LIVING STREETS

LET'S WALK TO SCHOOL



MAKING WOW the WALK TO SCHOOL challenge WORK



Champion WALKING and WHEELING and make WOW a success at your school!

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INTRODUCTION

How to use this guide

THE IDEAS FACTORY

This guide is like an ideas factory, full of activities to help your school promote WOW and get everyone, including the wider school community, involved in walking, wheeling, scooting and cycling to school.

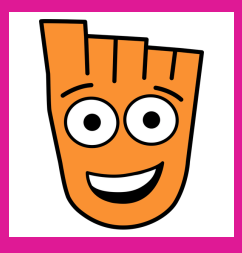
Each section is grouped into themes and includes a range of activities for you to choose from. You can either work your way through one section at a time, selecting one or more activities that will work for your school, or choose a 'pick and mix' approach by combining activities from different sections.

The guide is a great way to involve your WOW Ambassadors, or other groups of pupils, in making WOW a success at your school. Maybe they can select a different activity to try each term?

KEY



Look out for the stars throughout the guide - these indicate activities we highly recommend to make WOW work at your school.



WOW Ambassadors (and other pupil groups) should look out for the Strider icon as this indicates where pupils can get involved and really make a difference.

Visit livingstreets.org.uk/WOW for all the latest resources and materials!

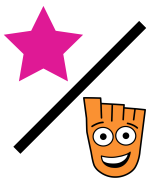
GETTING STARTED

Launching / Re-launching WOW

	Activity	Notes	Links
★	**Make WOW inclusive**	Check out our WOW Inclusivity Guide to ensure all pupils can take part.	Download our WOW Inclusivity Guide
★	**Make WOW a pupil-led activity at your school**	WOW can be led by WOW Ambassadors or another pupil group e.g. Eco Group, Junior Road Safety Officers or School Council.	Learn more about WOW Ambassadors
★	**Share our WOW parent/letter template**	Spread the word and get families involved in walking and wheeling to school.	Download our Parent/Carer letter
★	**Deliver a WOW assembly**	WOW Ambassadors could plan and deliver their own assembly to help you re-launch WOW or shout about your successes.	Explore our Downloadable Launch Materials
	Hold a WOW launch or celebration event	Hold a walk to school event where pupils can come to school in fancy dress or wearing their favourite shoes.	Explore our Happy Shoesday page for inspiration
★	**Set up a Park and Stride site**	If your school has a large catchment area, maybe you can set up a site where families can park and then walk or wheel the rest of the way to school.	Visit our Park and Stride page

KEEP ON STRIDING

Regular activities

	Activity	Notes	Links
★ / 	**Check WOW engagement**	Keep an eye on how engaged each class is on the WOW Travel Tracker - the leaderboards are great for this. How could you get classes with low engagement more involved?	Check engagement through the Reports tab of your Travel Tracker admin account
	**Create and update a WOW noticeboard**	Keep your display current with the WOW badges for each month, your Class of the Month, WOW Ambassador updates, and much more!	Explore our WOW Notice Board Resources
★ 	**Celebrate your WOW badge winners and WOW Class of the Month**	You could also integrate WOW into your existing rewards system (e.g. house points) Share the Class of the Month through your social media channels, in your school newsletter or as part of a WOW noticeboard. Our social media links are on the last page, tag us in your achievements!	Check Class of the Month via your Travel Tracker Classroom login
★	**Take part in the WOW Top Ten challenge each term**	The WOW Top Ten challenge takes place in October, February and June every year. It's a great opportunity to promote WOW and compete against other schools locally and nationally!	Explore our WOW Top Ten resources
	**Explore the WOW badges**	What fun facts can WOW Ambassadors find out about each month's WOW badge? Can you find out how the WOW badges are made?	Research WOW Badges and Sustainability

TAKE BIGGER STRIDES

Getting everyone involved

	Activity	Notes	Links
★	**Mini-Strider adventures**	Give pupils and their families the opportunity to take mini-Strider home for the weekend and keep a diary of their walking and wheeling adventures together.	If you don't already have a mini-Strider, they are available through our shop
★	**Take part in Walk to School Week**	Walk to School Week is held in May every year, as part of National Walking Month. Plan annual events to encourage everyone to travel actively for the week.	Find out more about Walk to School Week and view our Events Calendar
★	**Take part in the WOW Design Competition**	The competition to create the next year's WOW designs takes place every spring term, launching in January. Could your WOW Ambassadors run a mini competition in school?	Visit WOW Design Competition
★	**Share our family activity resources**	You could share resources to encourage families to join the walk and wheel to school and/or share a link to our supporters page to encourage families to follow our work.	Download Family Resources Booklet, share our Parents and Carers and Supporters pages
	Create social media content	WOW Ambassadors could create their own song, video, or GIF to promote WOW and walking/wheeling and share them via your social media channels and/or website.	Explore our Social Media Shareables (Section 4)
	Hold WOW activities at your school fun days	You could hold a scavenger hunt or Strider treasure hunt as part of your school fun days or seasonal fayres.	Download our Scavenger Hunt

EMBEDDING WOW IN SCHOOL

Creating lasting change

	Activity	Notes	Links
★	**Incorporate WOW into the school curriculum**	Review our WOW lesson plans or simply use your Travel Tracker data as part of your lessons e.g. Maths, Geography, PSHE etc.	Explore our Lesson Plans
	Carry out a walking and wheeling review	Carry out a School Route Audit (SRA) with a small group of pupils to assess the walking route around your school and identify any barriers to walking.	Explore our School Route Audit page
	Hold a car-free day	This could be held during Walk to School Week, Earth Day, Clean Air Day, International Car Free Day, or International Walk to School Month.	View our Events Calendar
	Hold a virtual walk and wheel challenge	Take on an additional challenge with a virtual walk and wheel to 'reach the top of Ben Nevis' or 'walk and wheel to the moon!'.	There are lots of free online resources to help you with this
	Develop a fun walking route	Pupils could create their own walking and wheeling route around school e.g. a sensory route.	See what you can find on your walk from our Scavenger Hunt
	Run an awareness-raising campaign	WOW Ambassadors could plan, develop and deliver an awareness-raising campaign around air quality, anti-idling, pavement parking or speed limits.	Check out our Pavement Parking, Air Pollution, and Clear Air Day pages
★	**Encourage other schools to get involved with WOW**	Tell local schools, or schools within your Academy Trust, about the benefits of WOW. You can then compete against them in the WOW Top Ten challenge!	Schools can express their interest and find out if they are eligible for funding

WANT TO DO MORE?

Outside school:

COMMUNITY

Find a local community walking group and arrange a walk together. What can you learn from one another about the area?

PRESENT

At your next parent/teacher meeting (PTA), give a presentation on why your school is taking part in the WOW challenge to help raise awareness and get more parents/carers on board.

PLAN

What are the main issues or areas of concern for your school? Work with your WOW Ambassadors, Senior Management Team, other staff, PTA and governors to create an action plan for the year to tackle them.

PREPARE

Observe the pavements around your school in icy conditions - are they safe? Do you have a grit bin nearby? Could you write to your local councillors and ask for help to keep your pavements safe and clear during the winter months?

At school:

CONNECT

Link up with your local WOW schools. Swap photos and share pupils' school journey stories. What barriers have they faced and how can your school learn from their experiences?

INVITE

Invite your local police officer or councillor to visit school at drop-off or pick-up times. Write and explain the issues and see what they can do to help.

SWAP

Ask your class to swap one car journey for an active trip over the weekend or during the holidays. Ask the pupils about their experiences.

EAT

Organise an Active Travel Breakfast! Start the school day with an active journey and a healthy breakfast. Invite the whole school to participate. Your local supermarket community champion may help with this.

COMMUNICATION

Get your pupils to talk to their families about their journeys to school. How was it different from today's journeys?

CLIMATE

Make sure you incorporate all your WOW activities and achievements into your Climate Action Plan.

Please share your stories and snaps by tagging us on social media or emailing walktoschool@livingstreets.org.uk

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Visit livingstreets.org.uk/WOW for all the latest resources and materials!