

Bikeability Promotion and Communications Advisory Group – Application Guidance / Background notes

Please see the accompanying application form. Completed applications should be emailed to isobel@bikeabilitytrust.org before 9am on Monday 30th April 2018.

Introduction

The Bikeability Trust aims to strengthen Bikeability, promote its benefits and maximise its impact for better transport, health and wellbeing. 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 Promotions and Communication Plan that includes actions to ensure that suitable evidence about the value of Bikeability is collected and disseminated appropriately. Raising brand awareness and the reputation of Bikeability in turn will attract more diverse and sustainable programme funding.

Gathering evidence about, and communicating the benefits of Bikeability involves everyone who delivers or benefits from Bikeability, as well as a wider audience with direct promotion and communications experience. It is for this reason the Bikeability Trust is inviting applications from people with the experience, commitment, and capacity to make a positive contribution to the work of the Advisory Group.

This document sets out the Promotion and Communications Advisory Group terms of reference and membership application process. We invite everyone with an interest in securing the future of Bikeability to consider applying **by 9am Monday 30th April 2018** by completing the accompanying application form.

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 PR & Communications, reporting to the Chief Executive and Board of Trustees of the Bikeability Trust.
- The Group will be comprised of 5-10 (max) industry representatives, supported by a small group of specialist media/PR advisors who will attend meetings / feedback to the Group as required.

- Tenure is for two years, from June 2018.
- 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 or London office, 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.

Membership application process

Applicants with the requisite experience, commitment and capacity to make a positive contribution to the work of the Advisory Group are invited to complete the accompanying application form.

Completed applications should be emailed to isobel@bikeabilitytrust.org before 9am on Monday 30th April. Applications will be reviewed by the Bikeability Trust. Short-listed applicants may be invited to a telephone interview in the week of 30th April or 7th May. All applicants will be notified of the Group selection by Friday 11th May.