



# The Bikeability Trust

BIKEABILITY ANNUAL REVIEW **2018**



[www.bikeability.org.uk](http://www.bikeability.org.uk)



Learning to ride is a rite of passage, and cycling is a life skill, providing children with freedom and independence, and all the opportunities that come with being able to cycle.

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Welcome to the first annual review of the national Bikeability cycle training programme. This review also covers the activity of the Bikeability Trust, but its main aim is to take stock of the Bikeability programme itself.

Bikeability training makes an essential contribution to getting children cycling and it has been so impressive to see the commitment and dynamism of the large numbers of people involved in Bikeability training. This includes schools, the instructors, those running the training schemes, the local authorities and School Games Organisers who manage the programme locally, and also the staff of the Bikeability Trust itself.

The Bikeability Trust was set up in January 2017 and I am delighted to be chair of the board. The board of trustees of the Bikeability Trust, all volunteers, give their time to ensuring the charity acts for the public benefit and complies with our governing rules, but they do so much more than just that.

We have a committed group who bring their skills to the work of the Trust in multiple ways between board meetings giving their time to support the trust directors and act as ambassadors for the Trust. We can draw on our trustees' skills in marketing, education, local government, road safety, urban design, town planning, public health, research and evaluation, behavioural psychology, accountancy, and justice on the roads, to help inform the Trust's direction.

The Trust's remit is to constantly improve the Bikeability programme. The central funding allows us to keep a strong focus on continued quality improvement. There has been limited research to date, but that done has shown improved hazard perception and recall of riding methods to deal with them. IPSOS Mori polls in 2010 and 2015 found that 50% of both

parents and children say children ride more after the course. The Trust is committed to improving our understanding of the impact of training.

Getting children through training though is only one part of the jigsaw. It will only make an impact if parents are involved in supporting their children's newly acquired skills, and if there are safe and accessible routes for children to get to school, which is why we are contributing to some of the programmes that have come out of the National Cycling and Walking Investment Plan's Cycle Safety Review.

52% of children in English primary schools (outside London) participated in Bikeability Level 2 training in 2017/18. It is very popular with children and with their parents and schools, but our ambition is that 100% of children are offered Bikeability training to Level 3. There is so much to do to achieve this, not least securing a bigger government grant. But we know it is achievable given the huge goodwill and commitment of everyone involved in Bikeability training.

*Alison Hill*

**ALISON HILL**  
CHAIR OF TRUSTEES – BIKEABILITY TRUST



I would like to thank all the highly dedicated people who make this wonderful programme possible: the instructors who pass on their passion for cycling; the scheme managers who organise it all and focus on the quality of the experience for the riders; the grant recipients who make sure that Bikeability grant money is used well and efficiently in their areas; and the Department for Transport (DfT), who have backed and funded the programme since the start.

As this is the first review, it is worth looking at how far Bikeability has come since it was created over ten years ago. The first phase – from 2007 to 2009 – was about *growth*: persuading local authorities to adopt Bikeability, setting up Bikeability schemes and training enough instructors to deliver it.

From 2010 to 2011 was a *transition* period as Cycling England, the organisation that had created Bikeability, was shut down and DfT went out to tender for a contract to administer Bikeability, which continued to embed during this period, with take-up still growing but more slowly.

2012 to 2014 saw a focus on *quality*, with a revised national standard, the introduction of a quality assurance regime for the first time and the establishment of an industry body with a start-up grant from the DfT. The main lasting effect of the last of these is the annual conference, which offers a chance for all of us to share best practice.

Demand for Bikeability grant funding started to outstrip supply in 2015, which meant that bidding became more competitive. With hindsight, this was an unfortunate time to launch *Bikeability Plus*, a suite of modules to enhance

core Bikeability, drawn from industry experience. Nevertheless, Bikeability Plus remains a useful way to deepen the relationship with schools and parents, and to instil a love of cycling in children earlier and more often through their school days.

2016 saw an increase in funding for Bikeability and, because it was guaranteed through to 2020, it allowed multi-year grant agreements to be put in place for the first time, giving some much-needed *stability*.

The period from 2016 to 2018 was another *transition* period for the central administration of Bikeability, this time making the change from a consultancy contract with the DfT to an administration grant, once the Bikeability Trust had been set up as a dedicated charity.

One of the important advantages of this new administrative arrangement, apart from the cost savings which are ploughed back into Bikeability delivery, is the ability of the Bikeability Trust to *promote* the benefits of Bikeability to key audiences. For external audiences (parents, schools and the general public) this is still in its early days, but we have made some headway with improving communications within the industry. This started with the national Bikeability Awards in 2018 and continues with regular newsletters, a growing social media presence and training webinars.

We welcomed Halfords as Bikeability's first *partner* in 2018. The partnership still has potential to grow into a strong, mutually beneficial and lasting one, with real benefits for aspiring riders (including free bike checks and discounts), the industry itself as well as for those who can only experience

Bikeability thanks to the extra funding the partnership brings. We hope to build other partnerships as well and have set up a Partnerships Advisory Group to use as a sounding board.

Our approach to change, of which there are several prominent examples at the moment is one of consultation – with both the cycle training industry and other stakeholders. We have established Advisory Groups both for Effectiveness (which encompasses standards, quality and monitoring/evaluation) and for Promotion and Communications. We are especially grateful to those who give up their time to help us with these groups: we recognise that not only do the best ideas come from the industry itself (Bikeability Plus being a good example), but also that our ideas and ambitions need to be challenged, supported and strengthened by external input.

The whole team (well, all seven of us) who work on Bikeability day to day are grateful also for the support that our dedicated (and challenging) trustees give us. We are accountable to them, to the industry, to the DfT for the safe and efficient handling of their grant and, most of all, to the end beneficiaries of Bikeability – the children and parents whom we want to enjoy a lifetime of confident and enjoyable cycling.

*Paul Robison*

**PAUL ROBISON**  
CEO – BIKEABILITY TRUST

# Bikeability – a General Review

## An overview of the programme

The Bikeability Trust is the national charity for the government's cycle education programme based on the National Standard for Cycle Training. Alongside engineering and enforcement, cycle education contributes to more people cycling, more safely, more often, and to delivering the government's Cycling and Walking Investment Strategy goal to double cycling by 2025.

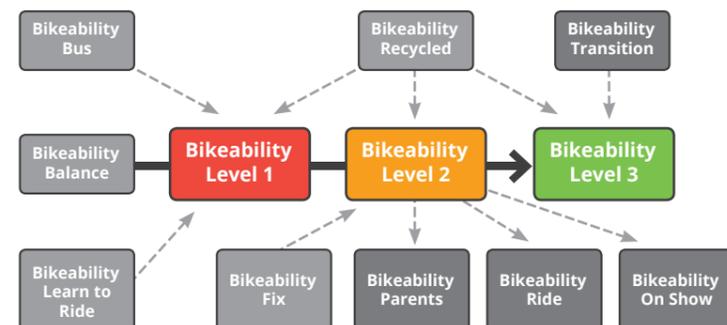
Bikeability is a progressive cycle education programme in which trainees first master cycle handling skills in traffic-free environments (Level 1), then develop skills and confidence to cycle on single-lane roads and simple junctions (Level 2), before tackling often busier, multi-lane roads and complex junctions (Level 3). Bikeability prepares people for cycling anywhere cycling is permitted, and contributes to the transport, environmental, health and economic benefits that more cycling promises.

As well as increasing children's confidence on the road, improving their hazard perception skills, their independence and overall co-ordination, Bikeability also helps to address society's biggest challenges such as obesity and air pollution.



## Bikeability Plus

Amplifying the benefits of core Bikeability



## How is Bikeability organised?

Department for Transport (DfT) funding is issued, via The Bikeability Trust, in the form of grants to local authorities in England, which have to bid for the funding for an estimated number of training places for each Bikeability Level 1, 2, & 3, plus Bikeability Plus modules. The grant allocation per trainees is £40/head.

All Bikeability providers, instructors and trainers have to register with the Bikeability Trust. Instructors are required to complete a four-day training course prior to registration and are offered informal professional development and mentoring afterwards. There is also a formal Bikeability provider Quality Assurance framework.

There are a range of Bikeability award materials for trainees including badges, certificates, handbooks and stickers.

All Bikeability providers are invited to complete an annual survey that aims to gather evidence about the state of the Bikeability industry.



## A short history of Bikeability

- Cycling Proficiency started 1950, starts to decline in 1980s, patchy at best by 1990s
- The National Standard for Cycle Training, overseen by the Department for Transport (DfT), was agreed in 2005 by over 20 organisations
- Bikeability was launched in 2007 in England
- Since 2007 over 2.5 million children have received Bikeability training
- Bikeability has gone from 10,000 places to 300,000 per annum
- Roughly half a year group now does Bikeability annually across England
- A quality assurance process was introduced in 2012
- There are 2,655 instructors that are trained, registered and paid to deliver Bikeability
- There are 338 registered Bikeability providers (including independent businesses, local authorities, School Game Organisers and School Sports Partnerships)
- Bikeability Plus was launched in 2016 as a series of complementary activities to increase the take up of Bikeability and maximise its impact on children's cycling.

## How effective is Bikeability?

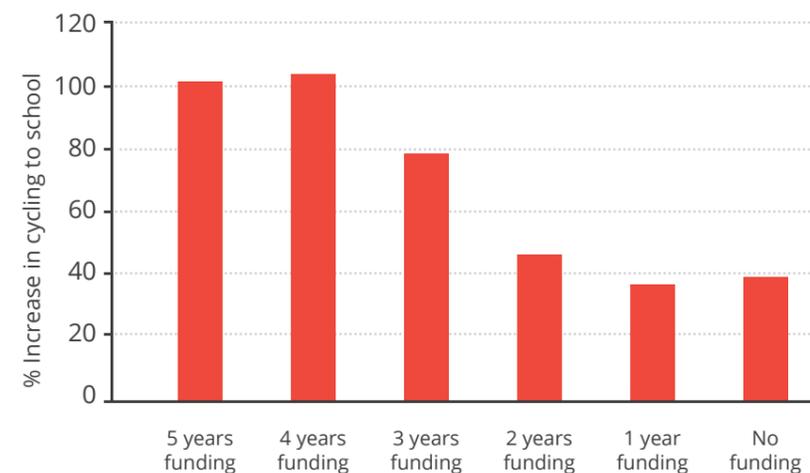
There have been a series of studies that have looked into the effectiveness and impact of Bikeability training since it began in 2007, as outlined below. This includes the results of an annual Bikeability survey in 2017, for all Bikeability providers.

The Bikeability Trust is aware of the value of collecting more evidence for the benefits of Bikeability and plans to collect direct feedback from instructors, trainees, parents and schools in future.

In 2012, a study undertaken by Steer Davies Gleave (SDG 2012 - School travel and Bikeability administrative data analysis) found that:

- There was an increase in children cycling to secondary schools where all feeder primaries do Bikeability
- Higher levels of local authority Bikeability funding associated with more children cycling to secondary school
- Longevity of local authority cycle training associated with more children cycling to secondary school

Increase in 11 - 15 year olds cycling to school by longevity of Local Authority Funding



### Bikeability KEY FACTS

#### SINCE 2007



**2.5 Million Children** have received Bikeability Training

#### PLACES



**10,000 to 300,000** per Annum

#### INSTRUCTORS

**2,655** instructors

trained, registered and paid to deliver Bikeability

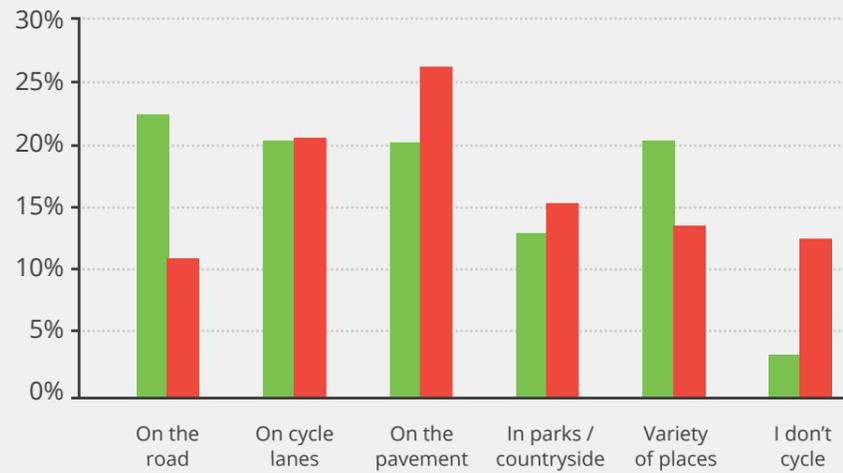
## How effective is Bikeability?

In 2014 a survey undertaken by The Association of Bikeability Schemes (TABS) TABS 2014 school travel survey found that:

- Trained children report cycling more than untrained children
- Trained children report cycling to school significantly more
- Trained children report they are more likely to cycle on roads, less likely to cycle on pavements
- Trained children report they are significantly more confident cycling on local roads with traffic

Where do you normally cycle? (n=1345)

■ Trained ■ Untrained



In 2015 the National Foundation for Educational Research (NFER) found that: (NFER 2015 hazard perception and risk mitigation study)

- Trained children were better at perceiving and appropriately responding to on-road hazards – significant and sustained effect
- Children reported increased confidence cycling on the road after training – significant effect
- But children did not report increased cycling frequency after training

Comparison of mean pupil ability scores at baseline before training (phase 1) and immediately after\* training (phase 2)

\*within 1-3 weeks of training

■ Comparison group ■ Trained group



Comparison of mean pupil ability scores at baseline before training (phase 1) and immediately after\* training (phase 2)

\*within 2-3 months of training

■ Comparison group ■ Trained group

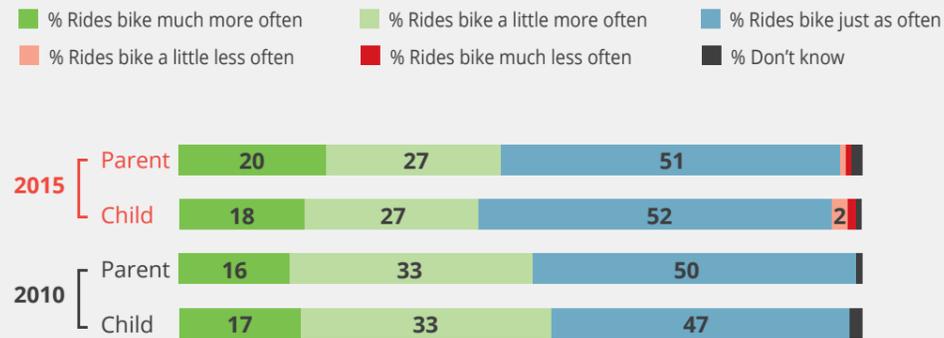


## How effective is Bikeability?

### In 2015 an Ipsos MORI attitudinal survey found that: (Ipsos MORI parent/child attitudinal surveys 2015)

- Bikeability is viewed positively by parents and children
- Children report improvement in their ability to judge risks
- Parents report Bikeability has improved their child's safety
- Parents and children say Bikeability has a positive impact on children's cycling confidence
- Children report cycling more after training

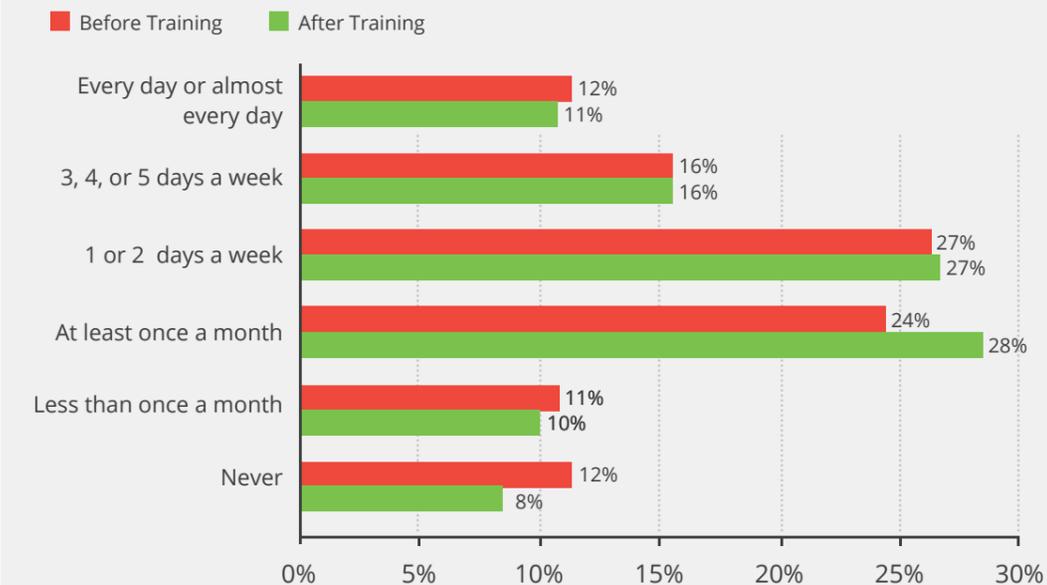
#### After Bikeability, are children cycling more?



### In 2016, a survey undertaken by Steer Davies Gleave into the impact of Bikeability Plus modules (SDG 2016 Bikeability Plus pilot report) found that:

- Bikeability Plus can have a positive impact on cycling to school and take up of Bikeability
- Earlier involvement in cycle training can help embed learning and enthusiasm, and therefore encourage a lifetime of cycling
- Bikeability Plus children reported greater infrequent cycling (at least once a month)

#### How often do you normally ride a bicycle?



## Bikeability Delivery statistics 2017-18

The Trust has done some analysis of the number of schools in England (excluding the London boroughs) where Bikeability is delivered in comparison to where it is not delivered. It is delivered in 39% of all schools in England.

### Bikeability delivery in primary and secondary schools in England (excluding London Boroughs)



■ % schools Bikeability delivered  
■ % schools no Bikeability delivered

52% of all primary school children in England in years 5 and 6 have had Bikeability training at levels 1&2 combined or Level 2.

### Bikeability delivery in primary schools in England (excluding London Boroughs)



■ % schools Bikeability delivered  
■ % schools no Bikeability delivered

When the number of primary schools is considered then Bikeability is delivered to 49% of all primary schools in England.



## What parents and teachers say about **Bikeability**

*"My son has never shown an interest in riding a bike, and up until 6 weeks ago didn't own a bike. He was adamant he wanted to take part in the scheme and so we went out and purchased a bike for him. As a mum I have been terrified of him taking part in the scheme. Whilst I had faith in the instructors my fear was of my son's lack of experience coupled with the build-up of traffic on our roads. Now I have confidence that my son has the skills to ride safely on the road to and from school and is much more interested in riding his bike after the training." Feedback from a mum in Poole.*

*'Bikeability has had a huge impact on the children who participate. Many more now cycle to school and those who already did are cycling much more safely. The instructors were hugely knowledgeable.'* Feedback from a school in Milton Keynes.

A family whose child had just undertaken Bikeability Level 2 training: *'as a family we plan to all use a bike more, not only to put new road safety skills to good use, but also to for a healthy lifestyle. We have a few trips planned which involve us venturing out on our bikes....and of course finding a nice spot for an ice cream.'*

Keen cyclist and headteacher Luke Owen believes Bikeability training is vitally important: *"We should be doing all we can to encourage children to pursue active lifestyles. By funding the training using the primary school PE grant, both schools hope that the children will feel more confident on their bikes and therefore cycle more regularly."*



## The Bikeability Trust – An Introduction

### Structure, governance and management

The Bikeability Trust was incorporated as a charity on 13 January 2017 and commenced trading on 1 April 2017. The Charity is governed by a constitution which sets out the powers and responsibilities of the Trustees in fulfilling the Charity's objectives.

The management of the CIO is the responsibility of the Trustees who are elected and co opted under the terms of the Constitution. The trustees manage the affairs of the Trust and determine its general policy.

The Charity is administered by the Board of Trustees, which must have a minimum of three and a maximum of eleven members. The Board meets approximately quarterly. The Chief Executive Officer is responsible to the Trustees for overseeing the Charity's operations.

Trustees serve for a term of three years from the date of appointment. The Board of Trustees in 2018 and 2019 includes:

<b>Alison Hill</b>	Chair (Appointed 29th June 2017)
<b>Steve Garidis</b>	(Appointed 13th January 2017)
<b>Donna Harrington</b>	(Appointed 29th June 2017, resigned 19th March 2018),
<b>Sonya Hurt</b>	(Appointed 29th June 2017)
<b>Martin Porter</b>	(Appointed 29th June 2017)
<b>Paul Robison</b>	(Appointed 13th January 2017, resigned 29th June 2017),
<b>Gavin Wheeler</b>	(Appointed 18th September 2017)
<b>Zsolt Schuller</b>	(Appointed 13th January 2017)
<b>John Wann</b>	(Appointed 29th June 2017)
<b>Andrew Milbourne</b>	(Appointed 25th September 2018)

### The Bikeability Trust staff team are:

<b>Paul Robison</b>	Chief Executive of the Trust
<b>Donna Harrington</b>	Director of Finance and Compliance
<b>Isobel Stoddart</b>	Director of Promotion and Communications
<b>Michael Frearson</b>	Director of Development and Operations
<b>Louise Sanders</b>	Development and Operations Officer
<b>Alison Orrell</b>	Development and Operations Officer
<b>Benjamin Smith</b>	Partnerships Manager.

## Our strategies for achieving objectives

The Bikeability Trust is focussed on:

### Economy

- of its own operations, which will deliver significant cost savings compared to the previous administrative arrangements for Bikeability
- of the funding for delivery of Bikeability to make sure that as many children as possible can be trained given the funding available

### Efficiency

- of the entire Bikeability delivery chain as well as its own operations
- providing centrally-developed resources to avoid duplication of effort by grant recipients and Bikeability Providers

### Effectiveness

- by working with partners to leverage the effectiveness of Bikeability training itself to achieve greater cycling outcomes
- developing initiatives, systems and standards to raise and maintain internal industry quality
- providing a comprehensive, public promotion and awareness raising programme to promote the benefits of Bikeability



# Our Activities in 2018

## Setting up the Trust

Agreement was reached with the Department for Transport (DfT) in May 2018 for the Bikeability grant to be transferred from the consultancy, Steer Davies Gleave to the Trust from August 2018. Much of the first half of the calendar year was therefore spent preparing for the transfer of the Bikeability contract – setting up the necessary administrative, financial and legal structures, as well as recruiting staff and trustees.

## Partnership deals

The Trust secured a major partnership deal with Halfords which was announced in June 2018. The funding associated with the deal will allow a further 25,000 children to be trained over 3 years. Halfords and the Bikeability Trust have also been working to develop a series of initiatives this year including:

- Resources for Bikeability providers (bibs)
- Participant discounts for parents and children
- Information provision for parents and children (via the Participants' Hub)
- Template Letter of Consent & posters for Bikeability providers and schools use
- Cross-promotion via our respective websites

We have set up an Advisory Group comprised industry contacts to consult with and take advice on the delivery elements of the contract.

### In 2019 we look forward to working with Halfords on a range of initiatives including:

- Joint PR/Marketing at the national level with Halfords PR agency
- Regional marketing guidance, PR tool kits and training sessions for providers
- Further resources, deals and incentives for the Bikeability industry
- Provision of fleet and/or individual bikes for projects/individuals that have a proven need
- Co-designed Bikeability product range
- Promotional videos



## Promotion and Communications

In the summer we wrote a PR and Communications Strategy for the Trust and set up an Advisory Group to support us with the delivery of this strategy. The main aim of the strategy is to develop community outreach with schools, parents and children to sustain cycling engagement after training. In turn this will prove the effectiveness and value of training to increase demand for, and secure future resources

We have developed a social media strategy and annual delivery calendar to engage the key target audiences,

including parents and schools in 2019 and will be setting up new social media platforms to reach these audiences.

It is a priority for the Trust to ensure that there is clear, effective communication with all sectors of the Bikeability industry including individual instructors, providers and grant recipients as well as our key stakeholders and national decision makers. Since October we have issued a monthly newsletter aimed at the industry and starting in 2019 we will also be producing a quarterly newsletter for stakeholders.

We produced a series of new resources, and a dedicated web page about Bikeability Plus delivery

[www.bikeability.org.uk/bikeability-plus/](http://www.bikeability.org.uk/bikeability-plus/) Next year we will be focused on consulting with the industry and delivering a series of new resources for parents, grant recipients and Bikeability providers.



## National Bikeability Awards

A highlight of this year, in May 2018 was the first ever National Bikeability Awards, held during the annual Bikeability training conference. The primary aim of the Awards Programme is to reward and promote the good work that the Bikeability industry and partners are doing. Secondary aims include collecting a series of 'case studies' that can be used both to showcase Bikeability to external audiences, but also provide examples of best-practice for peer-to-peer learning within the industry.

The nominations were assessed by a panel of independent, expert judges against a set of criteria for each award category. The short-listed candidates were invited to attend the Awards Ceremony on Thursday 17th May 2018 at which the winners and runners up were announced and presented with their awards. The Trainee of the Year Award has been dedicated to Pete Rollings who made an extraordinary contribution to Bikeability during his life and we were honoured that his family were able to attend and his daughter, Pascale could present the Award.

*Carrie and Paul (Dannon Butler's parents) told The Bikeability Trust: "We are a very active family so can now enjoy dog walks, bike rides and Geocaching outings with Dannon on his KMX. The instructors have left a lasting positive impression on Dannon, and we can't thank Outspoken enough for what they have done."*

### The results for the 5 award categories were:

#### INSTRUCTOR OF THE YEAR

Runner up: **Kelly Koya** (Cycle Experience)  
Winner: **Rob Piatt** (West Sussex County Council)

#### SCHEME OF THE YEAR

Runner up: **BikeRight!/Merseytravel**  
Winner: **Royal Borough of Kensington & Chelsea**

#### LOCAL AUTHORITY /SGO HOST SCHOOL PARTNER OF THE YEAR

Runner up: **Northamptonshire County Council**  
Winner: **Warrington Borough Council**

#### SCHOOL/SCHOOL TEACHER/GOVERNOR OF THE YEAR

Runner up: **Simon Partridge** - Ashton Gate School, Bristol  
Winner: **Lesley Byrne** - Slated Row School, Milton Keynes

#### TRAINEE OF THE YEAR (PETE ROLLINGS AWARD)

Winner: **Dannon Butler** - Pinchbeck Primary School





## Development

The three main achievements in 2018 were:

- Convening the Approved Driving Instructor cycle awareness pilot working group for the DfT's Cycling and Walking Investment Strategy (September 2018).
- Publishing the National Standard for cycle training on the DfT's Driver and Vehicle Standards Agency website (October 2018).
- Getting the 1st4Sport instructor qualification regulated by Ofqual and placed in the Regulated Qualifications Framework (November 2018).

During 2018 the development team delivered a raft of Bikeability development projects for the Department, first under contract in partnership with SDG, and from September under the grant agreement. The Bikeability Sounding Board, comprising 15 Bikeability providers and beneficiaries, advised the Trust on two development projects throughout 2018: the National Standard for cycle training (the National Standard) review, and instructor training reform. In December 2018, the Bikeability Effectiveness Advisory Group was appointed to replace the Sounding Board and advise the Trust on Bikeability standards, quality and impact. The Advisory Group will advise the Trust on delivery of the following development projects during 2019:

- The development of Bikeability delivery guidance to accompany the updated National Standard was published in October 2018
- The development of two 1st4Sport instructor qualifications regulated by Ofqual and the recognition of Bikeability providers wishing to deliver the new qualifications from 2019
- The development of cycle awareness learning resources for Approved Driving Instructors (ADIs) to help them teach learner drivers to share roads with cycle riders
- The development of an integrated relational database to make better use of our existing and forthcoming data collections, improve the efficiency of our operations, and provide better insight into the effectiveness of Bikeability delivery
- Establishing an Innovation Fund to invest additional funds accrued through commercial partnerships and charity cost savings to strengthen Bikeability delivery effectiveness and inform grant-making policies from 2020
- Improving the Bikeability quality assurance system (comprising scheme registration and renewal, instructor training, registration and continuing development, Bikeability delivery monitoring and grant payments, and internal and external quality assurance) for launch in 2019
- Taking forward development projects announced in the Department's Cycling and Walking Investment Strategy (CWIS) safety review action plan published in November 2018

## Operations

Since September 2018, the operations team has delivered the following Bikeability programme management core services under the Department for Transport grant agreement. In the first three months of this agreement (September to November 2018) the following were delivered:

- Bikeability **grant payments** of £12 million to 170 grant recipients each year (£1,331,038.70 paid to 39 grant-recipients in this period)
- Bikeability **award materials** (certificates, badges, handbooks) distributed to c. 350,000 trainees per year (5440 packs distributed to registered Bikeability schemes in this period)
- Bikeability **scheme registrations**, currently 338 active registered schemes
- Bikeability **instructor registrations**, currently 2531 active registered instructors (all active instructors updating their database record in this period)
- Bikeability **email accounts** and **helpline** (2671 emails processed in 4 email accounts, and 414 helpline phone calls answered in this period)
- Bikeability **quality assurance**, 40 external assurance visits per year year (14 external assurance visits confirmed and completed during this period).

## Financial Review

Our financial results are carefully monitored by the Trust's Finance and Audit Committee on a quarterly basis. As the Trust assumed responsibility for the delivery of the Bikeability grant a key area of focus is the safeguarding of public money and ensuring value for money. The committee pays particular attention to cost control across all areas of the Trust's activities, and close monitoring of any providers that might fail to deliver their allocated grant-funded Bikeability places to the required standard.

Based on figures given are taken from the financial statements for the year ended 2018, the Trust has made a surplus of income over expenditure of £142,711. This is the result of a donation and a small surplus from the sale of award materials. The entirety of the surplus is to be transferred to reserves in order to ensure the going concern of the Trust in accordance with our reserves policy.

The trustees have the objective of maintaining sufficient reserves to offset any liabilities that should be incurred in the event that the charity would need to be wound up. No specific target has as yet been set given that the Trust is still growing and our obligations going forward will be changing over the next twelve months. Current reserves are £142,711 which the trustees believe are sufficient to cover our current liabilities.

After making appropriate enquiries, the trustees have a reasonable expectation that the CIO has adequate resources to continue in operational existence for the foreseeable future. For this reason they continue to adopt the going concern basis in preparing the financial statements.



# The Bikeability Trust

## Further information

For more information about the Bikeability Trust and what we do:

**Email:** [contactus@bikeability.org](mailto:contactus@bikeability.org)

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