

WoW and CoW Days (Walk once Weekly, Cycle once Weekly)

WoW (Walk once Weekly) and CoW (Cycle once Weekly) days are a great way to encourage pupils and staff to do more walking and cycling to/from school. The initiative is run by LivingStreets, who see an average 30% reduction in car journeys and 23% increase in walking rates for the schools that take part. More information on how to join the initiative, online resources, and case studies evidence from other schools can be found at: <https://www.livingstreets.org.uk/products-and-services/projects/wow>

How does it work?

1. The school chooses their WoW / CoW day for the term (eg. every Wednesday)
2. Pupils are given a record card each, with space for each week of term
3. Every week throughout the term, children who walk, cycle, scoot or skate to school on this day get their cards stamped or signed
4. At the end of the term, children who have collected a stamp for every week receive a reward
5. Children who have to travel by car (such as those who live further away or whose parent / guardian needs the car to make an onward journey) can join in by asking their parent/carer to park further away and walk / cycle for an agreed distance on the WoW / CoW day or use an agreed Park & Stride location.
6. Children who travel by school bus should be allowed to take part if they walk to the bus stop.

What does the school need to do?

1. Print off as many record cards as you need (provided on the School Toolkit Website)
2. Choose a WoW CoW day. If possible avoid days when children are likely to be carrying extra kit or equipment such as musical instruments
3. Determine how the scheme is going to be administered – some schools get their Junior Road Safety Officers or school council to perform this task, others ask teachers or teaching assistants to do it in class and some schools have parents or family workers stamping/signing in the playground before the bell goes.
4. Let your parents and children know you're taking part in the scheme
5. Decide what an acceptable walking distance is for those who come by car – getting the school council involved in the process is one way to achieve this. Ideally run the WoW together with a car free walking zone and park & stride.

Top Tips:

- Rewards needn't cost anything. For example, a uniform free day, golden time, extra break time.
- You could always run a drawing competition to design the WoW / CoW logo

Walk Once Weekly / Cycle Once Weekly Record Card

_____ School

Name _____ Class _____

Week 1	Week 2	Week 3	Week 4
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 5	Week 6	Week 7	Week 8
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Week 9	Week 10	Week 11	Week 12
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Get this card signed or stamped every time you walk or cycle (or scoot or board) to school on the WoW CoW day.

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