

DEVELOPING WOW

THE FUTURE OF WALKING TO SCHOOL



LET'S
WALK TO
SCHOOL

As part of the development of WOW, our flagship year-round walk to school challenge, we recently carried out extensive research with the help of EVERFI EdComs. We spoke to around 500 schools (including users and non-users of the programme) to ensure WOW is developed to suit the ever-changing industry, but most importantly to meet the needs of teachers, and ultimately, the wellbeing of pupils.

Below are some headline results, which will feed into some exciting WOW changes being made for the 2021-22 academic year.

PROGRAMMES THAT MATTER – SCHOOLS' PRIORITIES

Schools across the UK are doing a lot to ensure programmes and initiatives are running in their schools. But what issues do schools want to tackle when choosing a programme?

Programmes which link to physical activity or mental health and wellbeing and sustainability are most popular for schools to take part in.

Physical activity

82%

Mental health and wellbeing

72%

Sustainability

50%

“Physical activity is an area of priority for us because it tackles obesity, mental health, lack of activity at home, changing cultural attitudes - particularly with females.”

WOW user
School's Senior Leadership Team
England

SCHOOLS' EXPERIENCE OF WOW

Engagement in the programme was found to be very positive, enjoyable, and easy to take part in. The badge reward scheme largely drives the below results.

100%
of users found
the reward
scheme useful

92% of users
said that since taking
part in WOW, pupils'
motivation to take part in
active travel to school
has increased.

87% of users
found levels of physical
activity improved.

67% of users
think that parents'
motivation to take part in
active travel has gone up
since taking part in WOW!

“Pupils find it simple to log their daily travel and it doesn't take up much time. It's great that travel is monitored.”

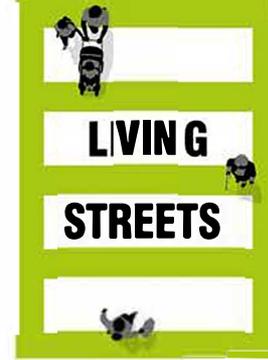
WOW user, Non-Senior Leadership Team, England

“What do they LOVE? Strider [our mascot] and the badges!”

WOW user, Non-Senior Leadership Team, England

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SOME OF THE CHALLENGES

We know many schools struggle with funding issues, so it came as no surprise when non-WOW users put funding down as the main barrier to taking part in WOW. What some schools may not know though is that government funding, such as PE and Sport premium, can not only be used on sport equipment and training, but also on **active travel programmes like WOW**. Some non-users also mentioned the potential difficulty of getting school staff and some parents on board. It is of our utmost priority to tackle some of these potential barriers going forward - stay tuned for updates.

WOW COMMUNICATIONS

We know schools want communication to be relevant and to the point as they receive a high amount of emails each day.

Teachers and senior leaders are satisfied with the amount of communication and the type of communication we currently send out, finding it timely, supportive, and helpful.

Most users prefer being contacted by email 89%

“*The level of communication right now is great.*”

WOW user, Non-Senior Leadership Team, Scotland

