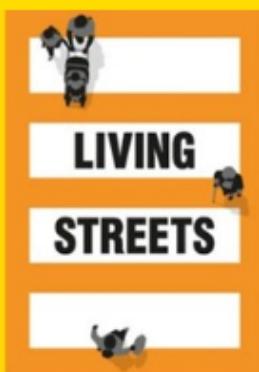




WOW - THE YEAR-ROUND WALK TO SCHOOL CHALLENGE

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LET'S
WALK TO
SCHOOL



WOW
the year-round walk
to school challenge



WHAT IS WOW?

WOW IS LIVING STREETS' YEAR-ROUND WALK TO SCHOOL CHALLENGE

Pupils record how they get to school each day on the interactive WOW Travel Tracker and those who walk (skate, scoot, cycle or Park & Stride!) at least once per week for a month are rewarded with a themed badge. It's that easy!

It's simple to run and children love talking part. Each year, the 11 WOW badges follow a new WOW theme, all of which are designed by pupils in our annual badge design competition. Each badge is made in the UK from recycled yoghurt-pot material. WOW will help develop **healthy lifelong habits** and reduce congestion at the school gates, all before the school day begins!

| TO FIND OUT MORE GET IN TOUCH

[EMAIL US](#)

CALL US ON 020 7456 9793

THE POWER OF WOW - READ ABOUT SOME OF THE WAYS WOW HAS MADE A DIFFERENCE TO SCHOOLS

WHY OXFORDSHIRE COUNCIL RUNS WOW

How running our walk to school challenge has boosted active travel across one UK county.



12.02.2018

[VIEW](#)

ABBOTSWOOD PRIMARY, SOUTH GLOS

ARTISTIC ALLOA SCHOOL HAS THE WOW FACTOR

Alloa pupils impress judges in a creative competition, as all Clackmannanshire schools start WOW.



31.10.2017

[VIEW](#)

How one school's commitment to walking to school with us culminated in a huge rise in walking rates.



17.07.2017

[VIEW](#)

BUY WOW

To run WOW you only need two things: WOW Badges and WOW Travel Tracker.

You can use your [PE & Sport Premium](#) to buy WOW.

[VISIT OUR SHOP](#)





BADGE COMPETITION WINNERS

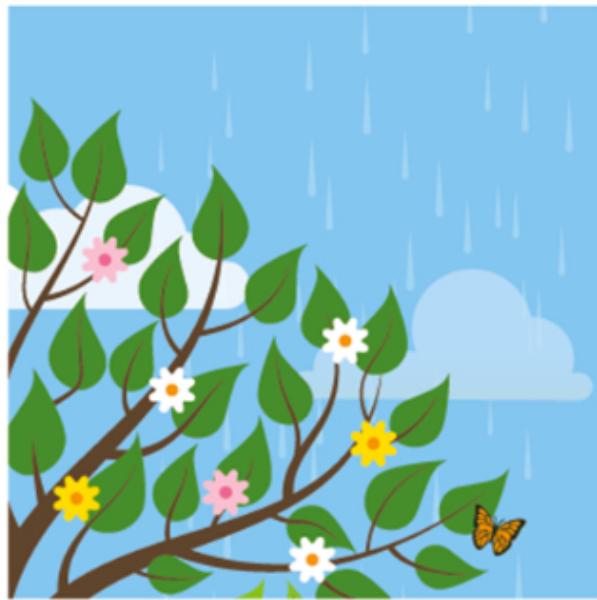
View this year's winning designs on the theme of Walk the Seasons.

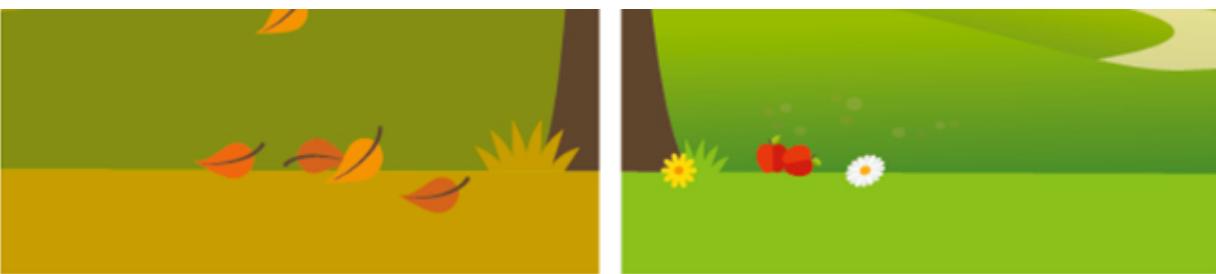
BADGE DESIGN COMPETITION 2018

WOW TRAVEL TRACKER

With the interactive WOW Travel Tracker you can gain insights into travel habits and find out which pupils have walked enough to earn a badge each month.

MORE ON WOW TRAVEL TRACKER





TEACHERS: ALREADY TAKING PART?

Download your supporting classroom resources.

[WOW RESOURCES](#)

WHY WOW?

Searching for more reasons to take on the challenge? Look no further!

REDUCES CONGESTION

On average 30% fewer cars outside the school gates.

INCREASES WALKING RATES

Children at participating schools increase by 23% in the first five weeks. WOW Travel Tracker helps you keep track of your schools modes of travel.

OFSTED

Helps you achieve your outstanding schools rating.

ACCREDITATION

Participating in WOW helps schools achieve Modeshift STARS and Healthy Schools status.

LITTLE CLASSROOM TIME

Less than 10 minutes of a teacher's day! The most important part of WOW happens before the school day even starts.

600,000

Pupils encouraged to walk to school last year in 2,200 schools.

GREAT COST

WOW is £2 per pupil; just a fraction of your £10 PE and Sport Premium per child.

INSTILLS LIFE LONG HEALTHY HABITS

Encourages pupils and families to swap the school ride for a school stride. Promotes healthy mental wellbeing by improving behaviour and concentration levels in class.

IMPROVES ROAD SAFETY AT THE SCHOOL GATES

Thanks to the drop in car usage around the school.

NEED A QUOTE?

To get a bespoke quote for your school, please fill in this form and a member of our Schools Team will be in touch.

JUST GIVES US A FEW DETAILS AND WE WILL GET BACK TO YOU

First name *

Last name *

School postcode *

Number of pupils at your school *

Email address *

Email address

SUBMIT

IDEAS FOR FUNDING WOW



USE YOUR PE & SPORT PREMIUM

MORE TIPS FOR FUNDING WOW



For schools in the appropriate regions, WOW directly supports [**Modeshift STARS accreditation**](#).





TEACHERS: ALREADY TAKING PART IN WOW?

STEP THIS WAY FOR YOUR SUPPORTING CLASSROOM RESOURCES

2 great reasons to join in

**HEALTHY HAPPIER
CHILDREN**



**LESS CONGESTION
AT SCHOOL GATES**



OUR RECYCLING PLEDGE

"We want happy, healthy children to be walking on a happy, healthy planet!"

RECYCLING WOW BADGES



STEP UP WITH US SIGN UP FOR OUR EMAILS

First name *

Last name *

Email address *

Postcode *

- If you would like us to email you with our news, please tick this box
- If you would like to hear about ways you can support our work through donations tick this box

SUBSCRIBE

Living Streets is gathering your data to process this action. We would like to tell you about project activity and progress, ways you can support us and other news. We won't share your details with any third parties and you can unsubscribe at any time.

GET MORE LIVING STREETS

