

# ACTIVE TRAVEL BREAKFAST: W14

Active Travel is a great way to start the school day. What better way to celebrate and promote active travelling than with an Active Travel/Bikers Breakfast! The idea is simple- provide a tasty and healthy breakfast to hand out to anyone who arrives to school by active travel. Everyone can get involved including the children, parents/carers and even staff.

Why not try it as a one off event and then consider adding it as a regular feature once a month or term? Involve as many of your Working Party as you can to help run the event - parents, staff and pupils. This is a great opportunity for your JRSOs/JTAs or School Council to help organise and run an event. Remember, keep it simple, environmentally friendly and fun!

## THE BASICS ACTIVE TRAVEL BREAKFAST

**Time** - Run the event before school starts. Allow time to set up and pack away on top of 30 minutes to run the event at a convenient time.

**Resources** - You will need a table, reusable cups, hand gel and a bin. Food suggestions: fruit, cereal bars, croissants and juice/water.

**Evidence** - Take photos and collect comments, use a whiteboard or post it notes.

**Location** - An accessible area e.g. main entrance or by the cycle/scooter storage.

## MAIN TRAVEL INITIATIVES

**Bike Week** - Run a Bikers Breakfast during Bike Week.

**Bike Dr** - Arrange for a Bike Dr to attend at the same time so cyclists can have their bikes checked over.

**Bikeability** - Run an active travellers breakfast alongside or after a bikeability training week.

**Walk To School Week** - A great opportunity to run an active travel breakfast during this event.

## PROMOTIONAL ACTIVITIES

**Newsletter** Promote your Active Travel Breakfast in your newsletter before and after the event.

**Advertise** the event on your noticeboard- display posters two weeks before the event.

**Assembly** JRSOs or School Council could run an active travel assembly highlighting the benefits of active travel and promoting the active travel breakfast.

**Social Media Campaign**  
Let everyone know about the event through your social media.

## SUPPORTING ACTIVITIES

**Pupil Ownership** -JRSOs, Eco Team or School Council could carry out any promotional work for the Active Travel Breakfast and help to run the actual breakfast.

**Parents** can help assist in organising and running the Active Travel Breakfast. Parents/Volunteers can be included in your Working Party on your Travel Plan.

## RELATED CAMPAIGNS, EVENTS & WEBSITES

### Events:

**October:** [Walktober](#)

**March:** [SUSTRANS Big Walk and Wheel](#)

**May:** [Walk To School Week](#)

**June:** [Clean Air Scooter Challenge Week](#)

### Useful websites:

[SUSTRANS Active Travel Breakfast](#)

W14: Active Travel Breakfast  
C3: Bikers Breakfast

C8: Bike Week  
C1: Bike Dr  
C21-23: Bikeability  
W6: Walk to School Week

PR1: Newsletter  
PR7: Information on noticeboard  
PR10: Social Media Campaign

P3: Pupils undertake work on the school Travel Plan  
PA2: The School Travel Plan is discussed at PTA meetings

C5: School takes part in SUSTRANS Big Walk and Wheel  
W6: Walk to School Week  
W7: Walk to School Month

POTENTIAL TOTAL: 8 TRAVEL INITIATIVES, 4 SUPPORTING INITIATIVES AND 2 CONSULTATIONS