



TIPS FOR WORKPLACE CYCLING:

Host a cycling breakfast

Behaviour Change activities made easy for delivery in small steps



What

Food brings people together. Host a breakfast of your choice, that is open to all. It is a simple gesture that will promote team building and cycling at a social gathering.



How

- Designate a visible area for your breakfast event with space for socializing.
- Offer a healthy breakfast spread with a variety of dietary options; cereals, fruit, pastries, juices, muffins and yoghurt.
- Showcase a colleagues baking skills and ask them to bake a delicious breakfast treat.
- Create a breakfast club and set up a rota so different colleagues are responsible each time.



Why

- Hosting a breakfast raises awareness of cycle commuting.
- Breakfast with cycling colleagues is the best way to kick start your working day; energised and healthy.
- Cycling is an excellent form of exercise that promotes hunger.



When

- Choose a morning slot and be generous with your time if you can.
- Not too early, but shortly before the working day begins.
- Allocate a time: a 45 minute breakfast, 8:45–9:30.
- Where hybrid working occurs, avoid days with low footfall at the workplace (e.g Mondays and Fridays).



Who for

- Breakfast is for everyone.
- Invite both cyclists and non-cyclists. Its the perfect social opportunity to encourage non-cyclists to give it a go.



Who delivers

Ask colleagues who cycle to work to become cycle champions and host a cycling breakfast.



Behaviour change tips

- **Keep it social:** Stick to casual conversations, include non-cycling topics and show interest in colleagues. Creating a friendly, atmosphere will enhance the experience and help colleagues commit to cycling.
- **Actively approach colleagues:** Be proactive, talk to colleagues you don't know and invite them for breakfast. Colleagues who do not cycle to work, might get the impression its not for them.

