

How to lead an Active Travel Breakfast event

Workplace champion



A step-by-step guide

Planning

When: Choose a time that coincides with people arriving. Allow 45 minutes for the event, plus 15 minutes either side to set up/clear away.

Get in touch: Your workplace may have a health and wellbeing fund, so check with senior management and budget approximately £30 for 40 people. Local shops and supermarkets occasionally offer food items for free in exchange for publicity.

Equipment and resources: You'll need a table, washable/reusable cups and a bin. Typical items of food include: fruit, cereal bars/biscuits, croissants and juice, or hot drinks if your workplace facilitates this.

Location: Find somewhere prominent i.e. the main entrance, cycle storage or staff room and make yourself visible.

The Active Travel Breakfast



Free breakfast or snack for anyone who actively commutes.



Start up a conversation and raise the profile of active travel.



Unique event or combined with others i.e. Clean Air Day.

Promotion

Start promoting at least two weeks prior to the event. Use all available online and offline opportunities in your workplace, from posters and word of mouth to social media and emails. Remember to include specific details i.e. "free for staff who cycle or walk to work".

On the day

Arrive before the advertised time to set up, keeping any food packaging and labels for allergy information. Greet all your colleagues and offer a breakfast to those who actively commuted. Collect photos/comments/feedback and record the number of participants.

Post event

Celebrate and share the mornings success with colleagues. Remember to include pictures and thank everyone involved.

"I come 3.8 miles [by bike]. It's easier than trying to find parking, paying for parking and it means you can eat more."

NHS employee, Eastbourne District General.

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