



LIVING
STREETS



LET'S
WALK TO
SCHOOL



WOW

the WALK
TO SCHOOL
challenge



Join the FUN!

IMPROVE your HEALTH
PROTECT the PLANET
WALK to school with WOW





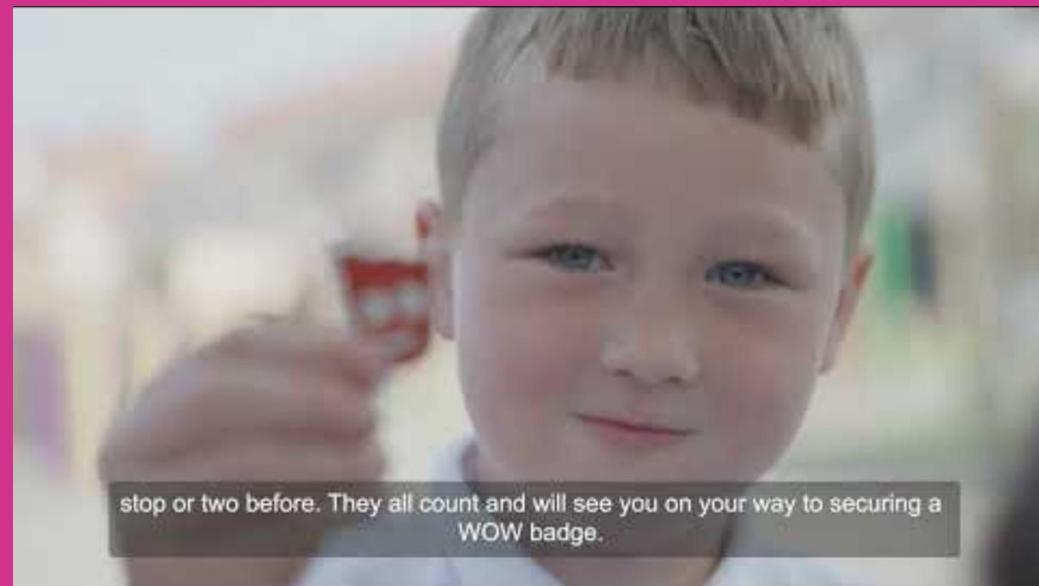
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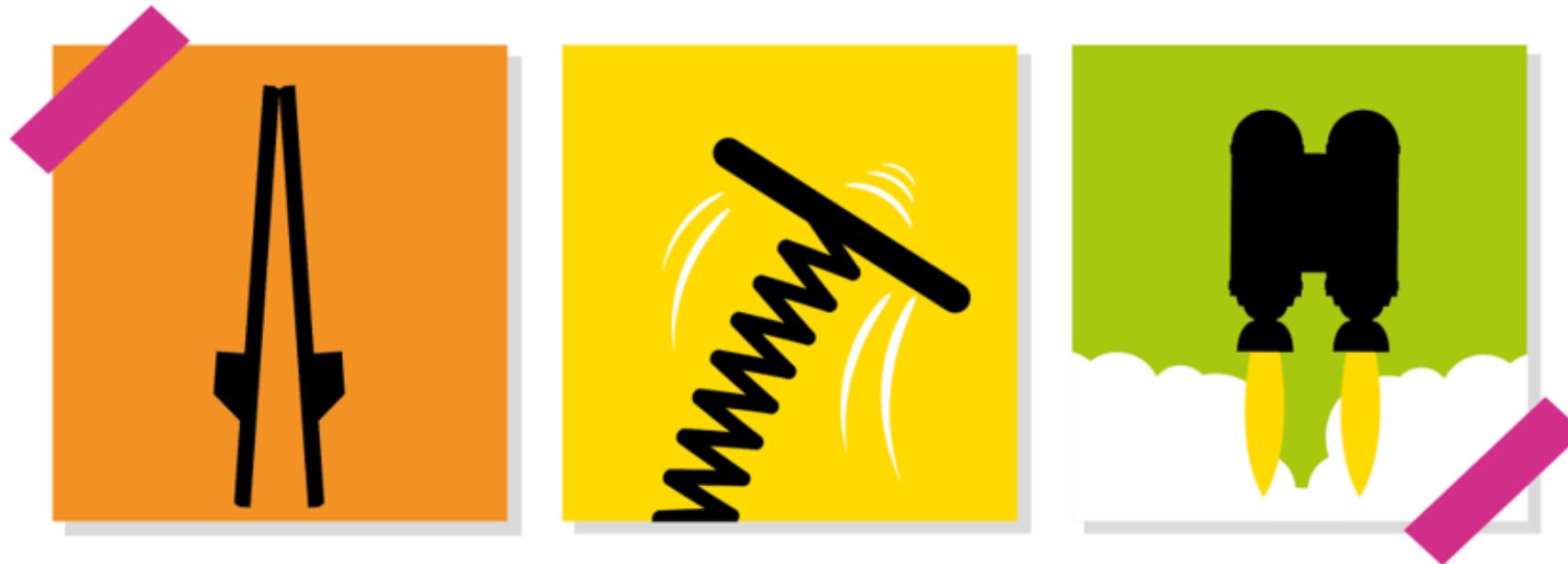


WATCH THE VIDEO





HOW DID YOU GET TO SCHOOL TODAY?



WHY IS IT GOOD TO WALK OR WHEEL TO SCHOOL?





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LET'S
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REASONS TO WALK OR WHEEL TO SCHOOL



**HEALTHIER BODIES
HAPPIER MINDS**



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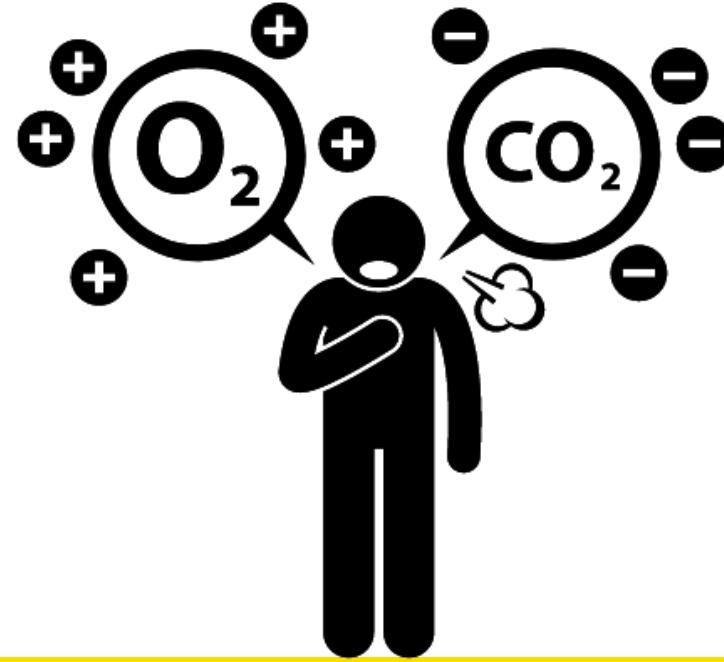
LET'S
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REASONS TO WALK OR WHEEL TO SCHOOL



FEWER CARS AT THE
SCHOOL GATES

REASONS TO WALK OR WHEEL TO SCHOOL



**LESS POLLUTION =
CLEANER AIR**



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LET'S
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REASONS TO WALK OR WHEEL TO SCHOOL



**FUN TIME WITH FAMILY
AND FRIENDS**



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HOW DOES WOW WORK?

3 SIMPLE STEPS TO

WOW the WALK
TO SCHOOL
challenge



WALK TO SCHOOL



LOG YOUR JOURNEYS



EARN BADGES



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WHICH IS YOUR FAVOURITE?

WALK WITH JOY
2025-26
WOW BADGES

SEPTEMBER
2025



OCTOBER
2025



NOVEMBER
2025



DECEMBER
2025



JANUARY
2026



FEBRUARY
2026



MARCH
2026



APRIL
2026



MAY
2026



JUNE
2026

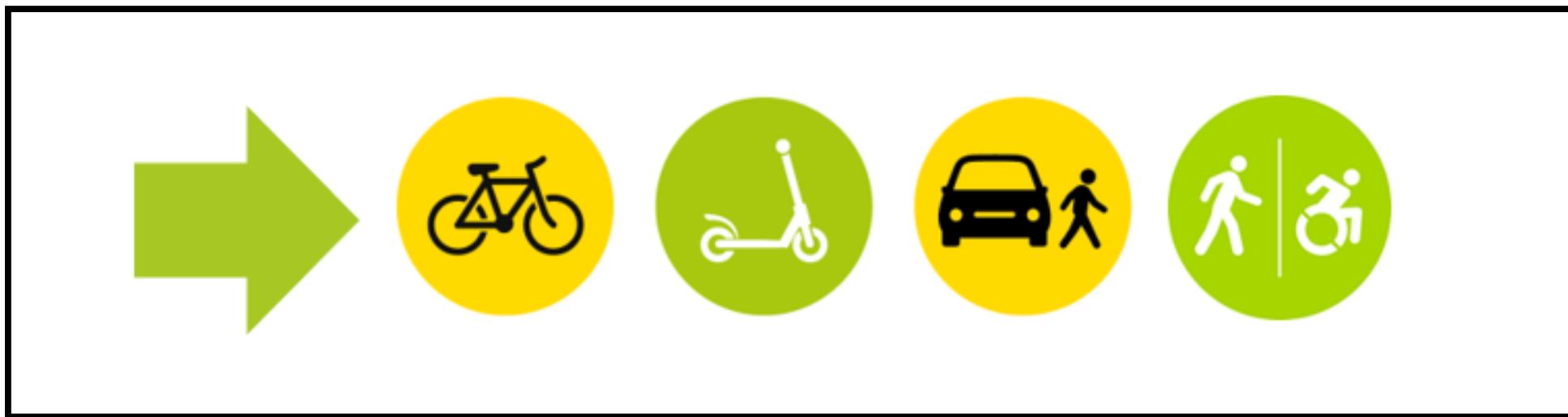


JULY
2026





IT'S NOT JUST WALKING AND WHEELING





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AN EXTRA SPECIAL BADGE

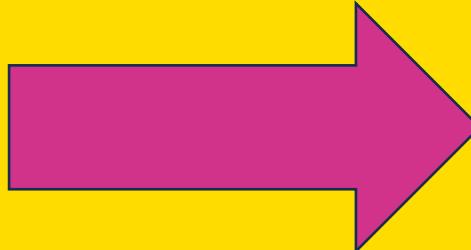
JUMPING IN PUDDLES



DESIGNED BY:

ARLO, 6
BOLTON-LE-SANDS CE
PRIMARY SCHOOL,
LANCASHIRE

"Me and my brother jumping in puddles.
We always laugh and have so much fun. I
love my brother!"





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WOW TRAVEL TRACKER



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WOW TRAVEL TRACKER

The screenshot shows the 'WOW TRAVEL TRACKER' interface. At the top, there is a navigation bar with 'ENABLE NOTIFICATIONS', 'ENGLISH', and a question mark icon. Below the navigation bar, the 'WOW the WALK TO SCHOOL challenge' logo is displayed. The main area features a large orange circle with a white snail icon, followed by the text 'HOW DID YOU TRAVEL?' and the question 'Which travel mode should I pick?'. Below this, there are eight circular icons representing different travel modes: 'WALK / WHEEL' (green), 'DRIVEN' (pink), 'CYCLE' (green), 'PARK & STRIDE' (orange, labeled 'BATCH'), 'SCOOTER / SKATE' (green, labeled 'INDIVIDUAL'), 'BUS' (orange), 'TAXI' (green), and 'OTHER' (pink). A green line highlights the 'PARK & STRIDE' and 'SCOOTER / SKATE' options. At the bottom, there is a list of student names with icons: Mikaela (pineapple), Harry (apple), Scott (eagle), Lidia (key), Jake (fox), Nigel (pear), Lynn (apple), Francis (hat), Mike (football), and Jennifer (apple). A green circle with a thermometer icon is labeled 'ABSENT'.

ENABLE NOTIFICATIONS

ENGLISH

?

WOW the WALK TO SCHOOL challenge

SELECT CLASS

DASHBOARD

RECORD YOUR TRIP

RESOURCES

LOGOUT

CLASS: Y4-NAME

TUESDAY 8 AUG 2023

HOW DID YOU TRAVEL?

Which travel mode should I pick?

WALK / WHEEL

DRIVEN

CYCLE

PARK & STRIDE

SCOOTER / SKATE

BUS

TAXI

OTHER

ABSENT

Mikaela

Harry

Scott

Lidia

Jake

Nigel

Lynn

Francis

Mike

Jennifer

Alphabetical order

WOW TRAVEL TRACKER

LEADERBOARD

CLASS SCHOOL ACTIVITIES

Note: Data is up to 24hrs behind

FILTER BY: September

SCHOOL LEADERBOARD

BY COUNTRY

How does your school compare to others across the country for combined activity and engagement?

37	STANLEY GROVE PRIMARY ACADEMY	 8.7% ⓘ
38	BRACKENWOOD JUNIOR SCHOOL	 8.6% ⓘ
39	DEMO VIEW SCHOOL 2021	 8.5% ⓘ
40	CRADLE HILL COMMUNITY PRIMARY SCHOOL	 8.0% ⓘ

BY LOCAL AUTHORITY

How does your school compare to others in your local authority area for combined activity and engagement?

1	DEMO VIEW SCHOOL 2021	 8.5% ⓘ
2	TEST	 0.0% ⓘ
3	DEMO SCHOOL	 0.0% ⓘ
4	ENGLAND DEMO 2	 0.0% ⓘ





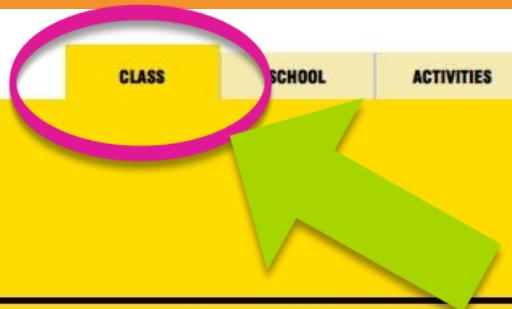
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CLASS LEADERBOARD



Note: Data is up to 24hrs behind

FILTER BY:

September

CLASS OF THE MONTH

These classes have recorded the most active trips this month.

1st CLASS 3



83% of 390 total possible trips recorded, 91% of them were active.

2nd CLASS 4



72% of 360 total possible trips recorded, 92% of them were active.

3rd F2



64% of 600 total possible trips recorded, 83% of them were active.

4th CLASS 2



32% of 375 total possible trips recorded, 92% of them were active.



WOW AMBASSADORS

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WOW Ambassador Checklist

Congratulations! You are a WOW Ambassador. Use this guide as a helpful reminder of your jobs.

Training Checklist

- INTRODUCE YOURSELF AS A WOW AMBASSADOR
- KNOW YOUR WOW TRAVEL TRACKER THREE WORD CLASSROOM ACCESS CODE
- GIVE OUT THE WOW BADGES AT THE END OF EACH MONTH
- ENCOURAGE OTHERS TO TRAVEL ACTIVELY TO SCHOOL

WOW TRAVEL TRACKER

- Log onto traveltracker.org.uk with your three word classroom access code:

Word 1 — Word 2 — Word 3

- Select your year group and class
- Make sure your class records trips every day

BADGES AND CERTIFICATES

- At the end of the month, hand out WOW badges
- Check the WOW leaderboard to see which class has done the best that month and hand out certificates

HELPING OTHERS

- Shout about active travel to your class mates
- Help your teachers run WOW across your school

CHALLENGE: Keep up to date with Living Streets events and competitions using the WOW event calendar and share with your class.

LIVINGSTREETS.ORG.UK/WOWAMBASSADOR

Get involved on social media: #WOWAMBASSADOR



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FINAL CHECK

WOW Classroom Guide
Everything you need to know to run WOW in your classroom.

Need to know

WOW TRAVEL TRACKER

- This is where pupils' daily journeys will be recorded.
- Download and complete a Hands Up Survey before you start delivering WOW from livingstreets.org.uk/wowlaunch
- Access **CLASSROOM LOGIN** tab at traveltracker.org.uk using your three-word classroom access code:
[redacted] - [redacted] - [redacted]

Record journeys by selecting the travel modes and the pupils that used them.

ENGAGING PUPILS

- Access launch materials under the **RESOURCES** tab on the WOW Travel Tracker or at livingstreets.org.uk/wowlaunch
- Discuss the benefits of walking to school in class.
- Remind pupils there is a new WOW badge to earn each month by walking/wheeling, cycling, scooting or doing Park and Stride.
- Nominate pupil WOW Ambassadors. Find out more at livingstreets.org.uk/wowambassador

WOW BADGES

- Reward a WOW badge at the end of each month. Your school's WOW Champion will tell you who has earned one.
- WOW badges are made in Cornwall from recycled plastic material.

Make sure you have your classroom guide with your **three-word access code** to access the **WOW Travel Tracker**.

Appoint your **WOW Ambassadors** to encourage everyone to log their trips and award badges.

Log on at traveltracker.org.uk and start recording your activity!



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YOU CAN FIND MORE USEFUL RESOURCES, VIDEO AND FAQS AT: livingstreets.org.uk/wowlaunch
LOG ON TO THE WOW TRAVEL TRACKER AT: traveltracker.org.uk