

Dobcroft Junior School

Headteachers

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25th September 2026

Dear Parent/Carer,

We are excited to inform you that our school is participating in an initiative aimed at encouraging more families to walk to school! The **WOW – Walk to School Challenge**, delivered by Living Streets, the UK charity for everyday walking, is designed to help children experience the numerous benefits of walking.

What is the WOW Challenge?

This pupil-led challenge allows children to self-report their mode of travel to school each day. If they walk, wheel, cycle, scoot, or use the Park and Stride method at least once a week for a month, they will earn a special badge.

Benefits of Walking to School

- **Happier and Healthier Kids:** Children feel more energetic and positive.
- **Ready to Learn:** Arriving at school refreshed improves focus and engagement.
- **Less Congestion and Pollution:** Walking reduces traffic and environmental impact at school.

What if Walking Isn't Possible?

If driving is necessary, we encourage you to try the **Park and Stride** method. Park at least ten minutes away from the school and walk the rest of the way to help your child earn their WOW badge. If you use public transport, consider getting off at least ten minutes away and walking the remainder.

About the WOW Badge

From September to July 2027, children can earn one of 11 unique badges. Each month, children can earn a new badge if they walk, wheel, cycle, scoot, or Park and Stride at least once a week.

Thank you for your support in making our school community healthier and more active!

Warm regards,

Mr Huckstepp

