



LET'S
WALK TO
SCHOOL

WOW information sheet and quote sign-off template

WHAT IS WOW – the walk to school challenge?

A leading behaviour change initiative designed to tackle school gate congestion. Pupils record how they get to school each day on the interactive WOW Travel Tracker. Those who walk (wheel, scoot, cycle or Park & Stride) at least once per week for a month are rewarded with a themed WOW badge. It's that easy! Each of the 11 badges has been thoughtfully designed by the pupils who've won our annual WOW Badge Design Competition. Your WOW package will be unique to your school based on the number of pupils and average walking rates. You will receive a launch pack and access to online resources that provide everything you need to run the challenge successfully at your school.

WHY WOW?

Congestion and walking rates: on average, WOW schools see a 30% reduction in car journeys taken to the school gate and a 23% increase in walking rates.

Accreditation: participating in WOW helps schools achieve Modeshift STARS and Healthy Schools status.

Eco-friendly: WOW badges are made in Cornwall using recycled plastic materials that were otherwise destined for landfill. They are delivered to classrooms in 100% recyclable, bio-degradable packaging.

Little classroom time: WOW takes less than 10 minutes of a teacher's day to run! The most important part of WOW happens before the school day even starts.

Road safety: WOW can improve road safety around school thanks to the reduction of cars driving up to the school gates.

YOUR BESPOKE WOW QUOTE

WOW costs around £2 per pupil for a whole year and it can be covered using your school's PE and Sport Premium funding.

Print this sheet, fill in the table below using the WOW calculator on our shop, and make it easier to share your WOW quote with your school's budget holder for sign off.

Pupils at your school	% pupils walking to school	Number of badges required

Total cost of WOW for the year

£ _____

NEED HELP? GET IN TOUCH

Our expert team is here to support you to bring WOW to your school. If you have any questions on the resources, funding, benefits or anything else, just get in touch and we'll be happy to help.

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