

# BIKERS BREAKFAST: C3

A Bikers' Breakfast is a simple yet powerful initiative designed to encourage more students, staff, and families to cycle to school. By offering a free, healthy breakfast to those who arrive by bike, you can create a welcoming and rewarding experience that highlights the many benefits of cycling.

Events like a Bikers' 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 cycling and start the day with energy and connection.

## BIKERS 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?

## 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 with a cycling focus. You could include the M Check video.

## PROMOTIONAL ACTIVITIES

**Join Forces:** Coordinate with local feeder schools to hold a Bikers' 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.

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

## SUPPORTING ACTIVITIES

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

**PTA:** The PTA can support the Bikers' 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 Bikers' Breakfast, showing support for active travel.

## RELATED CAMPAIGNS, EVENTS & WEBSITES

### Events:

**Sept:** [Modeshift Month](#)

**Oct:** [Bikeability Cycle To School Week](#)

**Mar:** [Sustrans Big Walk and Wheel](#)

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

### Resources:

[HCC School Calendar and Planner](#)

### Useful websites:

[Cycle Routes in Hampshire Countryside](#)

[Sustrans M Check](#)

[Bike Register](#)

C3 Bikers Breakfast

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

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

P3 Pupils undertake work to complete the school travel plan  
PA3 PTA undertake work to support the school travel plan  
S3 Staff undertake work to support the school travel plan

C8 Bike Week  
C5 School takes part in Sustrans Big Walk and Wheel  
AQ10 HCC Clean Air Challenge Week

POTENTIAL TOTAL: 5 Travel Initiatives, 4 Supporting initiatives and 3 Consultations