



LET'S  
WALK TO  
SCHOOL

# WOW

the walk to school  
challenge

An introduction to WOW



# What is WOW?



## WOW is Living Streets' flagship walk to school challenge.

Pupils log their daily journeys to school on the WOW Travel Tracker. Those who travel to school in a sustainable and active way at least once a week for a month earn a WOW badge, with 11 to collect across the year. It's as easy as that.

**It is simple to run and pupils love taking part.** Just a few minutes of a teacher's day is all it takes to make a big difference. Each year, the 11 WOW badges follow a new theme and are designed by the pupils themselves in our annual badge design competition. Each badge is made in the UK from repurposed plastic material, including yoghurt pot off-cuts that were otherwise destined for landfill.

## How does it work?



**BADGES?**



**WOW TRAVEL TRACKER?**





**>> Let's Go...**

1. Schools set up their WOW Travel Tracker account using their free guide.
2. Every morning, pupils log the way they came to school on the WOW Travel Tracker. All active journeys contribute to earning a badge. Pupils can walk, wheel, cycle, scoot, or Park and Stride.
3. At the end of the month, the WOW Travel Tracker lets teachers know which pupils have earned a badge.
4. Some schools also nominate pupils to become WOW Ambassadors, to help classmates log journeys and hand out badges at the end of each month.

# So much MORE than WOW badges and WOW Travel Tracker...



## Every participating WOW school also receives:

- A free WOW Welcome pack with top-tips, full WOW teacher guide and handy wall planner
  - Termly content for school newsletters or websites
  - Letter templates to send out to parents and carers
  - WOW assembly presentation to kick things off
  - Easy to follow WOW Travel Tracker guide
  - Access to Park and Stride and Walking Zone guides
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### **PUPILS LIVE TOO FAR AWAY? PARK AND STRIDE!**

We know that not all children are able to walk all the way to school but it's still best practice and safer to keep the roads around the school gates free of congestion. Why not set up a Park and Stride location?

We have a limited number of fully funded places available which are being offered on a first come, first served basis – and would love for your school to get involved. To secure your place you can register here:  
[www.livingstreets.org.uk/freewow](http://www.livingstreets.org.uk/freewow)



# JOIN WOW



Scan the QR code to check  
eligibility and secure your place



[livingstreets.org.uk/freewow](https://livingstreets.org.uk/freewow)

Keep in touch on social media:

 **@LIVINGSTREETS**

 **LIVINGSTREETSUK**

 **LIVINGSTREETS**



Modeshift STARS  
Approved Initiative

**We are Living Streets, the UK charity for everyday walking.**

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