

WoW (Walk Once a Week).

Over 250,000 children take part in WoW, which is about 10% of schools in the country. WoW stands for Walk Once a Week and is a year-round walking promotion scheme. It encourages parents and pupils to walk to school at least once a week throughout the school year. WoW is easy to run and a proven way to increase walking levels. In an independent survey showed that WoW schools have a higher incidence of walking at 59% of [pupils walking as part of WoW](#), compared to the national average of 48%.

The average cost to run the scheme per child per year is around £2.31 (or £270 per school). Often, local authorities who purchase WoW resources for schools - but in the current financial climate with budgets being cut, we're seeing lots of schools purchasing WoW resources directly as well as showing that there are lots of ways to innovate and fund the scheme.

10 reasons to fund WoW

1. Children are able to run the scheme themselves and WoW has strong links to the curriculum
2. Every Child Matters agenda- walking is inclusive and one of the easiest ways for children to exercise
3. Walking to or from school provides an excellent opportunity for physical activity, in addition to the curriculum
4. Walking is environmentally friendly and can even help achieve EcoSchools and Sustainable Schools Status
5. Walking helps children reach the government health target of 60 minutes activity per day and can help schools achieve Healthy Schools Status
6. Walking boosts concentration in the classroom
7. Ticks boxes on the School Evaluation Form used by OFSTED
8. WoW reduces congestion at the school gate and around, often reducing complaints from neighbouring communities
9. Walking to school allows for children and their parents to spend time together as well as for parents to socialise with other parents
10. WoW directly contributes to the school travel plan and reduces a school's carbon footprint

10 ways to fund WoW

The good thing about walking is it cuts across lots of different agendas such as carbon reduction, child obesity and better health as well as transport agendas, sports and leisure, active travel and modal shift as well as other school initiatives such as EcoSchools, Sustainable Schools and Healthy Schools. This means there is a host of partners out there who might be interested in helping you run WoW. Our top tip is to think about what's in it for them before you approach them, and showcase those benefits!

1. Use your School Improvement Grant

School budgets are set by the Local Authority and vary from area to area. Schools also receive additional pots of money including School Improvement Grant. This varies but is approximately £20,000 and is for training, inset and other things that aren't covered in the wider school budget, such as walking initiatives. Often the head and Governors are responsible for deciding how the grant is allocated.

2. Talk to your Parent-Teacher Association (PTA)

PTAs encourage co-operation between home and school, education authorities, central government and other interested parties. PTAs also raise funds to help schools provide "extras" for the pupils and run social events for parents and children. WoW can easily fall under this scope and directly contributes to greater interaction between schools and

parents, parents to parents as well as peer to peer. We've got presentations online for you to use to explain the benefits of WoW.

3. Hold a fundraising event

Running an event to fundraise, such as a sponsored walk, is a great way to get everyone involved (including those who don't regularly walk), raise a lot of money in one go and raise awareness about walking and WoW. WoW costs around £270 per school per year- an amount that can be reached through fundraising locally.

4. Local or commercial sponsorship

Is there a local business that might benefit from either decreased congestion, or more children walking in the local area? Business may be able to contribute financially or in kind. Working with local schools often fits into their corporate social responsibility objectives, helps their green credentials and they're often eager for free PR. Some example of businesses parents have approached in the past are Sainsbury's, Asda, Co-op, Kia Motors and Coop.

5. Get in touch with your Local Authority & Councillors

Increased walking often meets cross-departmental objectives within your local authority eg. Road safety, school travel and environmental teams. Also, Local Councillors have a budget for supporting local initiatives.

6. Local community schemes

There are often pots of money available to local schemes which will involve members of the community and schools. For example, Rotary Clubs often have funding available, or Waitrose Community Matters where each branch has £1,000 each month to give to three local organisations including community groups, schools and charities. In addition, the Police safer neighbourhood team are also interested in safer streets as is the Schools Community Liaison Officer.

7. Apply for one off pots of funding

These can be a great way to raise larger amounts of money in one go, but make sure your project fits the criteria and timelines before applying. An example of this would be in 2007 when the Department for Transport allocated grants for walking buses or other school-based walking initiatives- £664,000 was given to schools. To find other grants in your area you can use the following websites to search: www.grantnet.com, www.grantsonline.org.uk, www.greengrantmachine.co.uk www.grants4schools.info,

8. Contact your local Primary Care Trust / healthy schools lead

NHS representatives want to reduce obesity and sedentary behaviour and increase health among children as do Healthy Schools leads and other healthy initiative representatives. These could be your: Healthy Choices/Obesity Coordinator, Physical Activity Coordinator, Public Health Strategist, Children's Weight Management Co-ordinator NHS, Public Engagement Manager NHS.

9. Schools Sports Partnership

Talk to your Partnership Development Manager. They may know of grants that you can apply for or may be interested in promoting Walk to School and WoW within their Partnership.

10. A mixture of the above

Remember, you can fund WoW in various ways; for example some schools part fund WoW with their local authority or Primary Care Trust and fundraise the rest themselves.