

ACTIVE TRAVEL BREAKFAST - AT3

An Active Travel Breakfast is a simple yet powerful initiative designed to encourage more students, staff, and families to actively travel to school. By offering a free, healthy breakfast to those who arrive by walking, wheeling or scooting you can create a welcoming and rewarding experience that highlights the many benefits of active travel. You could just focus on one type of active travel eg cycling.

Events like an Active Travel Breakfast bring people together, spark conversations, and build a sense of shared purpose around active travel. You can tailor the event to suit your school. Whether it's a one-off celebration, part of a wider travel plan, or a regular feature in the school calendar, it's a fun, inclusive way to promote active travel and start the day with energy and connection.

ACTIVE TRAVEL BREAKFAST THE BASICS

Time: Run the event before school starts. Allow time to set up and pack away and 30 minutes to deliver the event. Link it with another event e.g. Bike week or after Bikeability sessions have been delivered.

Resources: Breakfast can be simple like cereal bars, fruit, toast, croissants, water etc. Ask a local supermarket if they will help fund the food.

Food Allergies: Check all ingredients for food allergies. Have a list of children with food allergies/dietary requirements.

Location: Choose a convenient area - next to the bike storage?

AT3 Active Travel Breakfast

MAIN TRAVEL INITIATIVES

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

Bike Security Marking: Your local PCSO may give advice on running a bike security marking session. You can also organise your own event using Bike Register's Security Marking Kits.

Bike Week: Perfect for a free events week such as the Bikeability Cycle to School Week in October.

Road Safety Assembly: The week/day before, deliver a road safety presentation. You could include the L or M Check video.

C1 Bike Dr
C12 Bike Security Marking
C8 Cycle to School Week
R9 Road Safety Assembly/presentation

PROMOTIONAL ACTIVITIES

Join Forces: Coordinate with local feeder schools to hold an Active Travel Breakfast on the same day, as families may overlap.

Promote: Use your newsletters and social media to advertise the event in plenty of time.

Cycling Maps: Share local cycle routes to encourage weekend riding, and add them to your Travel to School webpage.

L/M Check: Share the Sustrans L/M Check video during assembly, add it to your Travel To School page on your website for easy access.

P2 School works with other schools
PR1 Newsletters
PR10 Social Media Campaign
PR5 Distribute cycling maps
PR13 Info on the website

SUPPORTING ACTIVITIES

Pupils: JRSOs and the School Council can help plan and promote the Active Travel Breakfast, giving pupils a voice in shaping the event.

PTA: The PTA can support the Active Travel Breakfast by helping to organise, fund, and promote the event, ensuring families are involved in the planning.

Staff: Invite staff to swap a car journey for a bike ride and join pupils at the Active travel Breakfast, showing support for active travel.

PU6 Other Pupil Consultation
PA3 Other Parent Consultation
S2 Travel Plan is discussed at staff meetings

RELATED CAMPAIGNS, EVENTS & WEBSITES

Events:

Sept: Modeshift Month

Oct: Bikeability Cycle To School Week

Mar: Walk Wheel Cycle Trust Big Walk and Wheel

June: Clean Air Challenge Week

Resources:

HCC School Calendar and Planner

Useful websites:

Cycle Routes in Hampshire Countryside

Walk Wheel Cycle Trust L Check

Walk Wheel Cycle Trust M Check

Bike Register

C8 Cycle to School Week

C5 Walk Wheel Cycle Trust Big Walk and Wheel

AQ10 - AQ18 Other Air Quality Initiative -HCC Clean Air Challenge Week

