

Walk to School

PROJECT REPORT

2025-26

PRODUCED BY



STRIDE
ACTIVE

PROJECT FUNDED BY:



Herefordshire
Council



Introduction

This is the fourth consecutive year that Stride Active has been commissioned by Herefordshire Council to deliver the Walk to School programme in Herefordshire.

The programme targets primary schools in the city and market towns, whilst also providing a universal offer to any school in Herefordshire that would like to increase levels of active travel.

The programme of delivery took place from June 2025 to June 2026.

This year's programme built on the work and positive learning taken from previous years. We focused on:



Engagement in campaigns: to date, schools engaged well with the national Walk to School programme. We have used momentum from this to introduce schools to a year long challenge using 'Walk Once a Week (WOW)'.



Pupil leadership: this had really positive feedback during the last year of delivery, so wanted to increase the number of schools accessing our 'Walk to School Champions' training sessions.



Flexibility: actively encouraging schools to take part in walk to school activities at different times throughout the year to meet their needs and therefore increase overall engagement.



Ways to engage Early Years Settings (nurseries) in our universal offer to establish earlier active travel habits ahead of children starting primary school.



Walk to
School

WOW Programme: Overview

Following the success of the Walk to School week delivery, we wanted to encourage a number of schools to prolong their engagement by taking part in an annual challenge, with the intention of creating a habit/behaviour change amongst pupils and families.

The Walk Once a Week (WOW) programme from Living Streets is a year-round programme where children and young people record (using the Living Streets travel tracker) how they get to school each day.

We offered this to all the target schools in the city and market towns. We had 5 schools take it up initially, with 4 schools taking part throughout the year.

- Ashfield Park Primary
- Broadlands Primary School
- Lord Scudamore Academy
- Trinity Primary School

St Francis Xavier signed up but withdrew just before the start as felt unable to maintain the administration and were concerned that pupils who were unable to travel actively would get upset about not being able to achieve a badge. Withington Primary School (rural school) also engaged in the WOW programme, using their PE Premium to fund it.

School data (September-May)

Engagement*

44%

Active journeys**

79%

*Engagement - pupils that actively log their journeys

**Active journeys - percentage of journeys logged that are active

Of the 44% who logged their journeys:

41% walk/wheel

5% Cycle

30% park and stride

7% scoot

See page X for a breakdown of the modes of transport

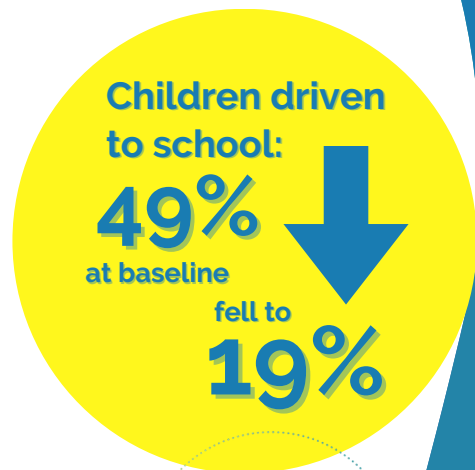
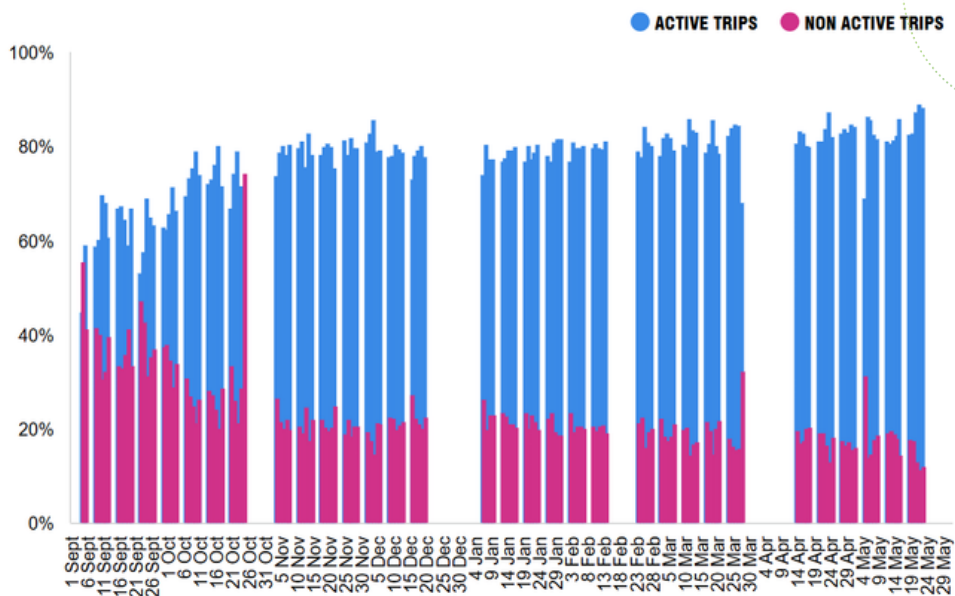
**walk to
School**

*Figures include all Herefordshire schools taking part in the challenge

Headline figures show that there has been reasonable engagement from pupils, although this has varied from school to school. Engaging wider school staff has been key to encouraging pupils' participation, as well as ensuring there is ongoing promotion throughout the whole year. For those that are logging their travel, levels of active journeys are high at 79%

The WOW active travel tracker provides a visual illustration of active journeys taken by pupils who have engaged in the WOW challenge (44% of pupils across 5 schools).

The graph below highlights that there has been an increase in children taking active trips and a decrease in non active trips across the academic year.



A full breakdown of each WOW school's engagement, feedback and impact is presented in the next section of this report.

WOW Programme: Trinity Primary School

Trinity started slightly later in the school year as they wanted to ensure whole school buy in before beginning. They identified a member of staff that was keen to lead WOW, who then trained up young leaders to support with the process.

The graph below shows how active journeys have increased and non active trips have decreased.

Overall Numbers (Oct-May)

47%

pupil engagement*

91%

active journeys**

Of the 47% who logged their journeys:

44%

walk/wheel

7%

Cycle

36%

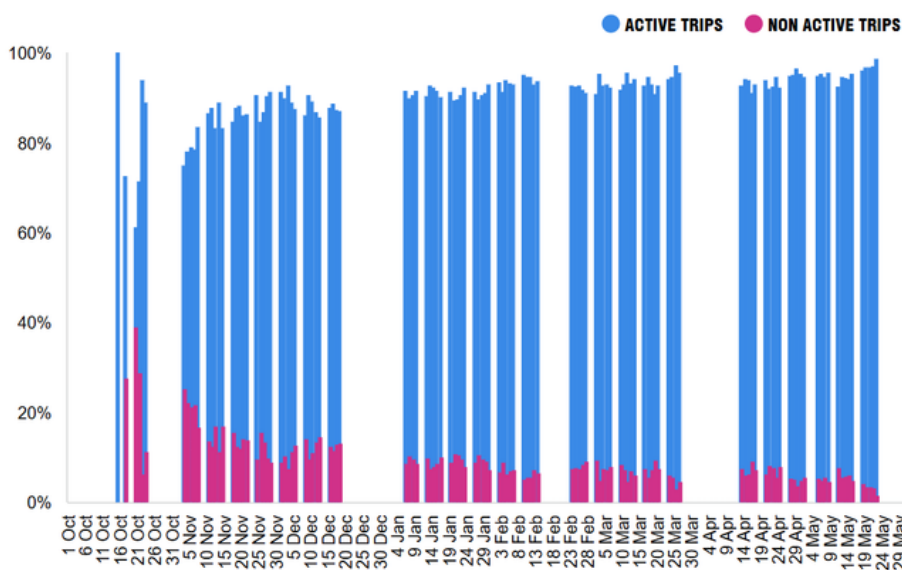
park and stride

3%

scoot

9%

driven



During Walk to School week, Trinity promoted active travel activities and challenges through their social media to parents.



Trinity Primary School

18h · 🌐



It was wonderful to hear how many children enjoyed taking part in today's scavenger hunt. Please continue to encourage your child to travel actively to school this week, whether by 'park and stride', walking, jogging, scooting, or cycling. 🚶🚴🛴
As an extra challenge for tomorrow, we are encouraging children to jump or walk to the school gates using high knees! 💪

*Pupils that actively log their journeys

**Percentage of journeys logged that are active

Walk to School

WOW Programme: Trinity Primary School

School feedback

"It has been amazing to take part in the WOW challenge so far. The structure is clear, and the resources provided have made it simple to integrate into our daily routine. Recording journeys and celebrating achievements has been straightforward, and staff have found it manageable alongside other responsibilities. The different features, 'batch' and 'individual' make it great for whole school input [...]. The children have engaged really well with the challenge. There's been a noticeable sense of excitement, especially around tracking their progress and earning rewards. Many of them are more enthusiastic about how they travel to school and enjoy sharing their experiences with classmates. It has also sparked positive conversations about being active and environmentally friendly. There have been very few challenges. Occasionally, factors like weather or individual family circumstances can make active travel more difficult, but overall these have been minimal and haven't significantly impacted participation.

One particularly positive example is a child who was previously quite reluctant to come to school and often arrived feeling disengaged. Since taking part in the challenge and walking to school regularly, they have become much more enthusiastic in the mornings. This child likes to have a good routine and the WOW challenge being embedded has had a profound impact on their wellbeing. They arrive happier, more settled, and ready to learn.

There have been wider positive impacts across the school. We've seen improvements in punctuality, as children are more motivated to arrive on time to record their journeys. Behaviour in the mornings has been calmer, with pupils arriving more settled after being active. The children are arriving at school knowing that this is the first task they have to complete when they enter their classroom.

We are committed to promoting an active lifestyle within our school, and the WOW challenge has been an excellent initiative that aligns closely with our school values. Our pupils are highly engaged in active travel and are motivated by the leaderboards, which encourage them to achieve their best. They particularly value the badge designs and look forward to receiving them each month. We actively celebrate and promote the WOW challenge through assemblies and across our online platforms."

**walk to
School**

WOW Programme: Ashfield Park Primary

Ashfield Park were one of the first schools to take on the WOW challenge. They promoted the scheme regularly through their newsletters and social media, ensuring that achievements were promoted to families to encourage more active travel.

Overall Numbers (Sept-May)

47%

engagement*

73%

active journeys**

Of the 40% who logged their journeys:

40%

walk/wheel

2%

Cycle

28%

park and stride

2%

scoot

25%

driven

Dear Parent/Carer,

Ashfield Park Primary School and Nursery has been chosen to participate in 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 or wheeling 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, 'Park and Stride' or hop off) 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 at 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' could help your child earn their WOW badges.
- Park at least ten minutes away from the school and walk or wheel the remaining journey.
- If using public transport, hop off at least ten minutes away and walk the rest of the way (recorded as 'other' on the WOW Travel Tracker)

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.

If you have any questions about the programme, please contact Mrs Fitzpatrick-Sandercock (PE Lead) by email: sfitzpatrick@ashfieldpark.hereford.sch.uk

Kind Regards,

Mrs S. Fitzpatrick-Sandercock



Ashfield Park Primary School and Nursery ***
17 Nov · 🌐

This year, the whole school are competing in the living streets active travel challenge to see which class are the most active when travelling to school.

In the month of October, Ash Class - Y5 were the top class in the school for active travel! Well done Ash class, let's see if we can hold the title into November!



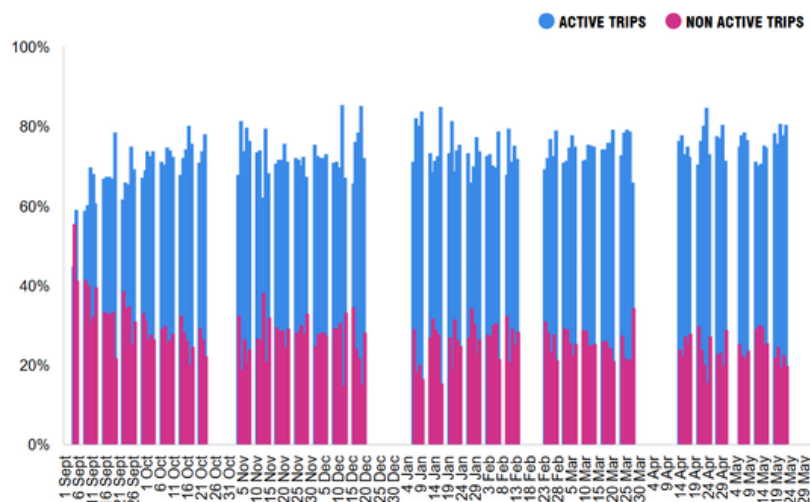
Due to other school commitments, Ashfield Park will be running their Walk to School week after May half term which we are supporting. This supports our flexible approach to walk to school engagement, which we set out as a focus for this year.

*Pupils that actively log their journeys

**Percentage of journeys logged that are active

**Walk to
School**

WOW Programme: Ashfield Park Primary



Levels of active travel have stayed consistent this year for those that have engaged. Most classes have between 60-75% engagement

School feedback

"It has been really easy to participate in the WOW challenge. All classes from Year 2-6 participate in this regularly. Pupils get excited to receive their badge. They love the designs and love the idea of collecting them all. Each morning, pupils eagerly share their mode of travel with the class. Some classes use their student councillors to record their travel for each day. Other year groups, allow pupils to independently share their travel mode on the interactive whiteboard.

Some pupils catch the bus to school. We record this as park and stride in some cases as some pupils are walking 10minutes or more to the bus stop. If a pupil selects bus, they do not get counted as active travel. Reception and Year 1 have found it a challenge to complete.

In most classes, all pupils have received at least one badge or more. Pupils are enjoying finding more active ways to travel. As the year has progressed more pupils are choosing to come to school by bike or scooter.

I think the WOW challenge is more beneficial to the pupils in encouraging active travel than one week of Walk to School Week."

**Walk to
School**

WOW Programme: Lord Scudamore Academy

Lord Scudamore has faced some challenges implementing WOW this year.

There has been a limited number of pupils completing the daily tracker which has resulted in a lower engagement rate. 7/16 classes have had less than 20% engagement throughout the year. Years 3 and 6 were the least engaged and years 1 and 2 the most engaged.

Overall Numbers (Sept-May)

32%
engagement*

85%
active journeys**

Of the 40% who logged their journeys:

40% walk/wheel

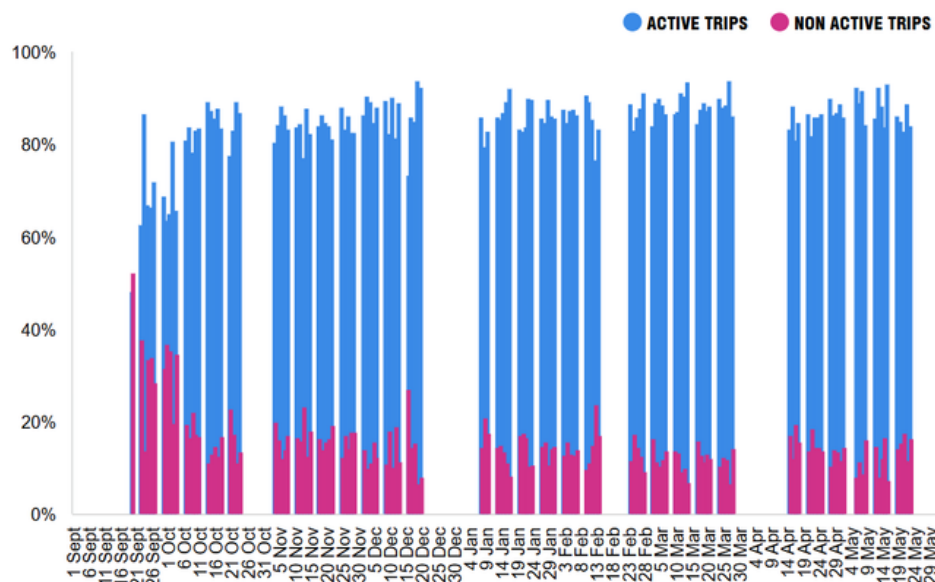
4% Cycle

13%
driven

34% park and stride

7% scoot

However, of those that did log their travel, there were a high percentage of active journeys.



Levels of active travel have stayed consistent throughout the year.

Walk to School

*Pupils that actively log their journeys

**Percentage of journeys logged that are active

WOW Programme: Lord Scudamore Academy

School feedback

There has been feedback from teachers in different year groups across the school:

- Year 1 teacher loves it, the children are keen to get their badges.
- Year 2 teacher says her children are really competitive and love getting their badges, comparing the pictures on them and how many they each have on their bags.
- I have found in Reception that the children enjoy receiving their badges and putting them on the book bags. Children mostly drive but they park across the road in Sainsbury's car park, so they tap the 'park and walk' icon and get a badge each month.

We find it's particularly difficult for the younger children as they have to go with whatever travel arrangement the parent chooses/needs. But we are lucky that we have Sainsbury's nearby so the park and walk option is doable for majority.

One child often taps on the bus icon- he does not earn a badge. However, we talk about the benefits of public transport rather than many individual cars so we give him a badge too.

Obviously, the impact is hard to measure across the school as it's not carried out consistently. Within the classes where the tracker is completed, I'm not sure we can really determine if this has impacted behaviour/concentration/overall health. I think mainly, those that currently walk/cycle, etc. did so anyway. I think it's also probably weather dependent- more families will probably walk all the way from home (e.g. if live further up Whitecross Road) in the summer term rather than driving and parking up at Sainsbury's.

Overall, it's a nice incentive for the children, a bit of competition and a good talking point. It also gets the parents reflecting on their travel arrangements.

WOW Programme: Broadlands Primary

Broadlands established the challenge later in the year due to staff capacity. However, once started, the response was very positive. Engagement has been good across the whole school with the lowest class engagement at 54% and this highest at 73%

Overall Numbers (Nov-May)

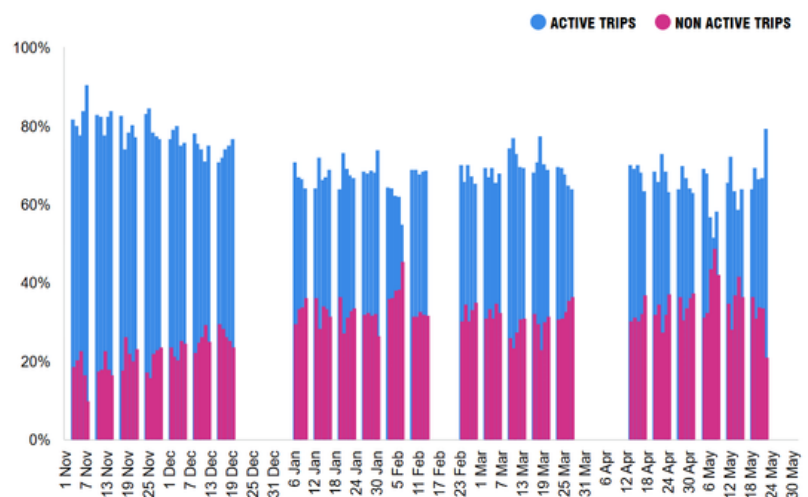
66% engagement*
71% active journeys**

Of the 66% who logged their journeys:

42% walk/wheel
24% park and stride
28% driven
2% Cycle
2% scoot

In the first couple of months of the challenge, there were higher levels of active travel but these dropped slightly in the later months.

Although taking part in the WOW challenge, Broadlands decided not to take part in National Walk to School week.



School feedback

"The daily interactive tracker has made this fun for the children. They love logging themselves every day and look forward to earning their badges. They wear them with pride."

This programme has made differences to individual children: "A child who would normally be made to travel with his parents, has been able to scooter every day, not only enabling exercise but much needed independence."

The wider impacts on the school have included: "Much better concentration in the morning from those who are actively travelling to school."

*Pupils that actively log their journeys

**Percentage of journeys logged that are active

Walk to
School

Campaigns and Challenges: Stride, Ride and Glide!



8 schools
3535 active journeys
1067 pupils

This year, as part of 'International Walk to School' month we ran a 'Stride, Ride and Glide' challenge. Schools could pick one week during the month where pupils recorded all of their active journeys. We asked schools to send their trackers to us, to be in with a chance of winning a prize.

8 schools took part in the challenge: Almeley, Lea, Staunton, Eardisley, Ashperton, Lugwardine, Leominster and Garway, 5 of which were new schools to engage with the Walk to School programme. We announced the winner and runners up on our social media pages:

Winners: Lugwardine Primary Academy

Runners Up: Garway Primary School and Ashperton Primary Academy

“All the children loved participating in this and it was a great way to start each morning! All classes put their full effort into turning up each morning.”

During Walk to School week, we also ran a Stride, Ride and Glide challenge for nursery and EYFS settings. This aligns with Herefordshire Council's Healthy Tots programme, which we are commissioned to support. Only one setting took part, but we are keen to explore how we can engage more early years providers in activities that promote active travel in the future.

**walk to
School**

Walk To School Week

Our Walk to School assemblies and workshops have continued to have strong take up this year, building on engagement from previous years.

Nos pupils in assemblies increased by

24%
from last year

Nos pupils in workshops increased by

38%
from last year

We have once again updated the content and made the workshops as interactive as possible, increasing knowledge of active travel whilst taking part in physical activity!

In order to make the programme flexible, we delivered these throughout the year, allowing schools to have their Walk to School week when suits them best.

Schools that took part in assemblies and/or workshops this year:

- Ashfield Park
- Orleton
- Kingstone
- Riverside
- Eardisley
- Little Dewchurch
- St James
- Lord Scudamore
- St Francis Xavier
- Leominster
- Withington
- Lea
- St Mary's Fownhope
- Garway
- Marden
- Marlbrook

Of these, 7 were new to the Walk to School programme!

We also had 4 additional schools that received just the Walk to School activity packs - Weston under Penyard, Weobley, Ashperton and Shobdon.

**walk to
School**

Walking Champions

We have revised the content of Walking Champions training, using feedback from the previous years' delivery to make improvements. The sessions have been made more structured and we worked with each school to create an action plan so there were some tangible things to work towards.

Pupils were identified by their school to become Walking Champions. This ranged from pupils in year 2 up to year 6. Training sessions were carried out in person at each of the 5 schools. All Champions were given a booklet to help guide them. Together, we discussed:

- The reasons we want children to walk to school and the things that might be stopping them from walking to school.
- The different ways that they can encourage more children to walk to school.
- Communication: what is important when we communicate, what ways can we communicate and who are we communicating to.
- How to conduct a 'hands up' survey.
- What are the key messages we want to share about walking to school.
- Action planning: what do they want to do as Champions?

Click [here](#) to see our Walking Champions activity booklet

5
schools

57
pupils
trained

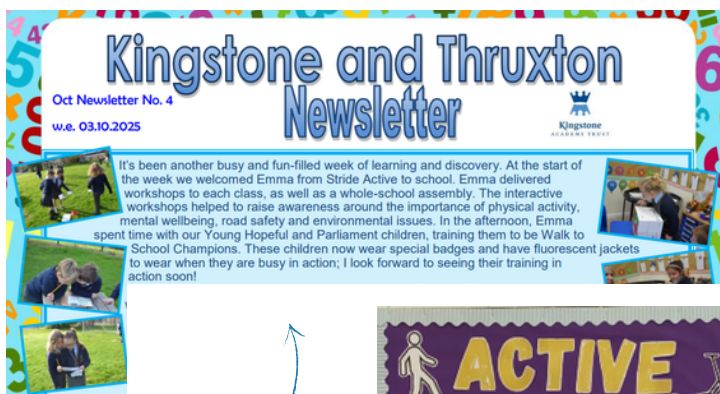


**walk to
School**

Walking Champions: Kingstone Primary

Kingstone Primary School pupils took part in the Walking Champions sessions in September 2025. Since then, they have helped to create a big focus on active travel within their school.

- They have created an active travel noticeboard.
- The school has set up a walking bus.
- They have promoted and taken part in the Walk to School challenge.
- They have created a video about active travel in their school for Herefordshire Walking celebration event (with the healthy lifestyle service).



Newsletter article about the Walking Champions

Active travel noticeboard



Dear Parents and Carers,

I am delighted to share that Walk to School Week will take place during the week beginning Monday 18th May. This national initiative encourages primary school pupils across the UK to walk, wheel, scooter, or cycle to school—supporting both physical and mental wellbeing while helping to reduce traffic congestion around our school.

To celebrate, we are setting a whole-school challenge! From Monday 18th to Friday 22nd May, pupils will be encouraged to travel to and from school as actively as possible, without relying on a car.

Each child will receive a stamp card to track their progress throughout the week. Members of staff, wearing high-visibility jackets, will be positioned at a designated area at the top of the school drive each morning and afternoon to stamp cards for those who have travelled actively. Please remind your child to have their card stamped each day.

We appreciate that not all families are able to walk the full journey to school. If this applies to you, you can still take part by 'parking and striding'—parking a short distance away and completing the final part of the journey on foot. This will count towards your child's total and they will still receive a stamp.

housing estate. Additionally, the owners of the Bull Ring Inn have kindly allowed parents to use their car park during this week, leaving via the back gate to continue the journey to school. Please note that this arrangement is in place for Walk to School Week only.

On Friday 22nd May, staff will collect completed stamp cards after the final journey home has been recorded. Any child who has travelled actively for at least 6 out of the 10 possible journeys will be entered into a prize draw, with two £30 Amazon vouchers up for grabs.

We hope you will support your child in taking part in this enjoyable and healthy challenge.

Kind regards,

Miss Natasha Exley
Pastoral and Sports Lead

Communication linked to Walk to School Week

Kingstone and Thruxton P... · Follow
Stride Active was mentioned in a post · 15h ·

Today we welcomed Emma from [Stride Active](#) who delivered walk to school workshops for each class, as well as a whole-school assembly. The interactive workshops helped to raise awareness around the importance of physical activity, mental wellbeing, road safety and environmental issues.

We would like to say a big thank you to Emma for delivering these sessions!

Keep a look out for more news from our walking champions, coming soon! 🚶‍♀️



Kingstone and Thruxton Primary S...
14h ·

Walk to School Week 🚶‍♀️

Thanks to all those who braved the rain today and walked, cycled or scooted to school. Our Walk to School Week is off to a brilliant start!

Thank you to [The Bull Ring Inn](#) for allowing parents to park and stride from your carpark. 🙏

We look forward to stamping more cards tomorrow for those children who choose to make their journey to school an active one! 💙
[Stride Active](#)



Walk to School

Walking Champions: Eardisley Primary

As a small, rural school, Eardisley Primary School had not previously engaged in Walk to School week. Following our communication to all schools about Walk to School, the Headteacher booked in Walking Champions training, an assembly and ordered the Walk to School week resources.

We worked with 8 year 5 pupils (Walking Champions) and a teaching assistant to explore active travel in their school. They then independently developed an action plan. Their actions were to:

- Deliver a whole school assembly to promote active travel to school and Walk to School week.
- Create a 'design a mascot' competition.
- Design posters to encourage more children to Walk to School.
- Support and promote Walk to School week.

During the session they decided the key points that they wanted to highlight in the assembly. After the sessions, the pupils adapted our assembly presentation, adding in pictures and graphics before delivering it to the whole school! For all of them, this was their first experience of speaking to such a large audience of their peers. They launched the 'design a mascot' competition and also talked more about Walk to School week.

They decided that, in order to make the Walk to School week challenge more inclusive, they would lead a walk around the field at breaktime. If children were unable to walk to school they could earn their sticker by doing 3 laps around the field.



[Newsletter article about the Walking Champions](#)

The walking ambassadors did such a great job! They came back up during Worship to introduce the week and remind children of the benefits to walking to school.

We had an increased number of children cycling to/from school. We even have children (who have to drive) parking a little further away or doing a lap or 2 of the field before arriving at school - a great uptake and very positive.

The new Walking to School Mascot was decided on and we had so many entries we ended up with a runner up from each class.

Walk to School

What's Happened This Week

The Year 5 Walking Ambassadors led Worship on Monday, focusing on the benefits of walking to school. They spoke with great confidence and enthusiasm. Don't forget, they are also running a competition to design a *Walk to School Mascot* – we are enjoying seeing the creative entries!

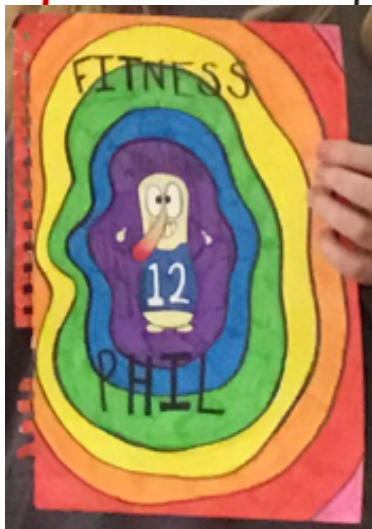


Dear Parents, Carers, and Friends,

Well done to everyone who got involved in our 'Walk to School' week. We have seen children walking, cycling and scootering to school. Some children have even done a lap or two of the Millenium Green before walking across to earn their stickers!

Our Walking Ambassadors have done a fantastic job of promoting and monitoring the week and have announced the winners for the walk to school mascot – thank you to everyone who entered. It was no easy job to choose the winners.

Well Done to the Winners of the Walk to School Competition



Mascot competition winner



Mascot competition runners up

The next steps for the Walking Champions: **"The group are going to be working with the Parish Council on Road Safety in the village and how we can promote/support as a school."**

Walk to School

Walking Champions: Little Dewchurch Primary

Another small (49 pupils) rural school that has engaged in Walk to School for the first time following our all-school promotion is Little Dewchurch Primary School. They requested Walking Champions training, an assembly and ordered the Walk to School week resources.

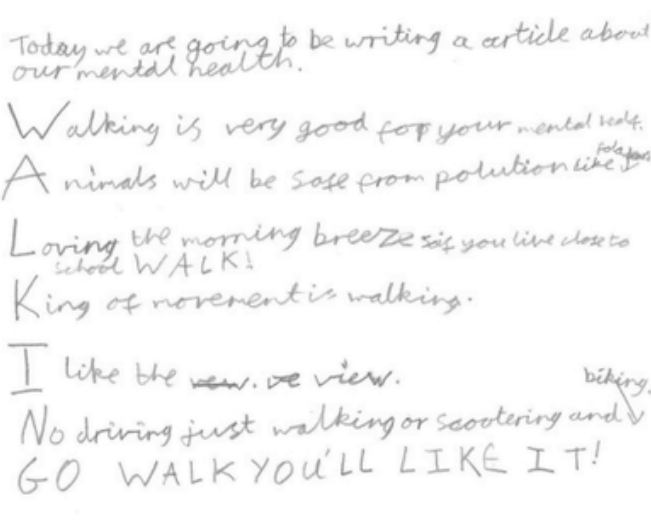
Their selected Walking Champions were from years 1-6.

The actions they decided to focus on were:

- Deliver a whole school assembly to promote active travel to school and Walk to School week.
- Write an article for the newsletter.
- Design posters to encourage more children to Walk to School.
- Support and promote Walk to School week.

4 of the Walking Champions (in years 2, 5 and 6) delivered the Walk to School assembly to the rest of the school, highlighting the benefits of walking and talking about Walk to School week.

The posters that were designed by the children were laminated and put up around the school and the Walk to School poem what shared in the school newsletter (see below)



Today we are going to be writing a article about
our mental health.

Walking is very good for your mental health.

A nimals will be safe from polution like ^{pollution} like ^{pollution}

Loving the morning breeze as you live close to
school WALK!

King of movement is walking.

I like the new. or view. ^{biking.}

No driving just walking or scootering and

GO WALK YOU'LL LIKE IT!

Walk to School Poem written by
2 champions that was included in
the school newsletter.

Walk to School week

As with some of the other more rural schools, walking to school can often be a challenge, however, Little Dewchurch still got involved and offered additional time to walk or run round the field when they arrived.

"Our delayed walk to school week went well, the children loved walking/running on the field 10 mins a day! They all tried hard to walk to school as well."

**Walk to
School**

Walking Champions: Riverside Primary

Riverside Primary School have engaged with Walk to School for the previous 3 years and are also part of the Safer School Streets programme implemented by Herefordshire Council.

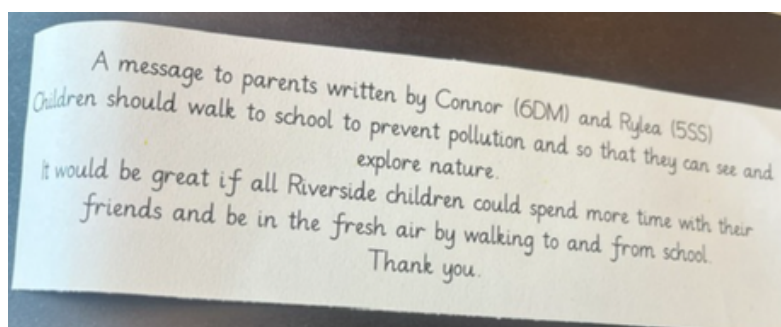
Their champions are the representatives from their communications council. -key stage 2 pupils.

The actions they decided to focus on were:

- Deliver a whole school assembly to promote active travel to school and Walk to School week.
- Write an article for the newsletter.
- Design posters to encourage more children to Walk to School.
- Create a whole school challenge for Walk to School week.

Feedback from the lead teacher about Walk to School week:

“The children enjoyed sharing the posters in whole school assembly and we’ve given lots of dojo’s for walking to school! Thank you again and look forward to seeing you next year.”

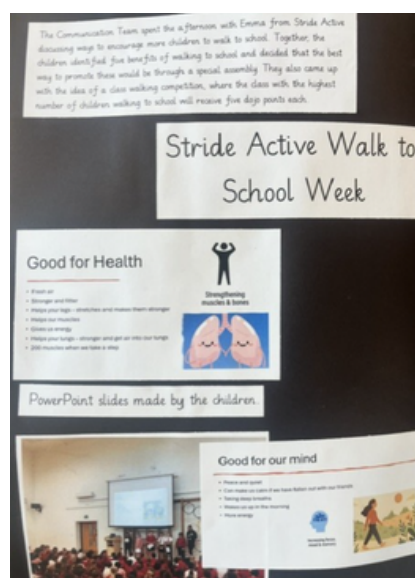


Walk to School Challenge

- If you walk, scooter, cycle, skateboard or park and walk from ASDA to school or back, you will get 1 dojo each day
- Class prizes – 5 extra dojos for the class in each year that travels actively the most
- Going to do it for 2 weeks starting on Monday 11th and finishes on Friday 22nd
- Be honest to your teachers



Whole school Walk to School week challenge designed by the champions



walk to School

Overall reflections and future plans

New Schools

We have engaged 12 new schools this year as a result of offering support to rural schools (as opposed to just city/market town schools). Next year, we would like to maintain this offer to sustain levels of engagement. Furthermore, we would like to re-engage schools that may have taken part in years 1-3 of delivery.

WOW Challenge

Being able to offer this programme to the city and market town schools has been a positive next step to sustain engagement across a longer time period.

For next year, we need to look at further ways we can support schools with this challenge, which could include delivering assemblies to promote the programme, alongside using the Living Streets' resources to promote and encourage teachers to engage and support children to access the travel tracker.

Walking Champions Training

The uptake for Walking Champions Training has been very positive this year. We want to maintain this momentum by generating ways for Walking Champions to engage in activities and tasks throughout the year. We would like to produce a video resource to showcase the impact of Walking Champions to encourage other schools to appoint Walking Champions.

Challenges

The Stride, Ride and Glide challenge engaged a much wider range of schools than we expected. We will do this again during International Walk to School month.

Developing relationships with Early Years providers

We would like to build on the Healthy Schools work we are doing and engage more early years providers in Walk to School activities.

Additional Information and Statistics

WOW modes of transport

for those engaging with the WOW programme

ACTIVE



INACTIVE



Walk to School



STRIDE
ACTIVE



Choose how you move