



Hello and welcome to WOW – the walk to school challenge!

WOW is one of the UK's leading behaviour-change initiatives, brought to you by Living Streets, the UK charity for everyday walking. It's great to have your school on board for this year's challenge. This pupil-led initiative will see children digitally record how they get to school every day. If they travel actively (walk/wheel, cycle, scooter, 'Park and Stride' or hop off) at least once a week for a month, they get rewarded with a WOW badge. It's that easy!

The WOW Champion and your welcome pack

First, appoint a 'WOW Champion', someone within the school who will **lead on the initiative**.

This WOW welcome pack is split into two parts:

1. Resources for WOW Champions

- Welcome guide – provides help on getting started and links supporting digital resources.
- WOW poster – put it up and let everyone know you're a WOW school!

2. Information for classroom staff

- 25 handy guides to be shared with each class – don't forget to add the school's three-word classroom access code first.
- Inclusivity leaflet – information on how to adapt WOW in instances where pupils can't travel actively to school to ensure they can still take part and earn badges. Get in touch or visit our website to find out more.

Further information and digital resources for school staff, pupils, parents and carers can be found at livingstreets.org.uk/wowlaunch. On this page you will also find a **letter to parents and carers** – please print and share to let everyone know about WOW. There's one side for new WOW schools and another for returning schools.

The WOW badges

The badges have all been designed by pupils across the UK as part of our annual WOW Badge Design Competition. They are made in Cornwall from material that was otherwise destined for landfill, including fridge trays, plastic plates and yoghurt pot off-cuts. For more information, visit: livingstreets.org.uk/recycling

WOW 2026/27 challenges children to **Walk the Senses**, encouraging pupils to think about what they can see, hear, smell, taste or feel on the way to school. There are a selection of badges ranging from **scooters** to **sunflowers** up for grabs. As pupils travel to school through the year, they will earn badges and share the joy of our 11 winners. The autumn term kicks off with **Scooters** in September, **Crunching Leaves** in October, **Cooing Pigeons** in November and the **Snow and Hot Chocolate** badge in December. Badges will be supplied termly, with autumn resources arriving in September, spring resources by the end of January, and summer resources before the end of April.

Share your stories on social media using #WalkToSchool and tag us @livingstreets on Instagram, Bluesky and LinkedIn or @LivingStreetsUK on Facebook. We look forward to working together to help more children enjoy the benefits of walking and wheeling to school.

Best wishes,

Living Streets

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