



LIVING

STREETS

LET'S
WALK TO
SCHOOL

Welcome to

WOW

the WALK
TO SCHOOL
challenge

2026/27



Need to know

WOW Champion Guide

Helping you make WOW a success

WOW TRAVEL TRACKER

- This is where pupils' journeys will be recorded each day.
- Visit traveltracker.org.uk to register your school or log in to your account.
- Visit livingstreets.org.uk/wowlaunch or the **RESOURCES** tab on the WOW Travel Tracker for assistance.
- Download and complete a hands-up survey before you start delivering WOW from livingstreets.org.uk/wowlaunch

SUPPORTING COLLEAGUES

- Add the school's three-word classroom access code to each Classroom Guide in this pack and give to each class.
- Watch the 'What is WOW?' and 'WOW launch' videos at livingstreets.org.uk/wowlaunch to learn all about WOW.



ENGAGING PUPILS

- Introduce WOW in class or at an assembly to get everyone excited about taking part.
- Access launch materials under the **RESOURCES** tab on the WOW Travel Tracker or at livingstreets.org.uk/wowlaunch
- Nominate pupil WOW Ambassadors. Find out more at livingstreets.org.uk/wowambassador

INFORMING PARENTS AND CARERS

- Download and share our parents' and carers' letters and shareables at livingstreets.org.uk/wowlaunch to spread the word of WOW!
- Encourage parents and carers to visit livingstreets.org.uk/wowlaunch and view the 'What is WOW?' video.



DIGITAL RESOURCES

A full range of guides and supporting resources are available at livingstreets.org.uk/wowlaunch, including:



- **WOW TRAVEL TRACKER ADMIN GUIDE** – advice for WOW Champions on getting started with the WOW Travel Tracker
- **WOW VIDEOS AND LAUNCH PRESENTATION** – to introduce WOW to your staff, pupils, parents and carers
- **WOW TRAVEL TRACKER TUTORIAL VIDEOS** – guidance for WOW Champions and classroom staff
- **CLASSROOM GUIDE** – advice for classroom staff on running WOW in the classroom
- **WOW AMBASSADOR SUPPORT PACK** – to help you run a successful WOW Ambassador scheme
- **PARENT/CARER LETTER** – to introduce WOW to families and help them get involved
- **PARK AND STRIDE GUIDE** – advice on implementing a Park and Stride scheme for those who can't walk or wheel the whole way
- **SUSTAINABILITY GUIDE** – information regarding the sustainability of the WOW badges
- **INCLUSIVITY LEAFLET** – information on how to adapt WOW to ensure it's inclusive
- **WOW AND THE CURRICULUM DOCUMENT** – to help align WOW with subject and curriculum areas



Share your
WOW stories on
social media:

#WALKTOSCHOOL
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@ LIVINGSTREETS
b LIVINGSTREETS
in LIVINGSTREETS



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