



The
BIG BIKE
Revival

we are
cycling
UK



Department
for Transport

Cycling UK, the UK's cycling charity, believes everyone has the right to cycle, access to safe routes and to be given the skills to ride with confidence.

This series of guides provides useful tips and advice to help businesses provide the best support to staff, so they can cycle to work with confidence.

Tips for workplace cycling – breakfast club

Encourage your staff to cycle commute by providing refreshments for breakfast once they get to work. It's a simple but valuable reward for colleagues who have cycled and also supports team building and productivity.

- To see how staff engage with the opportunity, try a breakfast club during good weather when more people are likely to be cycling or align to a national awareness-raising event. If it's well-received, you may want to make it a regular incentive, like quarterly or even monthly.
- Promote the activity to your staff on your internal communications channels, so everyone hears about it.
- Have a designated area for the breakfast options in an easily accessible place for those cycling in, where they can also socialise.
- If you have information or promotional materials related to cycling to work, have those available to entice other staff who haven't yet tried cycle commuting.
- Be sure to offer healthy options for breakfast, such as cereals, yoghurts, pastries, and juice, and ensure there are options for staff with any special dietary requirements.

Getting started

- Designate a cycling coordinator who can oversee the setup and delivery of the breakfast club and coordinate the activity with interested employees.
- To encourage as many staff as possible to take part, highlight that cycling is an excellent form of exercise as a part of a healthy routine, with complimentary breakfast as an incentive to try riding to work.
- Do a quick survey of those who took part to see how well it was received and how it can be improved.

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