



# Recruitment of the Executive Director, the Bikeability Trust

February 2020

## Advertisement

### **Executive director, The Bikeability Trust**

**Salary:** negotiable depending on experience

The Bikeability Trust is a registered charity with a supportive and highly skilled Board of Trustees ambitious and determined to deliver high quality, comprehensive Bikeability training for all.

After three years of outstanding leadership, Paul Robison is moving on to a new role. As the founder director he established the charity, overseeing the transition to managing the grant for the national Bikeability programme for the Department for Transport. We are now seeking an exceptional and inspirational leader who is ready to accept the challenge of taking Bikeability into its next stage of development, delivering the programme to all children in England, and ensuring we have dedicated highly committed instructors who are able to meet the demand for Bikeability training from schools and parents. You will be generating that demand by making Bikeability a household word.

The new executive director will be leading an expert and effective organisation. You will have a track record of organisational leadership, building key strategic relationships, building strong communications, developing strategy, building organisational capability, generating significant financial growth and delivering measurable results.



## About the Bikeability Trust

The Bikeability Trust is the national charity for Bikeability, the UK government's cycle education training scheme. We are a Charitable Incorporated Organisation with a [board of trustees](#) with a variety of skills and experience.

The Bikeability Trust was established in 2017. The programme is funded by the Department for Transport in England and has been going successfully since 2007. The Trust took over central support for Bikeability in autumn 2018, the funding transitioning from a consultancy contract with the DfT to an administrative grant following the set-up of the Bikeability Trust.

The benefits of this new arrangement are the ability to put cost savings of the management back into Bikeability delivery, but also to promote the programme to audiences, such as schools and parents, and the cycle training industry, which prior to the advent of the Trust wasn't possible. The Bikeability Award scheme was introduced in 2018 and is now established along with the annual Bikeability conference. Halfords became Bikeability's first partner.

The major achievements of The Trust since its inception is:

- Transitioning to managing the core grant, with grant payments, awards materials, scheme registration and instructor registration delivered smoothly
- Revising the National Standard for cycle training
- Developing the Bikeability Delivery Guide,
- Establishing the 1st4Sport instructor qualification regulated by Ofqual,
- Developing and recognising the revisions to the Instructor qualifications and
- Improving the quality assurance system
- Renewing the main [Bikeability website](#), with content targeted at supporting families to continue cycling post Bikeability.
- Running a national summer campaign in 2019 - [Our Bikes, Our Adventure](#)

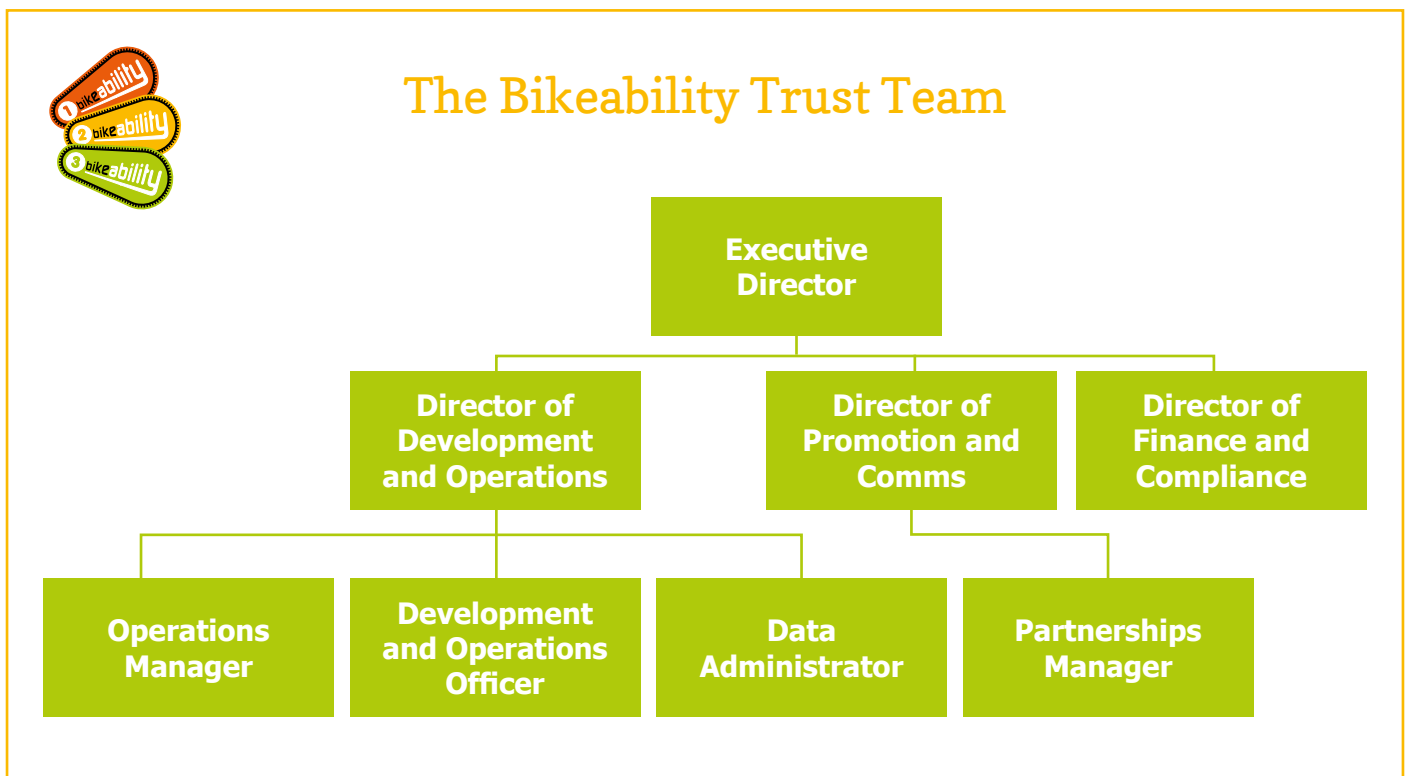
The new government has announced that there will be funding for all children in England to have Bikeability training to Level 2, and we are currently negotiating with the Department of Transport over how the increase will be phased in, so that the supply of new instructors matches the demand from schools and parents which we are expecting to generate. At the same time we are still managing the change to the new instructor qualification.

Here is [Trustees' Report and Financial Statements](#) for the year ended 31 March 2019 and the [Bikeability Trust's Annual Bikeability Review](#) for 2018



## About the Bikeability Trust

Below is the structure chart for the Bikeability Trust team members





## Job description for the Bikeability Trust Executive Director

|                                |  |
|--------------------------------|--|
| <b>Job title:</b>              | Executive Director   |
| <b>Location:</b>               | The office location is in Cambridge. The post holder will be required to be in Cambridge and London frequently, as well as regular travel around England. There will be the potential for occasional travel to the rest of the UK and further afield when representing Bikeability.  |
| <b>Reports to:</b>             | Chair of Trustees  |
| <b>Staff responsibilities:</b> | Directly responsible for Director of Finance & Compliance, Director of Promotion & Comms, Director of Development & Operations. The team structure is in the application pack.   |
| <b>Hours of work:</b>          | Full time (37.5 hrs per week), part time, or job share   |
| <b>Salary:</b>                 | Negotiable depending on experience   |
| <b>Summary of role:</b>        | The post holder will focus on raising the public profile of Bikeability, with the aim of increasing participation levels and getting the cycling message to parents and carers. As well as securing the government grant for Bikeability, they will identify opportunities and secure further funding through commercial partnerships and sponsorship. |



## Job description for the Bikeability Trust Executive Director

### Responsibilities

#### Leadership of the Bikeability Programme

- Giving leadership to the Bikeability Programme, raising its public profile, brand awareness, making Bikeability a household word.
- Building relationships with relevant Ministers and other political decision makers
- Leading the strategic development of Bikeability and overseeing its development into robust and resilient programme.
- Securing ongoing funding for the programme from the Department for Transport through the award of the Bikeability grant to the Trust.
- Identifying new commercial opportunities and sources of funding via partnerships, sponsorship and other agreed targeted sources.

#### Effectiveness of the Bikeability Programme

- Championing the Bikeability Programme with children, their parents and schools.
- Increasing the awareness and understanding of the programme with parents and children through effective promotion and communications.
- Holding oversight and development of the National Standard for Cycle Training on behalf of the Department for Transport.
- Ensuring that the rigorous maintenance of quality standards across the programme.

#### Strategic relationships

- Building and managing strong, trusted, and credible relationships with key stakeholders, in particular the Department for Transport and other government departments.
- Strengthening relationships with other organisations involved in cycling and sustainable transport

#### Organisational leadership

- Leading on business and financial planning for the Trust with the senior team and strengthen reporting of performance.
- Supporting the board of trustees to ensure sound governance of the charity.
- Increasing the resilience of the Trust, leading on the organisational development, staffing requirements, team building.



## Job description for the Bikeability Trust Executive Director

### Person Specification

|                                    | Essential  | Desirable  |
|------------------------------------|--|--|
| <b>Qualifications and Training</b> | <ul style="list-style-type: none"> <li>• First degree or higher</li> <li>• Evidence of continuing professional development</li> </ul>  | <ul style="list-style-type: none"> <li>• Business management qualifications</li> </ul>   |
| <b>Experience</b>                  | <ul style="list-style-type: none"> <li>• Senior leadership</li> <li>• Team management</li> <li>• Working with the media</li> <li>• Working with central and local government</li> </ul>  | <ul style="list-style-type: none"> <li>• Work within the charitable sector</li> <li>• Working with schools, children and families</li> </ul>               |
| <b>Qualities and attitude</b>      | <ul style="list-style-type: none"> <li>• Keen interest in getting more people cycling, especially children</li> <li>• Strong leadership, analytical and communication skills</li> <li>• Positive attitude</li> <li>• Diplomatic skills to manage complicated relationships with other organisations</li> </ul> | <ul style="list-style-type: none"> <li>• Credibility in the cycle training industry</li> </ul>   |
| <b>Product knowledge</b>           |  | <ul style="list-style-type: none"> <li>• National standards</li> <li>• Training delivery guidance</li> <li>• Qualifications and award materials</li> </ul> |

This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the charity. The post-holder will be expected to participate in this process, and we would aim to reach agreement on any changes.



## Timeline for Recruitment

|                            |  |
|----------------------------|--|
| <b>8th March midnight</b>  | Closing date for applications                          |
| <b>13th March</b>          | Notification of outcome                                |
| <b>16th – 20th March</b>   | Opportunity to meet with staff in the Cambridge office |
| <b>23rd and 24th March</b> | Interviews – venue London or Cambridge                 |

### How to apply

Please send your full CV, with a supporting statement on why you want to apply for this role, and how you meet the person specification to Dr Alison Hill, [chair@bikeabilitytrust.org](mailto:chair@bikeabilitytrust.org). We will acknowledge receipt of your application within 24 hours. The deadline for application is midnight on 8th March.

Thank you for your interest.