



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**





LET'S
WALK TO
SCHOOL

WATCH THE VIDEO



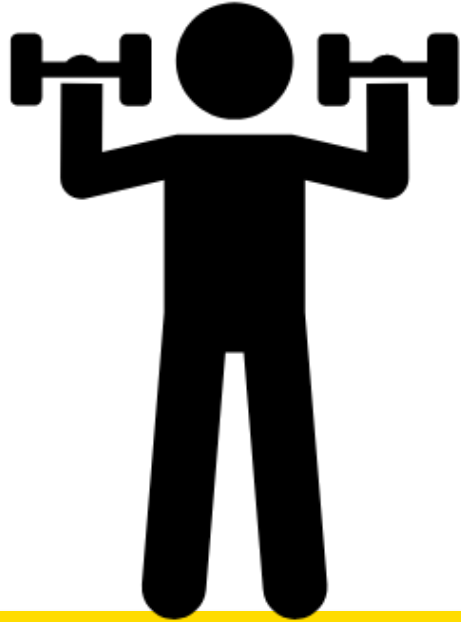
HOW DID YOU GET TO SCHOOL TODAY?



WHY IS IT GOOD TO WALK OR WHEEL TO SCHOOL?



REASONS TO WALK OR WHEEL TO SCHOOL



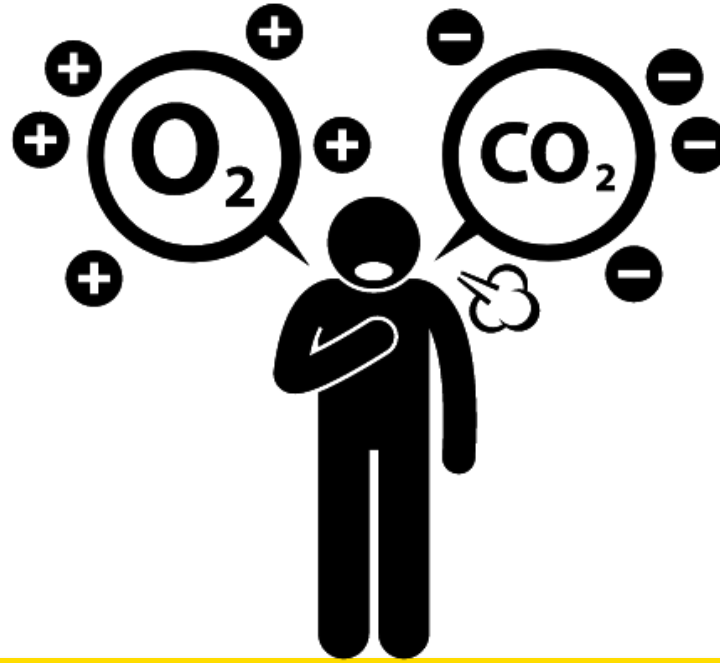
**HEALTHIER BODIES
HAPPIER MINDS**

REASONS TO WALK OR WHEEL TO SCHOOL



**FEWER CARS AT THE
SCHOOL GATES**

REASONS TO WALK OR WHEEL TO SCHOOL



**LESS POLLUTION =
CLEANER AIR**

REASONS TO WALK OR WHEEL TO SCHOOL



**FUN TIME WITH FAMILY
AND FRIENDS**

HOW DOES WOW WORK?

3 SIMPLE STEPS TO



WOW the WALK
TO SCHOOL
challenge



WALK TO SCHOOL



LOG YOUR JOURNEYS



EARN BADGES

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





LIVING
STREETS



LET'S
WALK TO
SCHOOL

AN EXTRA SPECIAL BADGE

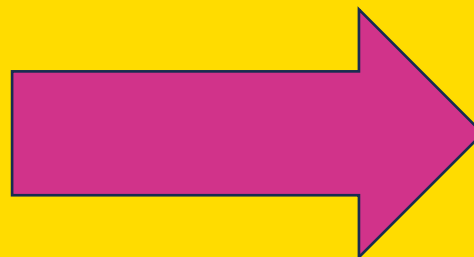
JUMPING IN PUDDLES



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!"



WOW TRAVEL TRACKER

WOW the WALK TO SCHOOL challenge

ADD TO HOMESCREEN

ENABLE NOTIFICATIONS

ENGLISH

?

SELECT CLASS

LEADERBOARD

RECORD YOUR TRIP

RESOURCES

LOGOUT

CLASS: Y4-NAME

< MONDAY 1 SEP 2025 >

BATCH

INDIVIDUAL

☐ Alphabetical order

Strawberry

Spider

Lizard

Clock

IceCream

Kite

Apple

Monkey

Jigsaw

Hedgehog



CLASS: Y4-NAME
<  TUESDAY
8 AUG 2023

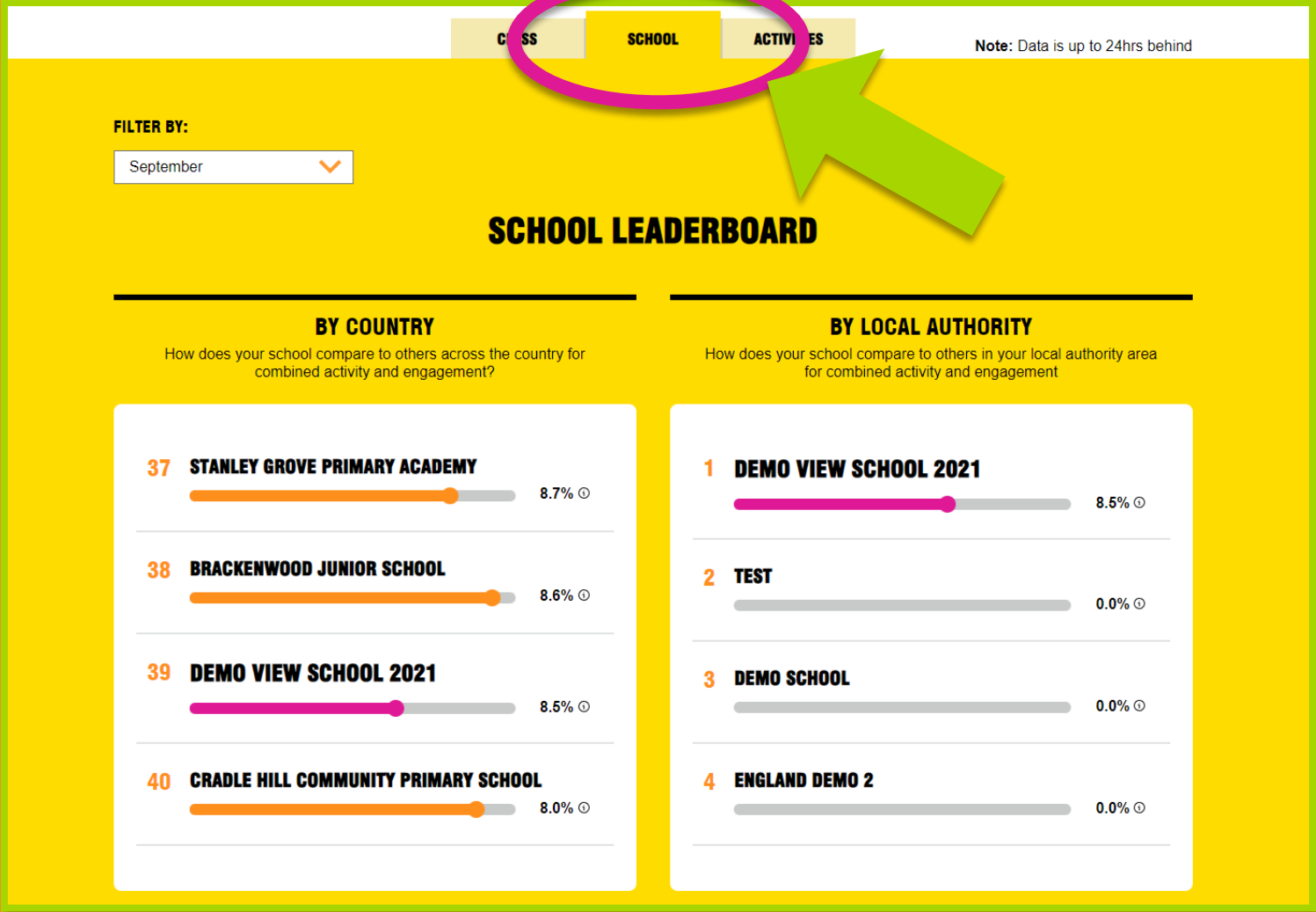
Which travel mode should I pick?

OTHER

ABSENT

WOW TRAVEL TRACKER

LEADERBOARD



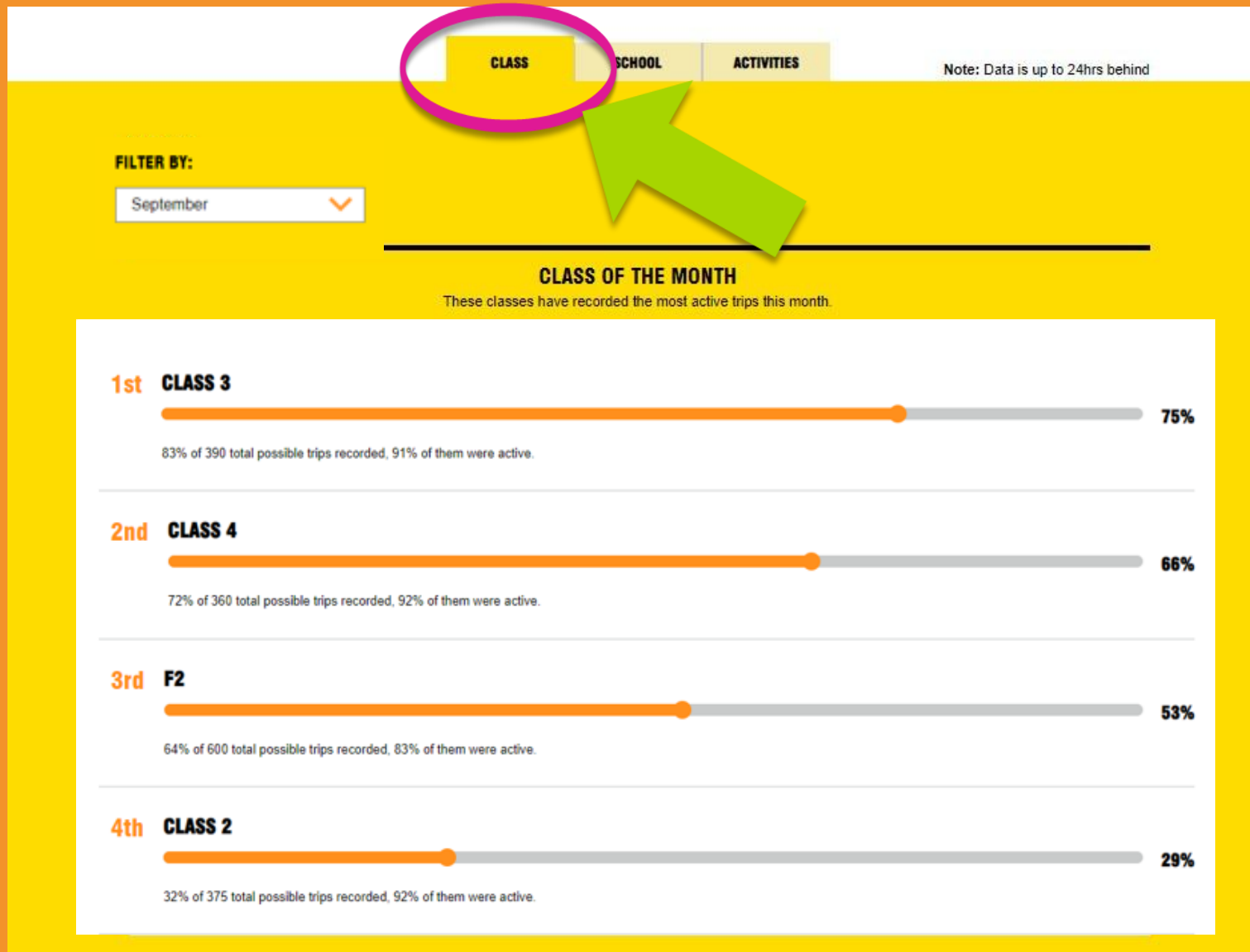


LIVING

STREETS

LET'S
WALK TO
SCHOOL

CLASS LEADERBOARD



WOW AMBASSADORS



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LET'S
WALK TO
SCHOOL

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

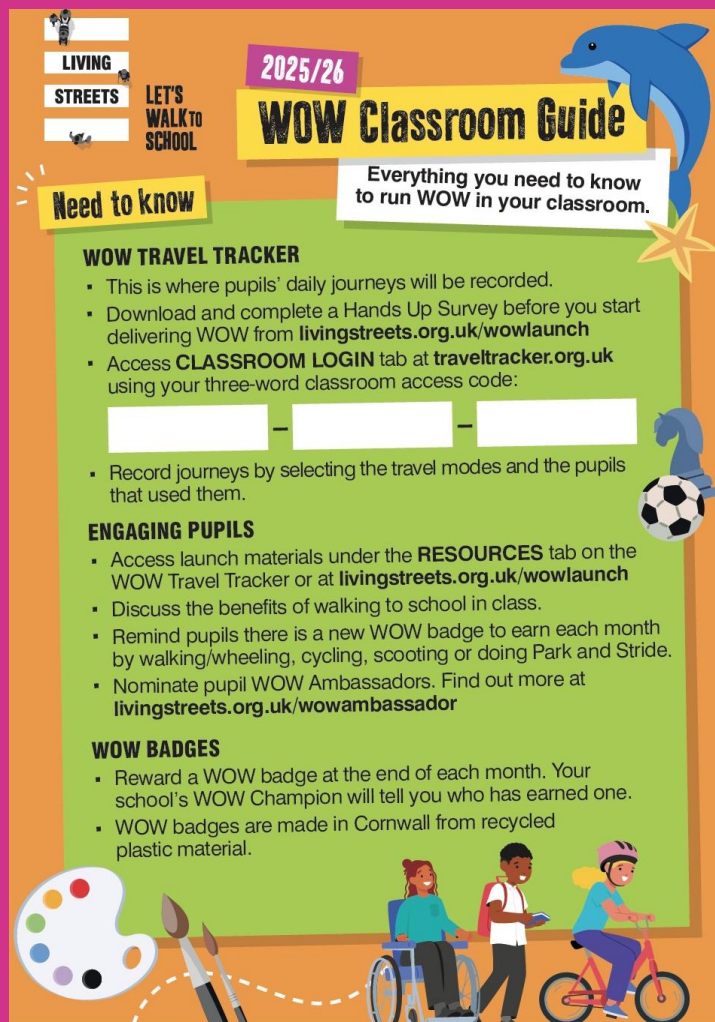
CHALLENGE

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

FINAL CHECK



2025/26

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:
[] - [] - []
- 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!



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