

**Name Walk to School**

Time, date, Start -> finish

Living Streets contact: name, email, number

**Background**

Living Streets is the UK charity for everyday walking. Our mission is to achieve a better walking environment and to inspire people of all generations to enjoy the benefits of walking.

Short paragraph on your Local Group (e.g. when it was formed, what your key aims or achievements have been to date)

**What is Walk to School Week? If relevant**

Living Streets’ [**Walk to School Week**](https://www.livingstreets.org.uk/products-and-services/projects/walk-to-school-week) takes place dates, during National Walking Month. Thousands of children across the UK will celebrate the benefits walking brings. Every year, Living Streets encourages families to walk to school for the whole week with special activity packs being available for school pupils. Last year, a record number of over 350,000 pupils across the UK took part.

**What is WOW?**

WOW is Living Streets’ year-round walk to school challenge. It’s a pupil-led initiative where children self-report how they get to school every day using the interactive WOW Travel Tracker. Pupils who walk, wheel, cycle or scoot at least once a week for a month are rewarded with a badge. Our flagship behaviour change scheme has amazing results – on average WOW schools see a 30% reduction in car journeys taken to the school gates and a 23% increase in walking rates. For more information, [**visit our website**](https://www.livingstreets.org.uk/products-and-services/projects/wow).

Include WOW stats from school and/or area

**Plan for the day**

**8.15am** Arrive at the meeting point ...

**8.25am** Start walking ...

**8.40am** Arrive at school ...

**9.15am** Event ends …

Insert map of route

**Attending**

Name, job title, organisation

Including Living Streets contacts and teachers

**Communications**

A diary marker will be issued to local press prior to the event and press will be invited to attend. We will inform you if any press confirm attendance. We will also issue a press release following the event with photos from the day.

We will be taking photos and tweeting on the morning of the event. If you’d like to share the event online, please tag @livingstreets and include #walktoschoolweek.