

WTSO 2024-25

End of Year Report



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Cover image: WOW launch event at Chiltern Primary School in Hull during International Walk to School Month, October 2024. The event was attended by Councillor Mark Ieronimo, Cabinet Portfolio Holder for Transportation, Roads and Highways (Hull City Council) and Cllrs Hale and Fudge). ([Hull News](#))

EXECUTIVE SUMMARY

Walk To School Outreach 2024-25 (WTSO) was funded through a £3 million grant from Active Travel England and delivered by Living Streets in partnership with 33 combined authority, local authority and county council partners. This was year two of a two-year funding agreement for WTSO which began in April 2023.

The project's aim was to overcome barriers to walking and help the Government reach its target of 55% of primary school aged children walking to school by 2025. The project supported increases in physical activity and reductions in congestion in some of the most deprived communities in England, with over one fifth of our partner schools in areas in the lowest Indices Multiple Deprivation (IMD) decile. We engaged **321,290 pupils** in **1,050 primary schools** over the project year. Pupils were encouraged to walk/wheel to school using WOW, Living Streets' flagship walk to school challenge.

Impact

Walk to School Outreach 2024-25 created:

- A **7.79 percentage point modal shift to walking and wheeling all the way** in participating schools;
- A **22.72 percentage point shift to active travel including scooting, skating, cycling and park and stride**;
- **17.8 million new walking journeys** at a cost of **£0.17 per active travel stage**; and
- **Removed 3.4 million car kms** from the roads at peak times.



WOW – the walk to school challenge

WOW is a proven and cost-effective incentive-based scheme to increase walk to school rates amongst 5-11-year-olds. WOW comprises:

- A launch bundle for schools, including a WOW Travel Tracker guide, classroom guides, stickers, and letters for parents/carers
- Collectable WOW badges made from recycled and repurposed material, which pupils earn each month for walking/wheeling/cycling or scooting to school at least once a week for a month
- Provision of our innovative interactive whiteboard software – WOW Travel Tracker (or monitoring wallcharts in a small number of schools) for children to log their journeys to school

Schools taking part in WTSO also benefit from:

- Dedicated support from a project coordinator to launch and run WOW, including staff and pupil ambassador training sessions, school assemblies and promotion of the challenge-boosting WOW Top Ten
- Intensive local support to overcome barriers to walking and engage parents/carers through school gate events and visits from our mascot Strider, where possible
- Lighter touch support for schools that have participated for longer.

“My name is April and I'm a WOW Ambassador. I love walking to school because it gives you exercise and it wakes you up when you are tired. I especially like it so I am ready to learn.”

“We have been delighted to be involved in the programme – the pupils were really engaged in the launch assembly. After just three weeks we have seen the number of active journeys increase from 56% to 71%, reducing congestion outside the school and improving pupil health & well-being!”

Mr Wes Thorpe, Headteacher, Alderbury and West Grimstead CE Primary School, Wiltshire



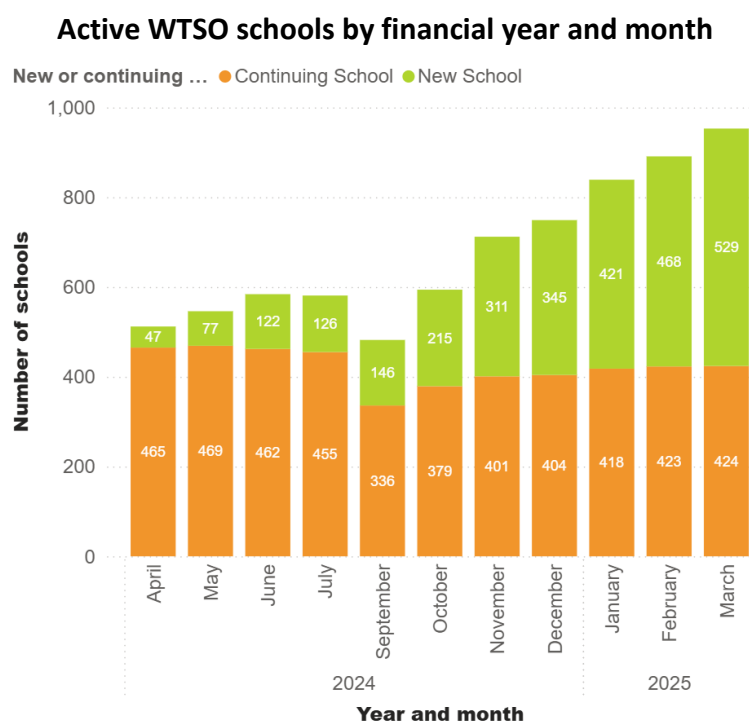
PARTICIPATING SCHOOLS

Recruitment this project year began from an unusually low base, as uncertainty around funding in year one of this two-year project led to a low level of recruitment of new schools over that project year. This resulted in 435 schools being active in March 2024, short of a target of 600.

Year two's agreed targets were to retain 540 of 600 continuing schools (90%) and to recruit 480 new schools. This resulted in a target of 1,020 active schools, new and continuing, at the end of year two.

As a result of the missed recruitment target in year one, the goal for year two became to retain as many continuing schools as possible, and to make up the shortfall by exceeding the new schools recruitment target.

Living Streets coordinators' sustained recruitment efforts over this project year resulted in a substantial increase in new, active schools, with 529 new schools active over March 2025, or 110% of target. Despite exceeding their year two recruitment targets by this margin, total active schools at the end of March fell short of the 1,020 school target, with 953 schools active, due to the lower number of continuing schools.



To make up the shortfall of continuing schools from year one of the project, some schools that had been supported in phase one of the previous project year were brought back onboard as 'continuing' schools in year two. This explains the higher number of active

continuing schools in April 2024 (above) than total schools in March 2024, at the end of year one.

Living Streets supported 1,050 unique schools to take part over the project year, with 91% of them active in March 2025.

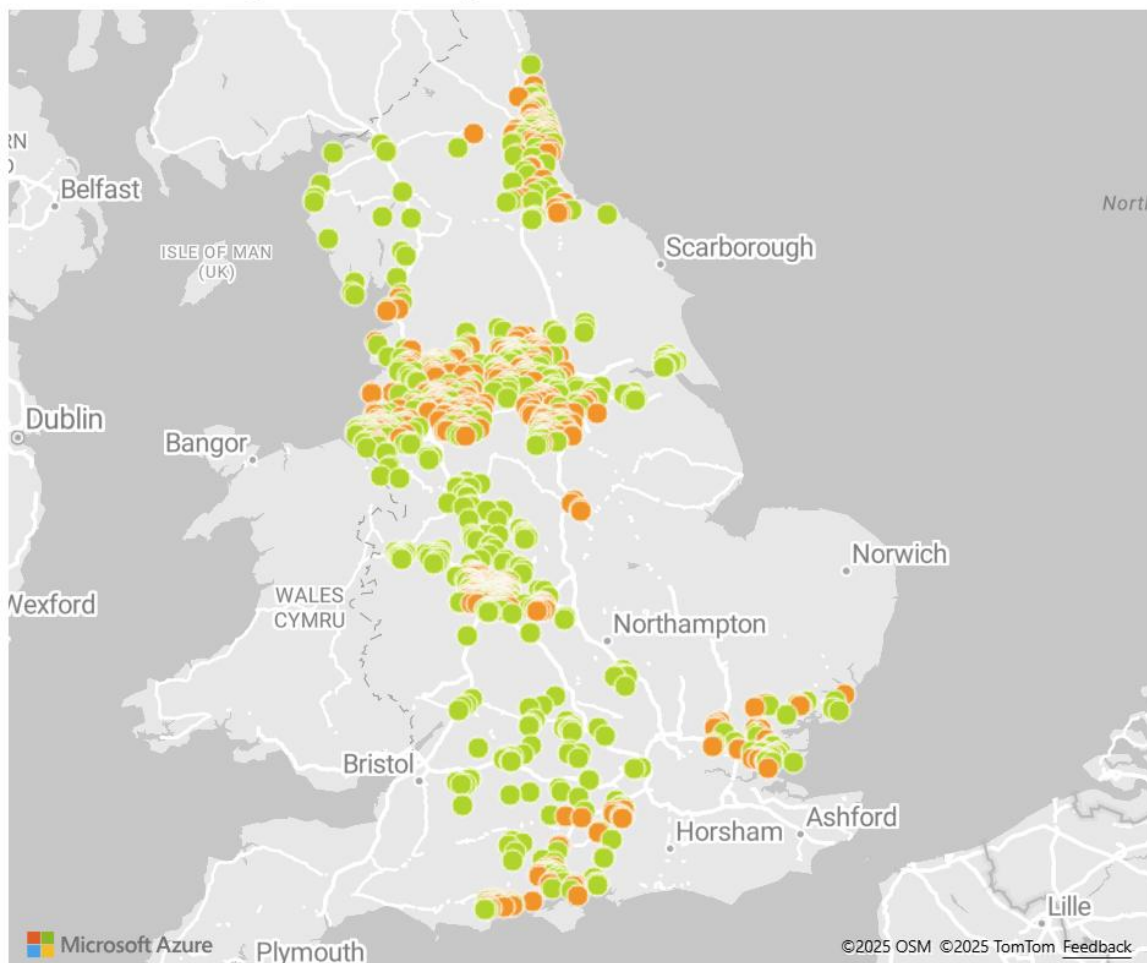


Working across the country

This project year saw an expansion in the number of local and combined authority partners with which Living Streets worked – from 15 in year one of the programme to 33 in year two. This growth supported us to exceed our new schools recruitment target and lay the foundations for a scaling-up of the programme.

Supported WTSO school locations in financial year 2024-25

New or continuing ... ● Continuing School ● New School



The table shows a breakdown of our schools across authorities in year two of the project.

Total active WOW schools by local authority	Active March 2025	New schools	Continuing schools	Lapsed schools	Total schools supported
Active Cumbria (Cumbria County)	18	0	0	0	18
Blackburn with Darwen	10	8	2	2	20
Bournemouth, Christchurch & Poole	5	12	1	1	18
Cheshire West and Chester	10	0	0	0	10
City of York	3	0	0	0	3
Essex	30	21	5	5	56
Gloucestershire	4	0	0	0	4
Hampshire	19	22	7	8	49
Hull	11	0	0	0	11
Lancashire	23	22	5	5	50
Liverpool City Region Combined Authority	31	32	6	5	68
Milton Keynes	7	0	0	0	7
North Lincolnshire	6	0	0	0	6
Nottingham	0	4	0	0	4
Oxfordshire	22	0	0	0	22
Shropshire	11	0	0	0	11
Slough	2	0	0	0	2
South Yorkshire Mayoral Combined Authority	29	50	9	9	88
Southampton	9	0	0	0	9
Staffordshire	42	0	0	0	42
Stoke on Trent	6	0	0	0	6
Swindon	7	0	0	0	7
Tees Valley	7	3	2	2	12
Telford and Wrekin	11	0	0	0	11
Transport for Greater Manchester	30	57	11	11	98
Transport North East	31	36	18	18	85
Warrington Borough Council	2	0	0	0	2
Warwickshire	5	0	1	1	6
West Berkshire	4	0	0	0	4
West Midlands Combined Authority (including Birmingham City Council)	62	101	21	21	184
West Yorkshire Combined Authority	55	56	10	9	120
Wiltshire	16	0	0	0	16
Worcestershire	1	0	0	0	1
TOTAL	953	529	424	98	1,050

BENEFICIARIES

Thanks to work completed in the previous project year, it is possible to report a cumulative total of unique beneficiaries across academic years. We are encouraged by the continued high level of participation in schools and the huge number of pupils and their parents/carers engaging with WTSO. The table below details numbers of beneficiaries engaged in different ways by the programme¹.

Pupils participating through whole-school activities (school gate events, assemblies etc.) in fully supported, year two schools	336,868 ²
Pupil participants logging journeys on WOW Travel Tracker	321,290
Parents of logging, engaged pupils	240,968
Logging pupil participants from lowest IMD decile	70,779
Parents of logging, engaged pupils from lowest IMD decile	53,084

"The children at enjoy participating in the WOW scheme. Being a city centre school, we want to encourage more walking than driving to school. The scheme has certainly increased the children to walking to school and eased congestion at drop off and pick up. Parents have also commented that walking to school has enabled them to have morning and afternoon chats. The badges are awarded and the children wear them as part of their uniform and they are extremely proud of them."

Karen Rodgers, Headteacher, The Grosvenor Park Academy

"When we collect badges, it inspires me to walk more"

**Pupil, St Peter's C of E Junior, Infant &
Early Years School, Kirklees**

¹ These totals cover only the financial year 24-25. Totals differ slightly from month-by-month totals reported to ATE as they include pupil information added by schools for past months, after the cutoff for reporting.

² The number of pupils participating in whole school activities in 2024-25, compared with 154,883 in 2023-24 is primarily due to the change in how schools are classified and funded. In 2023-24, the pupils participating figure excluded pupils at 637 'Legacy' schools. This is because they were fully funded by WTSO to July 2023 and after that received access to Travel Tracker but no badges or Coordinator support. In 2024-25, the 'Legacy' label was phased out with all new and existing schools provided with a full WOW offering and Coordinator support – meaning that the number of pupils participating through all active schools were included.

MODAL SHIFT

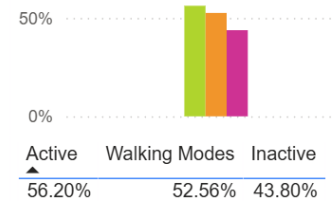
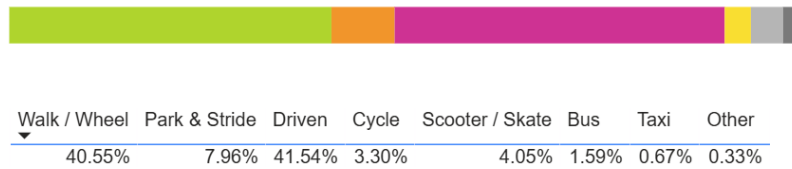
The headline figures reported for modal shift for this project year compare journeys recorded by pupils on WOW Travel Tracker to the baselines recorded in their schools. Modal shift figures for schools are weighted according to the size of the school, the number of days in the year on which it was active, and whether the school is new or continuing. Those headline figures follow:

Modal shift to walking and wheeling all the way	7.79 %pts.
% increase in walking and wheeling all the way	18.36%
Walking and wheeling all the way % journeys logged	50.63%
Walking and wheeling all the way % counterfactual	42.84%
Modal shift to active travel (walk, wheel, scoot, skate, cycle, park-and-stride)	22.72 %pts.
% increase in active travel	39.63%
Active travel % journeys logged	80.27%
Active travel % counterfactual	57.55%
Children making new walking journeys	47,694
Adults making new walking journeys	10,823
Total new walking journeys	17,811,278
Total new child walking journeys	12,251,137
Total new adult walking journeys	5,560,140
New walking journeys in lowest IMD decile	3,742,310
New walking journeys by non-white students	4,359,363
There-and-back car journeys reduced	5,231,238
Car km removed from the road	3,445,577

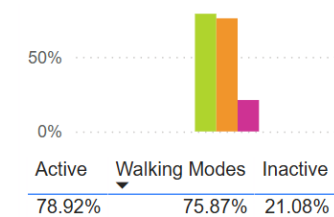
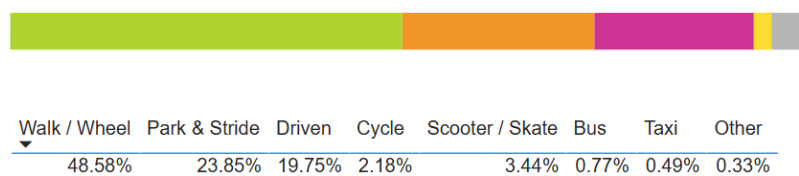
Beyond these headline figures, it is interesting to examine modal share detail. This year, WTSO schools reported large rises in modal share for walking and wheeling all the way, as well as 'park and stride' – especially the new schools recruited this year. **New schools recruited to the programme saw a rise of 8.01 percentage points in walk/wheel all the way journeys and an increase of 15.90 percentage points for park and stride.** These rises were primarily the result of a large fall in journeys driven all the way to school of 21.62 percentage points. However, there were some small reductions in other modes, such as a 0.85 percentage point fall in bus journeys. See the charts overleaf for more details.

New schools

New schools baseline surveys

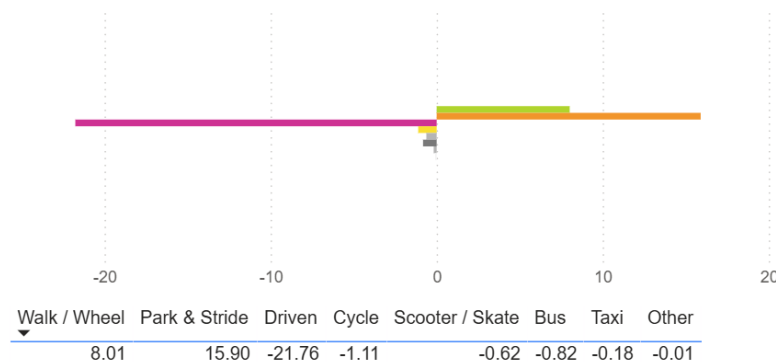


New schools journeys logged

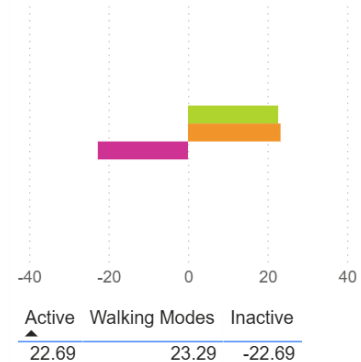


New schools change from baseline (schools with baselines)

Walk / Wheel Park & Stride Driven Cycle Scooter / Skate Bus Taxi Other

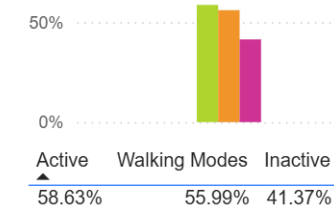
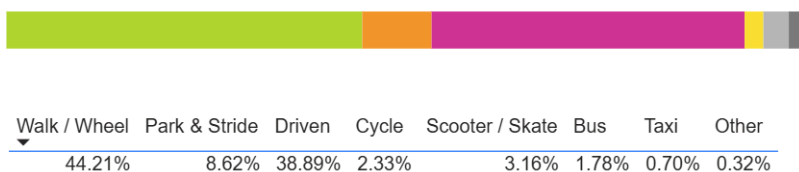


Active Walking Modes Inactive

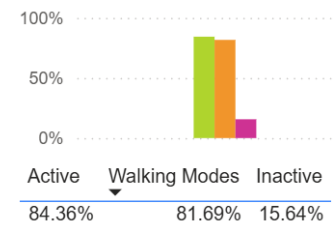
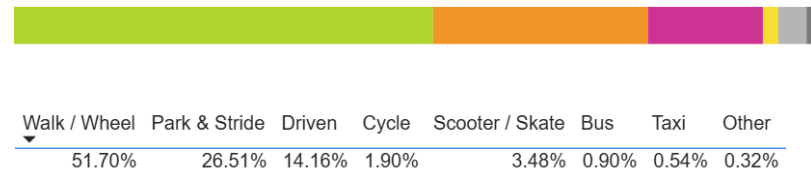


Continuing schools

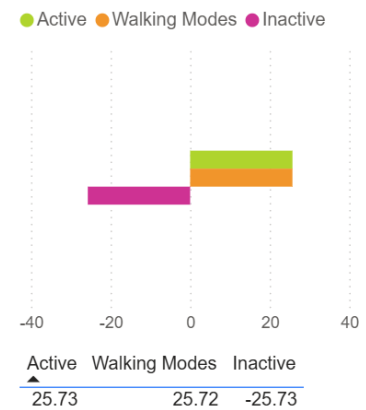
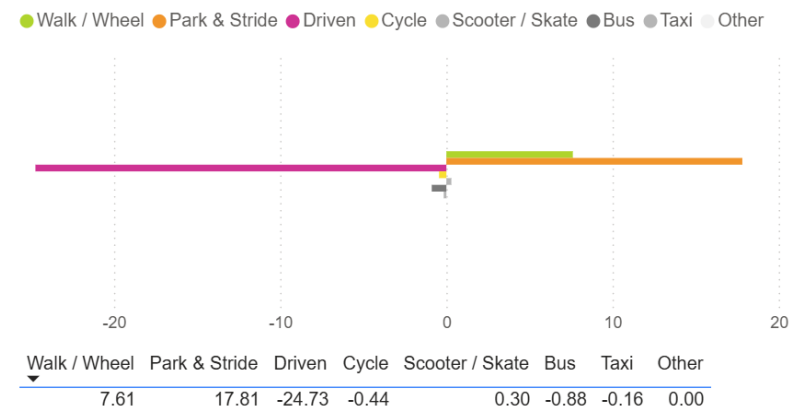
Continuing schools baseline surveys



Continuing schools journeys logged



Continuing schools change from baseline (schools with baselines)



ECONOMIC ANALYSIS

Outputs from the modal shift and participation analyses were fed into the latest (May 2024) version of the Active Mode Appraisal Toolkit to generate estimates of the impacts of the programme on physical activity, absenteeism, journey quality, greenhouse gases, noise, air quality, indirect tax, collisions from changes in car trips, infrastructure maintenance and congestion. This analysis yielded the following outputs:

£ per active travel stage (children and adults)	£0.17
£ per active travel stage (adults only)	£0.54
£ per active travel stage (children only)	£0.24
Adults only BCR	5.49
BCR including estimated child health benefits	7.72
Value of decongestion	£2,442,555
Value of reduction in carbon emissions	£188,203
Value of adult health benefits	£5,386,163

The monetised benefits of the programme were notably higher in year two of this programme, despite the increased budget, than in year one. The return to a stable funding picture has permitted a return to greater levels of value for money. This is in addition to the investments in infrastructure, in WOW development, and in extending our reach discussed below. **£0.17 per active travel stage (children and adults) and a Benefit-Cost Ratio (BCR) including child health benefits of 7.72 is a return to a very high level of value for money seen in previous project years.**

OVERCOMING BARRIERS TO WALKING/WHEELING

Coordinators worked with selected schools to conduct School Route Audits (SRAs) and other activities to increase engagement in WOW and encourage more active journeys to school. An SRA is the first step in identifying what simple changes could be made to help more families swap the school run for a school walk.

As part of the SRA, a group of pupils, parents and school staff join Living Streets for a walk around the local streets. The audit allows the people who use the streets every day to have their say on what could be done to improve them.

The findings from the SRA are written up by Living Streets into a report for the school and the local authority. We make a series of recommendations to the school and local authority and work with them to see the changes implemented. This year, 23 SRAs were conducted in local authorities across the country.

School name	Local Authority	Delivery date
Woodfield Primary	Wolverhampton City Council	2024-10-16
Pye Bank Primary School, Sheffield	Sheffield City Council	2024-10-23
Fox Hill Primary School, Sheffield	Sheffield City Council	2024-11-21
Dukesgate Academy, Salford	Salford	2024-11-18
Elms Farm Community Primary School	Birmingham City Council	2024-11-27
Yorkmead Junior and Infant School	Birmingham City Council	2024-11-28
Langley Primary School	Sandwell Borough Council	2024-12-04
Ringway Primary	Manchester	2024-12-10
Monkhouse Primary School	North Tyneside	2025-01-20
Leigh St Mary's CE Primary School	Wigan	2025-01-23
St Austin's Catholic Primary School	Wakefield City Council	2025-01-27
Queens Park Infant Academy	Bournemouth, Christchurch and Poole	2025-02-07
Christ Church C.E. Primary School	Wigan	2025-02-12
St Bartholomew's Primary	Leeds City Council	2025-02-12
Mather Street Primary School	Oldham Borough Council	2025-02-25
St Philip's CofE Primary School	Wigan	2025-02-27
St George and St Martin Stoke	Stoke-on-Trent City Council	2025-03-12
Bearwood Primary School	Bournemouth, Christchurch and Poole	2025-03-10
Blowers Green Primary School	Dudley Borough Council	2025-03-19
Burnley Stoneyholme Primary School	Lancashire County Council	2025-03-19
Reid Street Primary	Darlington Borough Council	2025-03-24
Westoe Crown Primary	South Tyneside Council	2025-03-26
Leys Farm Primary School	North Lincolnshire	2025-03-31

As a result of these, we have made recommendations such as at Pye Bank CofE Primary School, Sheffield, where pupils reported dropped kerbs were too narrow and too high, making accessibility difficult for those with mobility issues and for parents and carers with pushchairs. Our recommendations included replacing existing crossing points with wider, lower, more suitable dropped kerbs with associated tactile paving where possible. This is something our LA partners are now looking at as part of the Active Travel Fund and to support the existing school streets programme.

Under the Leigh Regeneration Levelling Up Fund in Wigan, our local coordinator delivered a School Route Audit with Leigh St Mary's Primary School. Part of the recommendations were a permanent solution to the installation of planters, using specific species of trees fit for urban environments that do not require the ongoing maintenance and which could be used as a build out, widening pavements and acting as a natural traffic calming solution without the ongoing costs of planters.

In Bournemouth, Christchurch, and Poole, our local coordinator has been working closely with the local authority's LCWIP officer, delivering audits with two schools that sit within areas earmarked for infrastructure plans. At Queens Park Infant Academy, pupils shared lots of issues around their walk to school, including idling traffic, poor lighting and the need for better signage. One area of concern from the pupils was vandalism and graffiti, with a solution of taking the street back and creating a community wall where pupils could put their own creative stamp.



School	Local Authority	Combined Authority	Decision process	Capital Investment Funds
Pye Bank	Sheffield City Council	SYMCA	LA request	Active Travel Fund, school streets
Fox Hill	Sheffield City Council	SYMCA	LA request	Active Travel Fund, school streets
Yorkmead Junior and Infant School	Birmingham City Council	WMCA	LA request	Active Travel Fund
Langley	Sandwell Borough Council	WMCA	Offer to school	Active Travel Fund
Leigh St Mary's CE	Wigan	TFGM		Leigh Regeneration / Levelling Up
Queens Park Infant Academy	Bournemouth, Christchurch and Poole		LA request	Low Traffic Neighbourhood/ Mini Holland
Christ Church CE, Pennington	Wigan	TFGM	LA request	The Mayor's Challenge Fund
St Bartholomew's	Leeds City Council	WYCA	LA request	Active Travel Fund
St Philip's CE, Atherton	Wigan	TFGM	LA request	Walking and cycling scheme under development – to start on site Summer '25 (Atherton & Tyldesley Strategic Links North)
St George and St Martin	Stoke-on-Trent City Council		LA request	school streets
Reid Street	Darlington Borough Council	TVCA		Levelling Up Fund

We have improved our methodology with planning, executing, monitoring and reporting on our delivery of School Route Audits.

Using the online project management tool Monday.com, we have been able to collate previously delivered audits and street reviews across the various projects. This mapping process has enabled the team to effectively plan future activities and to monitor outcomes from previously delivered SRAs. The systematic approach also allows delivery teams to record when interventions are aligned with partners' infrastructure plans, what recommendations have been actioned, the costs of those installations and any behaviour change from WOW Travel Tracker data.

This year we have also started to use Google My Maps, which has significantly improved the efficiency and detail of our report writing process. It allows data gathering onsite,

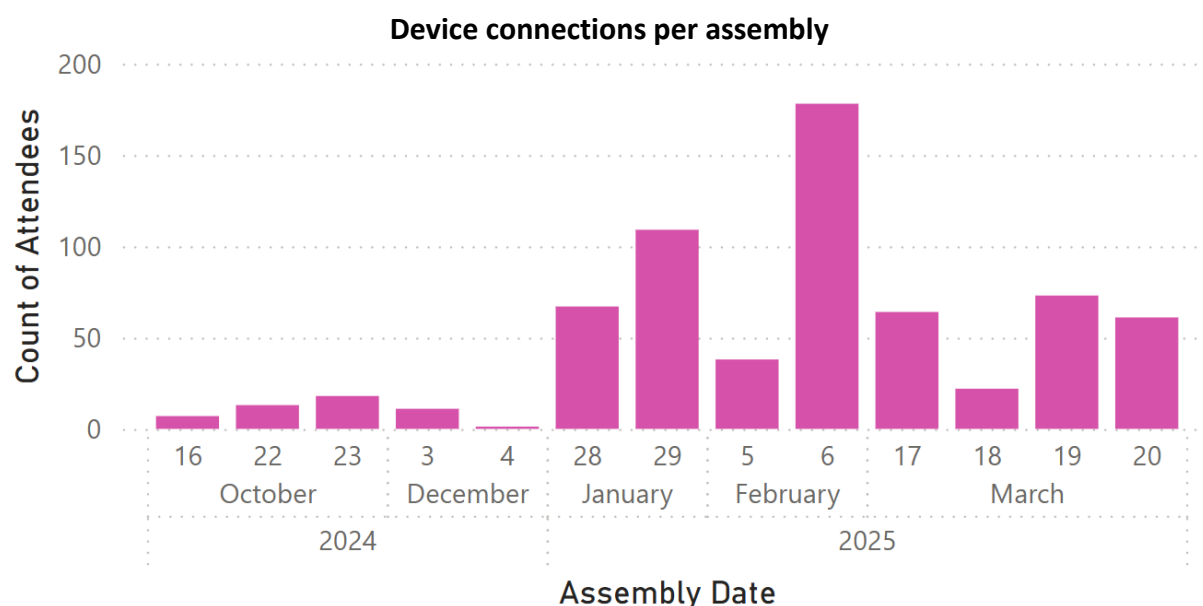
collaborative approaches, and the ability to import into more streamlined executive summary reports for LA partners, schools and community stakeholders.

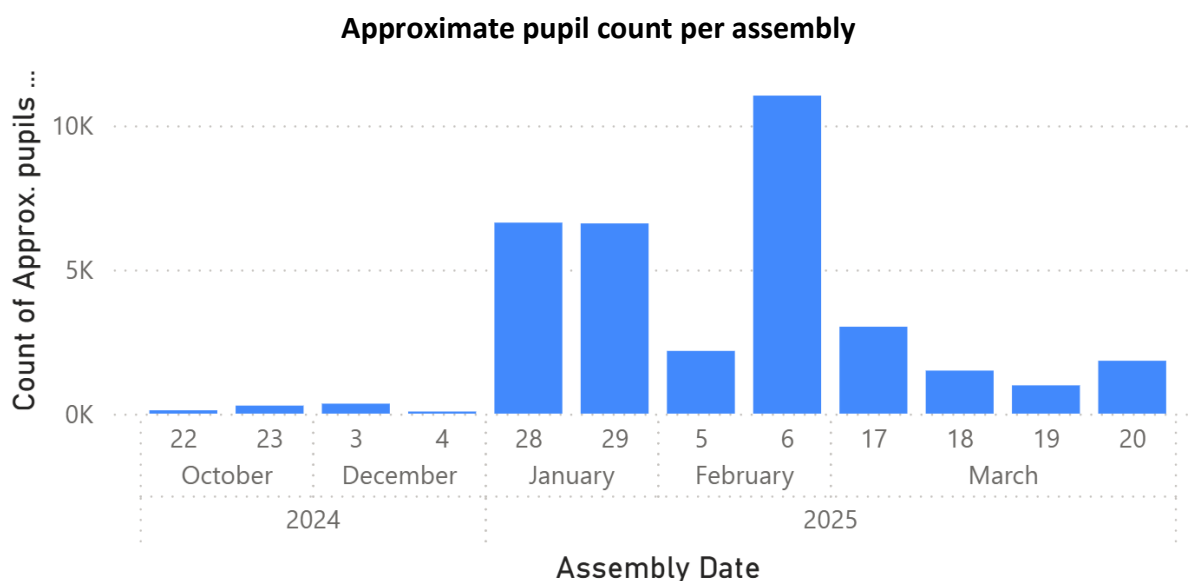
EXTENDING OUR REACH

This project year, we piloted a new, scalable approach to reaching primary school pupils across England. We offered a series of online assemblies to WOW and non-WOW schools in England highlighting different aspects of the benefits of walking to school. These events were designed to raise the salience of active travel for pupils and staff, directly increasing active travel at schools by prompting conversations that would not otherwise happen. The assemblies also aim to boost the likelihood of the school participating in more intensive interventions, such as WOW.

In this pilot year, we ran 13 assemblies, using the learning from each to refine our marketing, booking and delivery processes. We reached 146 unique schools, 43 of which were non-WOW schools, with 661 staff members connecting to online events and approximately 34,500 pupils taking part.

Attendance per assembly grew this calendar year as we piloted outsourcing marketing for the assemblies in early January 2025 to a specialist education marketing agency. This resulted in an increase in attendance of schools, staff and numbers of pupils, as well as providing valuable insight into preferred assembly days and times. We also tested our methodology for hosting the assembly series, as well as tracking attendee journeys with increased connections, shifting to a webinar platform and restricting access to only registered individuals.





We surveyed staff attendees, but the low response rate made it challenging to evaluate the assemblies' impact on raising the salience of active travel. The 26 attendees (4%) who did respond to a request for feedback gave generally positive feedback, rating the events 4.2 stars out of 5. Over two thirds of respondents considered the assemblies 'Definitely' or 'Probably' made pupils more likely to consider active travel.

As we further develop this approach, we will focus on gathering feedback live within the online events, increasing response rates and allowing us to generate more robust impact estimates. We will also follow the journeys of attending non-WOW schools to track their conversion to WOW.

"Children engaged in the discussion/quiz. They also loved seeing our messages in the chat."

School Staff Attendee

WOW DEVELOPMENT

Living Streets is running a project to develop improvements to WOW as a behaviour change product, looking at alternative or supplementary rewards to the current badges alongside improvements to Travel Tracker. The groundwork for this project took place in the previous reporting year. This included consulting stakeholders on bus travel and how this mode could be included in WOW, as well as beginning to develop a new WOW theory of change. This year, that theory of change was developed through further consultation and review of the latest behaviour change theory. Next year, that theory of change will be finalised in alignment with ATE's new active travel logic model and in consultation with staff at ATE.

We completed the collation and synthesis of recent research and insights to the product with the scoping and implementation of improvements to take place in 2025/26. Evaluation focussed on 2023 and 2024 customer surveys, autumn 2024 staff survey, and 2022 Ipsos report. Key learnings included:

- Partners are primarily motivated to take part by health and wellbeing benefits
- Pupils are well engaged and motivated by badges and competitions, but the engagement of parents/carers and school staff needs improvement
- 88% of partners recognise the positive impact of WOW on active travel rates
- Concerns around teacher workload, inclusivity, accessibility, and sustainability of rewards need to be addressed
- WOW aligns well with the COM-B behaviour change model, though improvements can be made by focussing on barriers (teacher workload, accessibility, inconsistent parent/carer engagement) and enablers (parental motivation, gamification, communication).



Image: Simon Lightwood MP presents a WOW badge to a pupil at St Austin's Catholic Primary School., Wakefield, [February 2025](#)

LOOKING AHEAD TO 2025-26

Summary

WTSO 2025-26 will engage 1,404 primary schools, 426,702 children and 320,026 parents to achieve over 23 million new walking journeys. The programme continues to support pupils, families and the wider school community to understand the benefits of safe and attractive streets for walking and wheeling, leading to healthy people, healthy places and a healthy planet. This year, we will reach a significantly higher number of pupils and parents and encourage them to travel more actively for school journeys while ensuring the programme continues to provide value for money.

We are delivering three key projects within the programme including: Behaviour Change and Extending our Reach; Overcoming Barriers to Walking/Wheeling; and Increasing Programme Impact.

Behaviour change and extending our reach

In 25-26 we will continue support for 900 schools from 24.25 and support at least 504 new schools across existing and new partner areas. In addition to our 33 partner areas from 24-25, we have brought on board 12 new partner areas since April 2024. This will allow us to reach more schools that have not previously engaged with the project. Recruitment is already underway across all partner areas, ready for schools to launch in September. All schools will receive the full suite of WOW resources. Our team of project coordinators will provide support and engagement activities throughout the year, tailored to meet the needs of each school, to keep schools engaged in the programme.

Activity under the *Extending our Reach* work for 25.26 will build on the learnings from the previous project year and provide non-WOW schools with a clear gateway to WOW and the WTSO project. We will develop a new online assembly specifically for non-WOW schools and establish this online engagement as a stepping stone to joining WTSO, through our new marketing approach. On sign-up to WOW, schools will have the opportunity to attend the half termly, online *We Walk* assembly series, where pupils will learn more about active travel and participate in live interactions with Living Streets staff and other schools.

We will also focus on gathering feedback live within the online events, increasing response rates and allowing us to generate more robust impact estimates. We will follow the journeys of attending non-WOW schools to track their conversion to WOW.

Overcoming barriers to walking/wheeling

Our overcoming barriers delivery will consist of three strands of work:

1. Supporting prioritisation within Local Cycling and Walking Infrastructure Plans (LCWIPs) with partners
2. Supporting schools with the greatest need for future capital investment
3. Capturing impact from previous interventions on modal shift.

Working closely with local authority officers, we will support the prioritisation of infrastructure changes through the delivery of School Route Audits (SRAs), which will complement and inform plans for strategic schemes. Using data from our Travel Tracker system and information on infrastructure plans from our partners, we will use a systematic approach in mapping and planning key delivery areas for school route audits.

Through parent surveys, all new WOW schools will be given an opportunity to identify barriers to walking to school.

We will provide intensive support to schools with the greatest need for capital improvements to create safe and accessible walking and wheeling routes, using the findings from the engagement phase. In collaboration with Modeshift through their newly developed Active Travel Inspectors scheme, we will begin to identify schools that might benefit from more in-depth analysis of the walking environment.

Intensive support may include:

- School Route Audits
- Focus groups and workshops
- Expert street and school street reviews

We will work closely with local authority officers to influence and support prioritisation of infrastructure changes, by providing recommendations which can be included in local authority Capability Fund proposals and integrated with local plans and strategies e.g. LCWIPs.

Increasing programme impact

We recently called for an increase in the walk to school target from 55% to 60% - in line with our ambition to encourage children and families to make walking and wheeling the natural choice for school journeys with over 5,000 schools engaged by our centenary in 2029. We want to enable the programme to maintain or increase its outcomes and impact while continuing to provide value for money. As such we aim to make transformative improvements to the way we deliver the programme to address in four main areas:

Marketing

We are introducing a specialist marketing team to produce warm referrals for the delivery team to onboard and keep WOW schools engaged. This will enable delivery coordinators to focus on providing tailored support to schools.

Product development

We are accelerating the strategic development of WOW to enable schools to participate in and benefit from the intervention over an extended period; improve our ability to attract new schools to the programme; and ensure the sustainability of the rewards and collective support aspects of WOW including Travel Tracker, to increase our impact on modal shift.

Systems and Processes

As we scale up and seek to maintain/increase the programme's value for money, we are scoping and generating cost efficiencies within programme delivery, product and support functions. For example, improving and consolidating our project/relationship management, data collection and reporting systems.

Impact and Evaluation

Alongside continuing to use Travel Tracker baseline and daily journey data, we are enhancing our evaluation and learning capability to fully assess the impact of the programme and WOW on children and other beneficiaries, including parents and carers. We will finalise our WOW Theory of Change, aligning with ATE's Logic Model. Additionally, we are working with partners including The Bikeability Trust, Modeshift and Sustrans to evaluate the combined impact of WTSO and other active travel initiatives; and with ATE analysts to more precisely estimate the health benefits of WOW on children.

APPENDIX 1: FULL OUTPUTS AND OUTCOMES FROM WOW

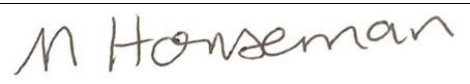
Outputs	Value
Existing schools supported for a full year	498
New schools onboarded	552
All schools supported	1,050
Pupils participating through whole-school activities (school gate events, assemblies etc.) for one academic year	336,868
Pupil participants logging journeys on Travel Tracker	321,290
Parents of logging, engaged pupils	240,968
Logging pupil participants from lowest IMD decile	70,779
Parents of logging, engaged pupils from lowest IMD decile	53,084
% students non-white	35.58%
% settings in lowest IMD decile	21.01%
% settings in lowest IMD quintile	35.18%
% settings in lowest SEN quintile	22.51%
% settings rural	10.36%
Print, online and broadcast reach on articles linked to WTSO	2,516,233
Outcomes	
Modal shift to walking and wheeling all the way	7.79 %pts.
% increase in walking and wheeling all the way	18.36%
Walking and wheeling all the way % journeys logged	50.63%
Walking and wheeling all the way % counterfactual	42.84%
Modal shift to active travel (walk, wheel, scoot, skate, cycle, park-and-stride)	22.72 %pts.
% increase in active travel	39.63%
Active travel % journeys logged	80.27%
Active travel % counterfactual	57.55%
Children making new walking journeys	47,694
Adults making new walking journeys	10,823
Total new walking journeys	17,811,278
Total new child walking journeys	12,251,137
Total new adult walking journeys	5,560,140
New walking journeys in lowest IMD decile	3,742,310
New walking journeys by non-white students	4,359,363
There-and-back car journeys reduced	5,231,238
Car km removed from the road	3,445,577
Economic analysis	
£ per active travel stage (children and adults)	£0.17
£ per active travel stage (adults only)	£0.54
£ per active travel stage (children only)	£0.24
Adults only BCR	5.49
BCR including estimated child health benefits	7.72
Value of decongestion	£2,442,555
Value of reduction in carbon emissions	£188,203
Value of adult health benefits	£5,386,163

APPENDIX 2: STATEMENT OF GRANT USAGE

Section A – Certificate of Grant Usage

The total Grant amount received by Living Streets in this reporting period was £3,000,000 and of this £3,000,000 was exclusively used for the purposes set out in the Grant Agreement Letter between the Grant Recipient and the Secretary of State to meet programme and delivery costs associated with delivering *Walk To School Outreach 2024-25*.

A financial statement detailing the use of the Grant Funding is provided in section B – Statement of Expenditure. The organisation's financial systems that recorded the income and expenditure of this Grant have provided sufficient internal control for the purposes of this certification.

Signature (Section 151 Officer/Chief Finance Officer)	
Name	Natasha Houseman
Role (Section 151 Officer/Chief Finance Officer)	Interim Chief Operating Officer
Date	11 July 2025
Organisation address	240 City Road, London
Postcode	EC1V 2PR

Section B – Statement of Expenditure

Name of delivery partner	Living Streets (The Pedestrians Association)
Name of project	Walk To School Outreach 2024-25
Value of grant funding received	£3,000,000
Expenditure type	Expenditure (£)
Staffing costs (including direct support and management/administration allocation)	Staff salaries £1,416,705 Other staff costs £24,706 Direct project costs £74,784 Management/administration £779,667
Project Resources	WOW resources £704,138
TOTAL EXPENDITURE £	£3,000,000
Difference between grant funding received and total expenditure	£0
Please provide an explanation for any underspend	n/a