



LET'S
WALK TO
SCHOOL

Welcome to

WOW

the WALK
TO SCHOOL
challenge

2021/22

The Basics

Whether you are new to WOW or returning for another year, this guide for WOW Champions will help you make it 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.
- If you're new to WOW, use the WOW Travel Tracker admin guide to get started. Find it under the **RESOURCES** tab on WOW Travel Tracker, or at livingstreets.org.uk/wowlaunch

> SUPPORT COLLEAGUES

- Ensure each class receives a classroom guide from this welcome pack. Don't forget to add the school's three word classroom access code!
- Let colleagues know what WOW is and why the school is taking part - the 'What is WOW?' video at livingstreets.org.uk/wowlaunch is a great place to start.

> ENGAGE PUPILS

- Introduce WOW in class or an assembly to get everyone excited about taking part.
- A launch presentation and other media is available online. Find it under the **RESOURCES** tab on WOW Travel Tracker, or at livingstreets.org.uk/wowlaunch
- Appoint student WOW Ambassadors to support delivery and encourage fellow pupils – see the WOW Ambassador support pack at livingstreets.org.uk/wowlaunch

> INFORM PARENTS AND CARERS

- Let parents and carers know what WOW is and why the school is taking part.
- Download our letter for parents and carers and social media shareables from livingstreets.org.uk/wowlaunch
- 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 WOW Travel Tracker
- **'WHAT IS WOW?' VIDEO** - An introduction to WOW for classroom staff, parents and carers
- **WOW TRAVEL TRACKER TUTORIAL VIDEOS** - Guidance for WOW Champions and classroom staff on using WOW Travel Tracker
- **CLASSROOM GUIDE** - Advice for teachers and teaching assistants on running WOW in the classroom
- **WOW LAUNCH PRESENTATION AND ENGAGEMENT VIDEO** - Introductory media for pupils, ideal for use in assembly or the classroom
- **WOW AMBASSADOR SUPPORT PACK** - Advice for school staff on involving pupils in the WOW Ambassador scheme
- **PARENT/CARER LETTER** - An introduction to WOW for parents and carers, explaining what it is, why the school is taking part, and how families can get involved
- **PARK AND STRIDE GUIDE** - Advice for WOW Champions on implementing a Park and Stride scheme for those who cannot walk the whole way
- **SUSTAINABILITY GUIDE** - Information for everyone regarding the sustainability of the WOW badges



This leaflet is produced with vegetable-based inks and made of material from well-managed FSC®-certified forests and from recycled materials.

We'd love to know how you've launched WOW. Share your stories on social media:

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