

Promotion & Communications Advisory Group: membership & terms of reference

Membership

7 members of the Advisory Group have been appointed for a 2-year term, from June 2018, following an open application process in Spring 2018. Members include Bikeability beneficiaries, providers and organisations with marketing / PR experience with a breadth of experience and depth of insight in a variety of areas including marketing, promotion, communications, social media, project delivery and research. Advisory Group membership will last for two years on a rotational basis.

The Advisory Group members are:

Elizabeth Burchett	Road Safety Officer	Portsmouth City Council
Mark Sheffield	Scheme Manager	Chorley School Sports Partnership CIC
Hugh Massam	Bikeability Instructor / Communications Consultant	E-Equals Ltd / Outspoken Training
Derek Johnson	Cycle Trainer	York City Council
Steve Kyriacou	Scheme Manager	Cycle Experience
Gavin Wheeler	Marketing Consultant / Bikeability Trust Trustee	WDMP
Isobel Stoddart	Promotion & Communications Director	Bikeability Trust

Members:

- do not disclose the work of the Advisory Group or the Trust to external parties without prior permission from the Trust
- contribute up to five days of their time in a voluntary and personal capacity each year
- attend up to 2 face-to-face meetings in Cambridge or London each year, and another 1-2 'virtual' meetings each year.
- provide receipts for reimbursement of travel expenses for meeting attendance.

Terms of reference

The Bikeability Trust aims to strengthen Bikeability, promote its benefits and maximise its impact. The Trust wants to increase awareness of Bikeability as a brand and promote the benefits to a variety of audiences, providing 'targeted' information for each group. To do this effectively the Trust needs a comprehensive Promotion and Communications Plan including actions that will ensure that suitable evidence is collected and disseminated appropriately. Support for schemes, in the form of training and materials will be required to ensure effective and comprehensive promotion at all levels from national through to local. Raising brand awareness and the reputation of Bikeability in turn will help attract more diverse and sustainable programme funding.

Purpose and role of the Advisory Group

The main role of the Advisory Group is to support the Trust with the production of a Promotion and Communications Plan, and provide on-going advice on the roll-out of actions identified in the Plan.

The Advisory Group provides an opportunity for the Trust to receive structured advice and feedback which reflects the diverse interests, concerns and agendas of Bikeability providers and beneficiary communities.

Structure and membership

- The Group is convened by the Director of Promotion & Communications, reporting to the Chief Executive and Board of Trustees of the Bikeability Trust.
- The group will be supported by a team of marketing / PR specialists that will provide expert advice and guidance as required.
- The structure and membership of the Group will be reviewed at the end of 2018 to ensure it continues to reflect the Trust's remit and stakeholders.
- The group will receive reports on development projects from the Trust or its associates.

Resources

- The group will meet face-to-face twice a year, probably at the Cambridge office of the Bikeability Trust, plus another 1-2 virtual meetings.
- Non-members of the group (e.g. the Trust's associates) may be invited to speak to specific agenda items.
- The Director of PR & Communications will chair the meetings, and circulate an agenda in advance. Meeting attendance, agendas and summary minutes will be published on the Trust's website.
- The Trust will schedule 3-hour meetings around the middle of the day to facilitate travel, provide lunch, and reimburse travel expenses for meeting attendance on the presentation of receipts.

Isobel Stoddart, June 2018