's class on board our exciting walk to school initiative WoW!

The scheme is run by the leading walk-to-school charity the KM Charity Team with support of Kent County Council and Medway Council. WoW! has seen walking to school figures increase from 48% to 79% on average at participating schools as well as an increase in walking to school on other days too. It is a big hit with teachers, parents and pupils across Kent and Medway.

By taking part in WoW!, pupils get regular exercise and will be more alert and ready to start the day.

The scheme has already seen less traffic on the roads, reducing congestion around the school gates and children also learn vital road safety skills on their walk. Not only will the environment improve, but WoW! will be a step on the way to the school achieving Healthy Schools Status and addressing School Travel Plan Targets.

WoW! runs in line with the academic year.

- Pupils are actively encouraged to use greener and active ways (scoot, cycle, walk, park & stride and use of mobility aids) to travel to and from school once a week or as often as possible.
- Pupils are given a tally card, which they keep in school and collect bronze, silver and gold stickers in class if they use green travel on the designated WoW! day.
- WoW! does not exclude families who live too far from school to be able to walk all the way. If your family has to drive to school, why not park further away than normal and walk at least the last five minutes to enable your child to take part and qualify for a sticker?
- There are also 3 certificates awarded for special effort, one for each term to collect.

The KM Charity Team award regular prizes to classes participating in WoW! Prizes can include visits from organisations such as Kick Start Sports, class resources, author visits and book bundles. Our ambassador, Phil Gallagher, who plays the role of Mister Maker in the CBeebies TV programme has donated artwork and visited schools in the past.



You can visit www.kmcharityteam.co.uk to obtain further information about the scheme, the KM Charity Team, how to get involved, latest news and forthcoming events.

I am looking forward to WoW! and hope that you will support it too.

Yours faithfully

Oasis Academy Skinner Street, Victoria Richmond, Principal -

"Where we are (school) we have two major roads so parking has always been an issue here... we are encouraging our children to walk to school... encouraging them to be more active... The children love it on a Wednesday. We notice a massive difference as to how many children are walking to school. They all want to win prizes... we announce on a Friday who has won the award and they get a trophy... We can see the benefits of this... they're more willing to get involved in more physical activities... more confident and in a better mindset for the day"

Headteacher

