

The Bikeability Trust

# Impact Report 2023



Funded by  
UK Government



Active  
Travel  
England







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# Foreword

**Active travel is the health solution staring us in the face – that’s why we must continue to do all we can to ensure that young people have the skills and confidence to get about under their own steam.**

Active Travel England has been investing tens of millions of pounds to transform the school run and put joy back into journeys for kids up and down the country. Bikeability is a huge part of this project, and through its programmes like Get Cycling in Schools, we can help deliver the next generation of keen, competent cyclists and achieve our goal for 50 per cent of all short journeys being walked, wheeled or cycled by 2030.

We’re working tirelessly to give children transport independence and the freedom to enjoy getting from A to B. I’m looking forward to many more successes as Active Travel England and Bikeability continue to build a happier, healthier and greener future together.

**Chris Boardman MBE**  
National Active Travel  
Commissioner for Active  
Travel England



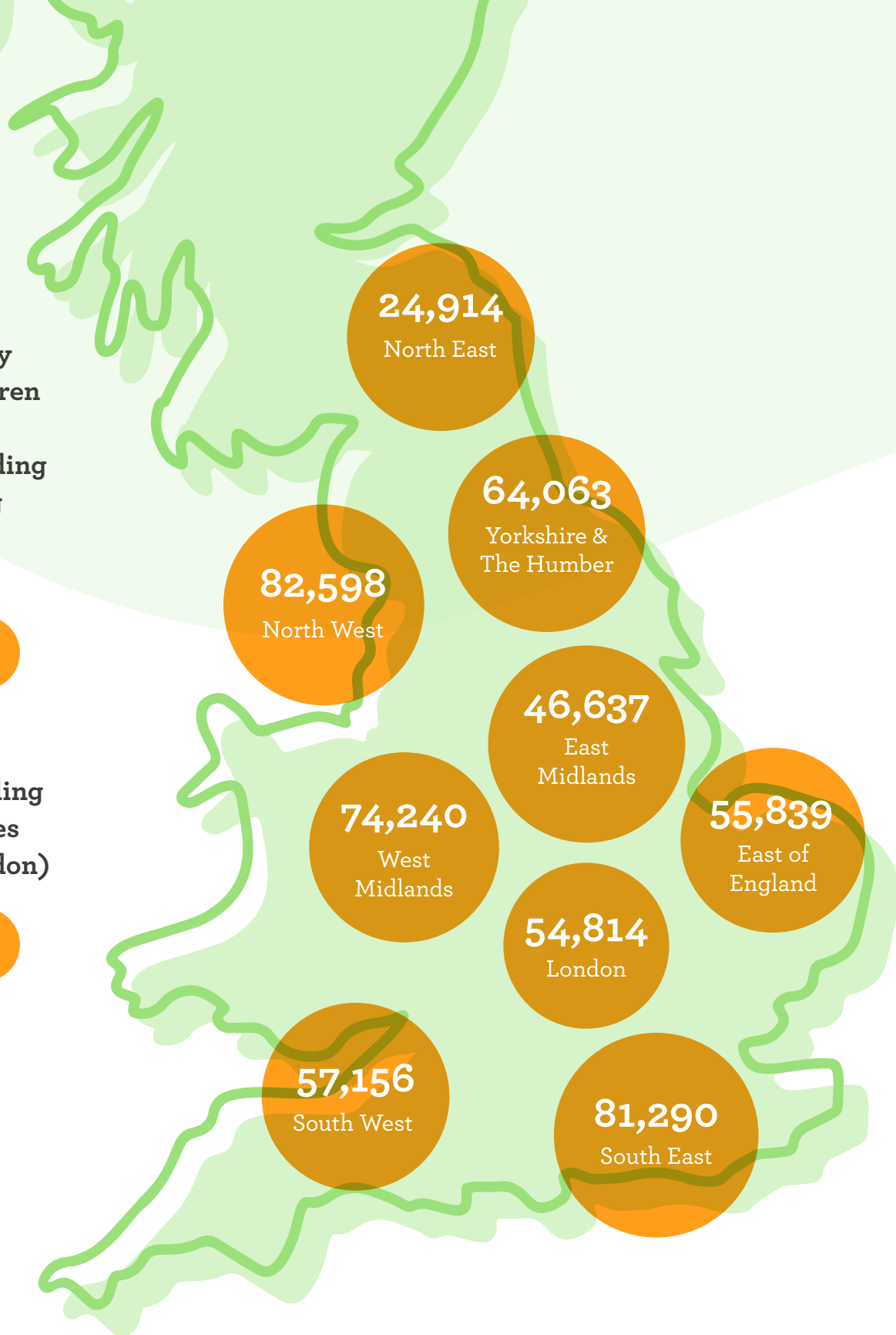
## Key Statistics

Total Bikeability places for children booked across England (including London) during financial year 2023-24

486,737

Total including 18,920 Get Cycling in Schools places (including London)

560,471



For full delivery statistics and more information, [click here](#)

Please note that all statistics are provisional until being audited in autumn 2024.



Table 1

## Level 1&2 combined and Level 2 places booked across England in 2023-24 (excluding London)

**310,367**

Total Level 1&2 combined and Level 2 places booked in 2023-24 (excluding London)	<b>310,367</b>
Number of children in year 6 in England (excluding London) 2023-24	<b>567,229</b>
% of eligible children (year 5 or 6) in England (excluding London) offered (i.e. booked to attend) either L1&2 combined or L2 Bikeability training in 2023-24	<b>55%</b>
Number of primary schools in England (excluding London) 2023-24	<b>14,977</b>
Number of primary schools in England (excluding London) receiving Bikeability training 2023-24	<b>10,074</b>
% of primary schools in England (excluding London) who received Bikeability training 2023-24	<b>67%</b>
Total number of Get Cycling in Schools places delivered in England	<b>18,920</b>
Number of primary schools in England (excluding London) who received Get Cycling in Schools training (see next page)	<b>393</b>
% of primary schools in England (excluding London) who received Get Cycling in Schools training	<b>3%</b>

Table 2

## Funding allocated across England by our grants team during financial year 2023-24

**£19,901,856**

Regional distribution of funding during financial year 2023-24

Region	Funding allocated	Total funding claimed
East of England	£2,200,920.00	£2,015,706.70
East Midlands	£1,847,472.00	£1,680,011.40
North East	£1,051,205.00	£815,034.00
North West	£3,746,756.00	£3,326,090.98
South East	£3,452,109.00	£3,172,716.88
South West	£2,331,428.00	£2,074,409.32
West Midlands	£2,723,360.00	£2,405,226.74
Yorkshire & Humber	£2,548,606.00	£2,471,589.57
Total	<b>£19,901,856.00</b>	£17,960,785.59



For full delivery statistics and more information, [click here](#)

## Get Cycling in Schools project in 2023-24

Table 3

Get Cycling in Schools	
Total primary schools taking part	393
Total leads trained	685
Number of Local Highways Authority areas covered	40
Total number of places delivered (all modules)	18920
Total number of places delivered: Balance	15959
Total number of places delivered: Learn To Ride	2468
Total number of places delivered: Ride	493
Total number of cycles provided	2550
Total spend	£325,040.90
Cost per place delivered based on 5 year programme	£3.03
Total number of instructor bursaries paid	302
All places booked	<b>18,920</b>

## Holiday Activity and Food Programme (HAF) funding

Table 4

Region	HAF Funding claimed	HAF places funded by dedicated Bikeability funding
East of England	£5,742.00	367
East Midlands	£12,402.00	720
North East	£0.00	0
North West	£36,225.00	1,709
South East	£17,761.00	1,400
South West	£4,032.00	185
West Midlands	£4,346.00	388
Yorkshire & Humber	£0.00	0
Total	<b>£80,508.00</b>	<b>4,769</b>

➤ For full delivery statistics and more information, [click here](#)




## London delivery statistics 2023-24

Figures for London are included for the first time for reference. Please note that The Bikeability Trust is contracted by Transport for London to monitor the booking and delivery of Bikeability in the London boroughs. The Trust does not fund or set targets for Bikeability delivery in London.

**Table 5**

London Borough	Total Level 1/2 & Level 2 places booked (children)	Total Level 1, Level 2, Level 1&2, Level 3 Bikeability places booked (children)	Total Bikeability Plus places booked (children)	Total Bikeability places booked (children)	Total Bikeability places booked (adults)
Barnet	915	1,032	4	1,036	67
Barking and Dagenham	1,044	1,547	359	1,906	741
Bexley	1,121	1,121	-	1,121	-
Brent	973	1,265	993	2,258	529
Bromley	1,414	1,562	-	1,562	107
Camden	509	858	80	938	714
City of London	-	-	-	-	65
Croydon	1,141	1,332	97	1,429	655
Ealing	1,271	1,644	176	1,820	419
Enfield	1,022	1,446	-	1,446	262
Greenwich	1,640	2,030	30	2,060	234
Hackney	1,325	1,325	117	1,442	1,189
Hammersmith and Fulham	470	470	-	470	118
Haringey	913	1,877	-	1,877	212
Harrow	200	230	-	230	30
Havering	1,300	1,485	440	1,925	349
Hillingdon	1,226	1,226	1	1,227	3
Hounslow	1,447	1,554	463	2,017	1,280
Islington	603	1,368	881	2,249	190

 For full delivery statistics and more information, [click here](#)

# London delivery statistics 2023-24 Continued

Table 6

London Borough	Total Level 1/2 & Level 2 places booked (children)	Total Level 1, Level 2, Level 1&2, Level 3 Bikeability places booked (children)	Total Bikeability Plus places booked (children)	Total Bikeability places booked (children)	Total Bikeability places booked (adults)
Kensington and Chelsea	891	894	63	957	17
Kingston	1,225	1,288	70	1,358	242
Lambeth	2,190	3,852	343	4,195	1,439
Lewisham	1,435	1,600	-	1,600	210
Merton	1,041	1,201	476	1,677	615
Newham	1,365	1,788	6	1,794	637
Redbridge	730	1,070	213	1,283	978
Richmond upon Thames	2,821	2,935	-	2,935	266
Southwark	1,389	2,475	1,337	3,812	576
Sutton	1,194	1,218	297	1,515	177
Tower Hamlets	1,068	1,360	33	1,393	478
Waltham Forest	1,313	2,317	-	2,317	796
Wandsworth	597	1,234	27	1,261	276
Westminster	434	795	909	1,704	496
<b>Total for London</b>	<b>36,227</b>	<b>47,399</b>	<b>7,415</b>	<b>54,814</b>	<b>14,367</b>
<b>Overall total children and adults</b>					<b>69,181</b>



## My review of the year

Emily Cherry, Chief Executive at  
The Bikeability Trust

**2023 was a record-breaking year for  
The Bikeability Trust.**

Record funding of £50m from Active Travel England from April 2023 until the end of March 2025 meant that we reached more children than ever – with 310,367 children in 10,074 schools in England receiving Bikeability Levels 1 and 2 cycle training. That’s a record number of children learning to cycle confidently and I am so proud of the impact we have made to so many children’s lives.

In 2023 our Get Cycling in Schools pilot project started to make a real difference too. By training staff at primary schools to teach children skills on balance and pedal cycles, we can ensure that more children are ready to take part in Bikeability Levels 1 and 2. In fact, in one year alone, almost 400 schools took part, with 685 members of staff becoming new “Get Cycling Leads” and training almost 19,000 children!

Cycle to School Week is an important milestone in our calendar, and in 2023 a record 2300 pledges were made. Whether that’s to swap a car journey for cycling; to cycle with family or to cycle to school, it’s great to see children using their newfound cycling skills in a real life situation, to reinforce how cycle training provides the tools to enjoy a lifelong relationship with cycling - a healthy, cheap and sustainable way to have fun and travel.

As Minister Opperman points out, cycling also plays a vital role in meeting government targets for active travel. Bikeability is at the heart of the Active Travel England strategy to activate and increase cycling levels, and I won’t rest until we achieve our ambition of offering cycle training to every child by 2025.

We couldn’t do any of this without our industry – we get to recognise and thank the amazing instructors, grant recipients and training providers who make up the Bikeability family at the Celebration of Bikeability, which is the best part of my job. In fact, I enjoy nothing more than visiting Bikeability in action across the country to see for myself the impact that cycle training has in communities. There are so many more moments that have inspired me, but read on for a few highlights of my year.



**£50m**

**Record  
funding  
from Active  
Travel  
England**



## JANUARY



I kicked off the year with an important All Party Parliamentary Group for Cycling and Walking (APPGCW) meeting with the Minister of State in the Department for Transport, Jesse Norman, and the CEO of Active Travel England, Danny Williams, where they pledged support for our “every child” ambition.



## FEBRUARY



I bumped into Jesse Norman MP and Danny Williams again, joined this time by National Active Travel Commissioner Chris Boardman, at the official opening of the Active Travel England offices in York. Then I was off to Hertfordshire to meet GoVeloBike and see them taking the teachers back to the classroom for our Get Cycling in Schools project.



## MARCH



A busy month! And my favourite day of the year - Bikeability conference day where we get to share everything that’s great about The Bikeability Trust and our industry. I popped into Castle School in my home town of Cambridge which was the Bikeability School of the Year 2022. This is an exceptional SEND school with the ambition that every child completes Level 3 training and cycle maintenance skills by



age 18, and it was a real treat to see the children practising their skills. Later in the month, I visited the Belvidere Family Centre in Liverpool and was bowled over by the work they do offering cycle training to homeless families.



## APRIL



A big day for our Immersive Reality project, as we showcased the project to MPs at the APPGCW.



What better place for our all-staff day than the stunning Lake District, with our local training provider Cyclewise? We tested e-mountain biking with the brilliant team, enjoyed an amazing lake view, and spent time reflecting on the successes and challenges that face the central team.

And although I couldn’t be there, a special mention goes to Devon County Council, who celebrated a milestone by gifting a bike to the 100,000th child to complete Bikeability training.

## MAY





## JUNE



My biggest personal challenge of the year came in the form of the London to Brighton cycle ride. After enduring 55 miles of boiling temperatures followed by a downpour, I made it! Thanks to everyone who was part of Team Bikeability that day for helping to motivate me to keep going.



## JULY



Time for the annual Bikeability Olympics run by Milton Keynes City Council. Great to see all the children demonstrating their skills. The highlight has to be the infamous slow race – how slow can you go?

## AUGUST

Holidays and time for a well-earned rest for school delivery of Bikeability, but delighted that Bikeability sessions formed part of the government's Holiday Activities and Food programme.



## SEPTEMBER



As a football fan (although Port Vale is my team), what a thrill to hand over a very special Bikeability badge and certificate to none other than Arsenal's Bukayo Saka, who was voted Children's Cycling Champion by children across the country for Cycle to School Week!

## OCTOBER

The Bikeability Trust was shortlisted for Team of the Year in the Modeshift National Sustainable Travel Awards! We are proud to be recognised for our values and joint ambition to ensure every child can cycle. I was humbled to be made an Honorary member of Team Modeshift too.



## NOVEMBER



A trip to my beloved Port Vale (any excuse!) for our new football project, which offers free training to football coaches who want to become Bikeability instructors. This was the youngest course ever taught with an average age of 17. I look forward to these young, inspiring coaches joining Team Bikeability.


## DECEMBER



I ended the year in style with a very muddy cycle tour courtesy of Bike4Health in Newcastle, in the company of the then newly appointed Minister for Roads and Local Transport, Guy Opperman MP. A chance to demonstrate how great our Bikeability industry is!



## Our Vision



**Our Vision is to ensure that everyone has the confidence to cycle and enjoy these skills for life. As the leading cycle training programme provider, we are:**

### Child focused

We deliver cycle training to both children and adults, but the majority of delivery is helping children learn the life skill of cycling.

### Quality oriented

Our instructors deliver high quality, consistent cycle training across England.

### Inclusive

We take action to reduce barriers to participation and ensure that anyone who wishes to access Bikeability cycle training is able to.

### Efficient

Our delivery programme offers value for money and is delivered in an economic and efficient way.

### Influential

We share our evidence of the impact of cycle training across a variety of sectors (transport, education, environment, health, leisure, etc).

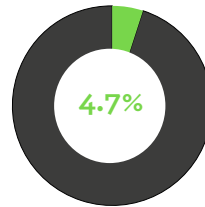
### Collaborative

We work with stakeholders, partners and commercial organisations to achieve our vision and ensure Bikeability is a household name.

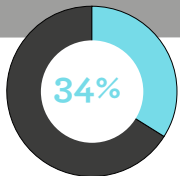
# Summary of Achievements

Bikeability continued to grow in 2023, training record numbers of children in Level 1&2 combined and Level 2

In 2022:  
296,446  
(4.7% increase)



We launched Get Cycling in Schools to boost cycling skills in younger children and to increase participation in Levels 1 and 2



And the biggest ever Cycle to School Week

In 2022:  
1757 pledges  
(increase of 34%)

310,367  
(excluding London)

2355  
children and young people pledged to pedal to school

18,920

children trained;  
393 schools, 685 teachers trained

171

nominations, 4962 votes for the People's Champion and £4540 in prizes

1024

cycles used an estimated 16,000 times

We held the biggest ever Celebration of Bikeability

In 2022: 159 nominations  
1927 votes for People's Champion  
(over 2.5 times last year's votes!)  
£3575 prizes



We provided balance and pedal cycles to several grant recipients and training providers to increase their capacity to deliver sessions





**Celebration of Bikeability is our chance to shout about**

**Bikeability superstars!** We love finding instructors who go the extra mile to support children on their cycling journey, training providers who work tirelessly to increase delivery in their area, and children like Emma Murray, whose contagious enthusiasm to cycle is inspirational. Here’s a sample of the winners.



**Young Cyclist of the Year  
Emma Murray**

Started cycling to school after Bikeability training aged 10.



“When my parents told me [I’d won] I was so excited I was jumping up and down with joy. This means so much to me because of my love for riding bikes and the Bikeability training was so much fun.”

**Lifetime Achievement  
Award - Jill Bissell**

Taught thousands of children to cycle confidently in 15 years as instructor with Wokingham Council.



“I am delighted to have my work recognised by The Bikeability Trust. I kept on until the age of 70 and the job has kept me young!”



**Small Organisation of the  
Year - Minibikers**

Shining example of good practice in delivery.



“We love what we do and the support we provide direct to schools and charities. Most importantly, together we are giving children the skills and confidence to cycle and enjoy this skill now and into the future.”

**School of the Year  
St. Christopher’s  
High School**

Champions of accessibility with track record of getting young people cycling.



“Every child from Year 8 and above will have completed Bikeability level 3 (over 1,000 pupils in five years). [We show them] safe routes to and from school... staff use one of the pedal or electric bikes to model good behaviour.”



- Large Organisation of the Year**  
GoVelo
- Personal Achievement Award**  
Elizabeth Hampton
- Rising Star of the Year**  
Eve Walker

- People’s Champion Award**  
Meher-Un Nisa
- Instructor of the Year**  
Lydia Walker
- Family of the Year**  
the Carter-Wilson Family



## Cycle to School Week

2,300

children and young people pledged to make the school run fun by cycling

In September 2023 we teamed up with Sustrans for Cycle to School Week. Over 2300 children and young people pledged to make the school run fun by cycling, with an enthusiastic 1254 of them vowing to cycle to school every day. Swapping one car journey for cycling or going on a family ride were also popular options. We're grateful to everyone who made the week such a success, including footballer Bukayo Saka who set our social media ablaze after our poll named him as the celebrity most children would like to go on a cycle ride with.





## Breaking Down Barriers

We believe that every child has the right to experience the benefits of cycling. However, a range of barriers prevent many from fully participating. The Bikeability Trust is committed to ensuring every child has the opportunity to learn to cycle.

15.9% of children in England have special educational needs or disabilities (SEND), and our data shows that 8% of Bikeability cycle training delivery was delivered to children with SEND in 2023/24. To improve this, in 2023 we launched dedicated SEND funding which enables local teams to provide adaptive sessions to those who can benefit.

Similarly, despite representing 36% of all schoolchildren in England, those from minority ethnic backgrounds remain less likely to access Bikeability cycle training, at 20%. By featuring and amplifying voices from minority ethnic backgrounds, such as inspiring cyclist Varun Jyothykumar and creating content for specific groups, such as how to cycle during Ramadan, we will inspire more children to cycle.

**As Varun told us:** “I’m really proud of the fact that I’m almost always the only Asian man and usually the only queer Asian man on the start line of all the ultra races I take part in. Regardless of what the result of any of the races are, it just feels like I’m making something of a difference to raise visibility.”

The Bikeability Trust is committed to ensuring every child can access Bikeability and that’s why we continue to remove barriers as part of our approach to prioritise inclusion.



**£79,725**

In 2023 we spent £79,725 on improving Special Educational Needs and Disabilities provision.



**£80,508**

We funded 18 local authorities with £80,508 to deliver Bikeability cycle training to 4,769 children as part of the government’s Holiday, Activities and Food Programme.



**1024**

We provided 1024 fleet cycles to increase access to cycles for children in areas of deprivation.

[▶ Inspiring cycling story Read here](#)

[▶ How to cycle during Ramadan Read here](#)



## Learning Together

To support instructors to confidently deliver inclusive Bikeability sessions, we launched mandatory training in Special Educational Needs or Disabilities (SEND) in Feb 2023. We worked closely with Wheels for All, teachers and other SEND specialists, to devise the 90-minute online training module. The training is tailored to help instructors develop the skills and confidence to teach children with special educational needs or disabilities to cycle.

More than 1500 instructors completed the training in 2023, with most finding the practical focus useful and reporting improved confidence when delivering inclusive cycling sessions.

Wheels for Wellbeing also delivered disability awareness training to The Trust's Communications and Development teams at the start of 2023. The training explained the empowering nature of the social model of disability, which puts the focus on society to enable positive change. We continue to consult with disability rights organisations including Wheels for All and Wheels for Wellbeing, to ensure that the voices of disabled people are always included in what we do.

“Interesting and thoroughly engaging course. Detailed and empowering for cycle instructors to go and deliver inclusive sessions”



“One of the best on-line learning modules I have experienced”

“It was really interesting, especially as we regularly have riders with additional needs attend sessions in mainstream schools...this will better equip me to be aware of their needs and how I might best support them”

## Cycling For All

A new section of the website was created to provide information and inspiration to anyone interested in inclusive cycling, whether they have Paralympic ambitions or just want to find a group to ride with. By signposting to organisations which offer support and advice, we hope to help riders go further on their cycling journey – it received over 1000 views in 2023.



Inclusive cycling [find out more here](#)



## Get Cycling in Schools

This new project addresses another barrier to inclusion. By training teaching staff to teach basic cycling skills to children as young as three, the aim is that more children will be ready for Bikeability Levels 1 and 2 later in their school career. Participating schools also receive a fleet of balance cycles, provided by Squish, Frog, Decathlon and Halfords, with the option to win additional pedal cycles in return for the timely reporting of data.

### Schools and Project Coordination

Officer Amy Glen said:

“I am delighted that the project has helped nearly 19,000 children to experience the joy of cycling already. I have heard from so many schools that the children love the sessions, with some of them transitioning from balance to pedal cycles on the same day! As a bonus, thanks to the teachers, around 4750 hours of instructor time was saved, meaning that instructors can concentrate on the delivery of our Level 2 targets.”

“It has been fantastic to see the impact of the scheme... many of our youngest children in school are now able to ride a two-wheeled bike unaided. This is a phenomenal achievement”

Mill Hill Primary, Stoke on Trent

”

“... the staff who attended the training came back so enthused, stating honestly that it was some of the best training that they have attended in years!”

Thongsley Fields Primary and Nursery School, Huntingdon.





## Access to Cycles

2022's Widening Participation Fund projects showed how improving access to cycles means greatly increased delivery of Bikeability Levels 1&2.



In 2023 we funded 1024 brand new Frog and Squish fleet cycles to help 52 grant recipients and training providers deliver more Balance, Learn to Ride and Level 1 and 2 training. And deliver they did, with the cycles being used an estimated 16,000 times throughout the year!

**Development Project Manager Mike Holwill said:** "This was a really worthwhile use of funds, which made a direct impact where it was most needed by removing the barrier of access to cycles experienced by many children."

### Scaling Up Coming Soon...

We're not stopping there as further funds will be available in 2024 to increase delivery of Bikeability cycle training. Our Scaling Up programme will offer a range of support to selected grant recipients, meaning that more children will be able to develop their cycling skills.

## Working Together

As a small charity with 23 staff, The Bikeability Trust's teams work closely together to manage and develop the Bikeability programme, continuously improving what we do to support grant recipients, training providers and instructors.

### In 2023:



We reviewed and improved the instructor, training provider and grant recipient renewal process, following industry feedback.



We added more detailed information to the website to help grant recipients with their internal quality assurance.

### Grants Officer Joanne Metcalfe said:

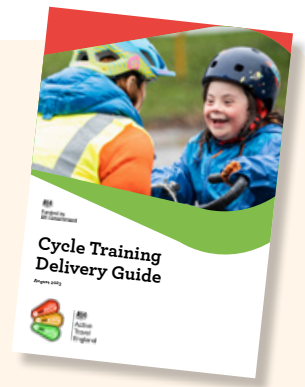
“The Grants and Operations teams are here to keep the Bikeability wheels rolling! Our priority is to engage with industry to make sure the guidance and support we provide meets their needs.”

Operations Manager Louise Sanders added: “We really enjoyed working together to review the internal quality assurance guidance, which grant recipients have reported is helpful. It really shows how important it is for the Trust to work closely with the Bikeability industry.”



[Find out more here](#)

## Delivering Collaboration: the Development and Communications Teams



In 2023 The Bikeability Trust updated the Cycle Training Delivery Guide, which was a real joint effort. The guide outlines the practices and principles that all instructors should be aware of when teaching children and adults to cycle. The Development and Communications teams worked with experts from across the industry, including instructors, to make the guide easier to use, more readable and more inclusive.

### Senior Project Officer Patrick Jarman said:

“The Delivery Guide is a core piece of work, which demonstrates not just our focus on delivery being more inclusive and accessible, but what we can achieve when we work together. The Communications team at The Trust and experienced industry friends worked very closely with us and provided invaluable input. We had 1777 downloads in 2023 and positive feedback from instructors, so I'm confident that the new guide will allow instructors to continue providing engaging and rewarding Bikeability sessions.”

## Highlights of updated Guide



- Video content has been included for the first time in a delivery guide, to bring the content to life
- A new Ride Guide provides a detailed description of how to cycle, both on and off-road
- New Activity Templates will help instructors to teach cycling skills in fun and active ways



[Find out more here](#)



## Working with Industry

### Communication

To support industry effectively, two way communication is essential. In 2023, a combination of quarterly meetings, webinars and other contact enabled us to share and take on information and feedback. We also:



- Sent 150 email campaigns, including newsletters, surveys and project involvement opportunities to grant recipients, training providers, instructors, partners and schools with average open rate of 52.5%
- Reviewed the content and frequency of the Bikeability Club newsletter, which shares blog content, competitions and encouragement to keep cycling to 6643 subscribers
- Produced 16 news articles on the website and published 44 blog posts
- Held nine interactive webinars for industry: two Ask The Trust; four on digitisation; two on Cycle Training Delivery Guide, with a total of 461 attendees
- Launched a media toolkit for training providers to help with VIP and Ministerial visits and promoting their training

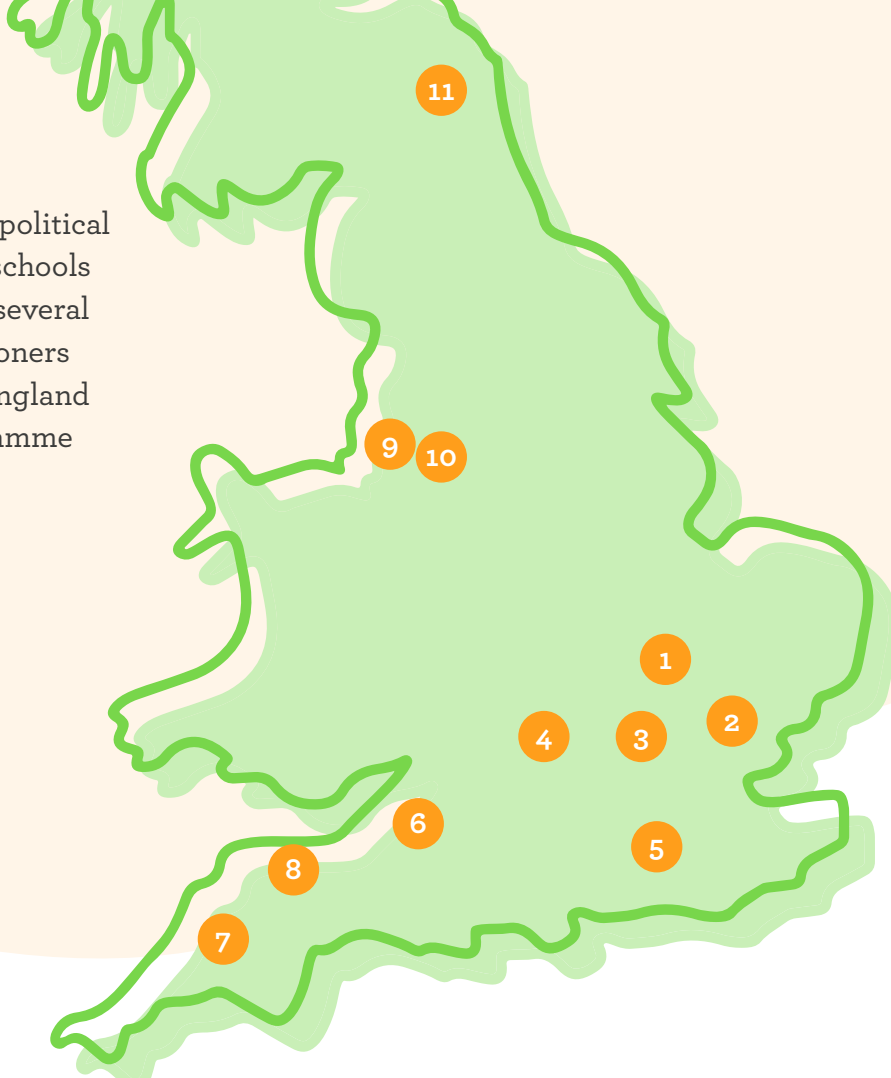


[Find out more here](#)



# Keeping a High Profile

To ensure that Bikeability remains on the political agenda, we invited public figures to visit schools and other locations. We're delighted that several MPs, two Walking and Cycling Commissioners and the chief executive of Active Travel England saw for themselves the value of the programme across the country in 2023.



1

**Anthony Browne MP**

Hardwick and Cambourne  
Community Primary School,  
Cambridge



2

**Vicky Ford MP**

Chelmsford,  
Essex



3

**Will Norman**

London Walking and  
Cycling Commissioner,  
St Peter and St Paul's  
Catholic Primary,  
Islington



4

**Alok Sharma MP**

Battle Primary,  
Reading



5

**Tim Loughton MP**

Globe Primary,  
Lancing, West  
Sussex



6

**Danny Williams**

CEO of Active Travel  
England, Redmaids'  
High School, Bristol



7

**Sir Ben  
Bradshaw MP**

St Michael's  
Primary, Exeter



8

**Selaine Saxby MP**

Landkey  
Community  
Primary Academy,  
Barnstaple



9

**Lord Storey MP**

Mossfits  
Lane Primary,  
Liverpool



10

**Simon O'Brien**

Liverpool City  
Region Walking  
and Cycling  
Commissioner,  
Mossfits Lane  
Primary, Liverpool



11

**Guy Opperman MP**

Bike 4 Health,  
Newcastle



Thanks to all  
of them for  
continuing  
to support  
Bikeability!



## Prize Job: Instructor Competition

Competitions aren't just for children! In 2023 we ran our very first competition for instructors, giving away over £1400 in prizes, as part of a partnership with Madison.

Winner Alison Insley rode away on a lovely new Ridgeback hybrid after telling us that what she loves most about being an instructor is: "The tears - when a child realises that they CAN ride!" Alison's new wheels have taken her on trips for work and pleasure, alone and with friends and in wind, rain and shine.



“She said: “The bike is great, a fabulous prize and a wonderful ride!” Alison added: “Being a cycling instructor is fabulous, I love my job and the pleasure it brings to many. Children and adults learning a skill for life, while having lots of fun along the way, genuinely, what’s not to love about that?”





## Conference Report

The annual conference is a great opportunity for The Bikeability Trust to hear directly from those who keep the wheels of Bikeability turning - the instructors, training providers and grant recipients. In 2023, the theme was impact. Over 200 delegates came together in Birmingham in March to hear about the impact Bikeability can have on both individuals and communities.



### Highlights

- Learning how the Widening Participation Fund invested £1.6m in 44 projects aimed at reducing the barriers to Bikeability for children from under-represented groups
- Workshops showcasing best practice, to support continued high quality delivery of Bikeability, focusing on accessibility and inclusivity
- Partners including Decathlon, Frog Bikes, Beryl, Modeshift and Madison shared the work they do to support the Trust and get more children cycling

### Hearing from inspirational speakers:



Dame Sarah Storey, former paralympic cyclist



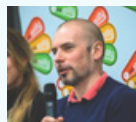
Danny Williams from Active Travel England



Pete Zanzottera from Transport for Greater Manchester



Emily Sykes from Modeshift



Steve Garidis from The Bicycle Association of Great Britain





Operations Officer Josie Walker, who organised the event, said: “Arranging the conference is always a huge task but it’s worth it to see how helpful our industry partners find it to get together, talk all things Bikeability and share ideas.”

The day ended in style with speaker Phillip Darnton OBE, honorary patron of The Bikeability Trust, sharing his highlights.

**Phillip said:**

“It has been an honour to attend today, to hear about the huge amount of work taking place behind the scenes to ensure that as many children as possible have the opportunity to learn to cycle – a rite of passage which promises the possibility of untold freedom and independence.

I was especially pleased to hear Dame Sarah Storey and Pete Zanzottera from Transport for Greater Manchester recommend that no child should leave primary school without



the knowledge, confidence and skills to cycle. Making sure that we include all children who wish to take part is a priority, and I enjoyed hearing how the Widening Participation Fund has achieved so much with under-represented groups.

And finally, it was my privilege to thank Alison Hill, who formally stepped down as Chair of The Bikeability Trust, for all her excellent work since taking post in 2017.”

“Feeling part of a much bigger team made me feel valued and (more) excited about instructing”

“Thank you for the opportunity and for making us feel so welcome. See you next year!”

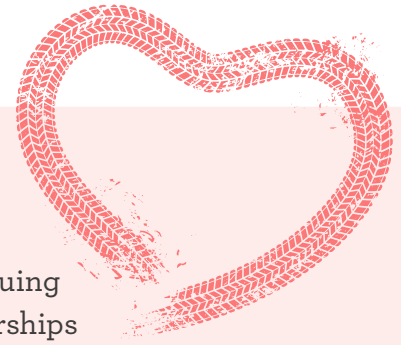
“Excellent presentation, inspiring”

“Good mix of workshops to choose from”

“Great networking opportunities”

## Our Partners

Our commercial partners are an essential part of the Bikeability family, supporting The Bikeability Trust's objective to get more children cycling. To recognise the significant role they play, we welcomed a new face and a new post late in 2023. As well as continuing to work with our fantastic existing partners, new Corporate Partnerships Manager Aaron Tillyer will focus on recruiting new partners with shared goals to enable us to reach even more children.



### Competitions Galore

In 2023 the prizes just kept on coming, thanks to the generosity of our incredible partners! We're especially grateful to Frog for several brilliant bike giveaways throughout the year as well as Madison, Beryl, NatWest Rooster Money, GO Outdoors, Flare, Decathlon and Squish for making 2023's Celebration of Bikeability and Cycle to School Week possible. Well done again to all the winners!



### Decathlon Gears Up

Our partnership with Decathlon, the world's largest sports retailer, took off in 2023 with exclusive discounts on products for Bikeability instructors and providers. But that's not all. During the summer holidays, Decathlon teamed up with BikeRight! to run Bikeability sessions at their Stockport branch, helping more children and young people get pedal ready for the summer.



### Partnership Newsletter

It's important to keep our partners up to date, to show them the difference their support makes to The Bikeability Trust, to our industry, to a competition winner or to a child learning to ride on one of their fleet cycles. In 2023 we developed our Partner Newsletter as an important communication tool and we look forward to keeping in touch and sharing our successes throughout 2024.



### Walking and Cycling Partners

With our active travel partners the Bicycle Association, British Cycling, Cycling UK, Living Streets, Ramblers and Sustrans, we aim to work together to secure improved walking and cycling provision. In 2023 we joined several of these organisations calling on the Prime Minister to reverse proposed severe cuts to the active travel budget in England.





[Find out more about our partners](#)



## Innovation

In 2023 The Bikeability Trust's Development team continued to come up with fresh ways of getting more people cycling, proving once again that thinking outside the (bike) box is their speciality!

### Immerse for Success

How can immersive reality improve children's performance and interest levels in cycle training? This exciting project merges cycling, education and cutting-edge technology to find out. After years of development, Director of Research Dr Dan Bishop of Brunel University, took his project on the road in 2023, working with Bikeability training providers across England, to see how Year 6 children respond to high-tech cycle training!

**Dan said:** "We now have some fantastic data which shows that combining immersive cycle training and on-road experience improves all four key skills needed for confident cycling. It could be a really useful training and assessment tool as an indicator of a rider's 'road readiness'".

In a busy year for Dan, the project was showcased at an All Party Parliamentary Group for Cycling and Walking event at the House of Commons as well as at the National Cycling Show, attracting a good deal of curiosity and interest. The next step is to trial whether large-group immersive training in classrooms could support Bikeability instructors and training providers nationwide.



### “ Quotes from parents at National Cycling Show

“Really fab and realistic. I think it's very good to teach young children on roads”

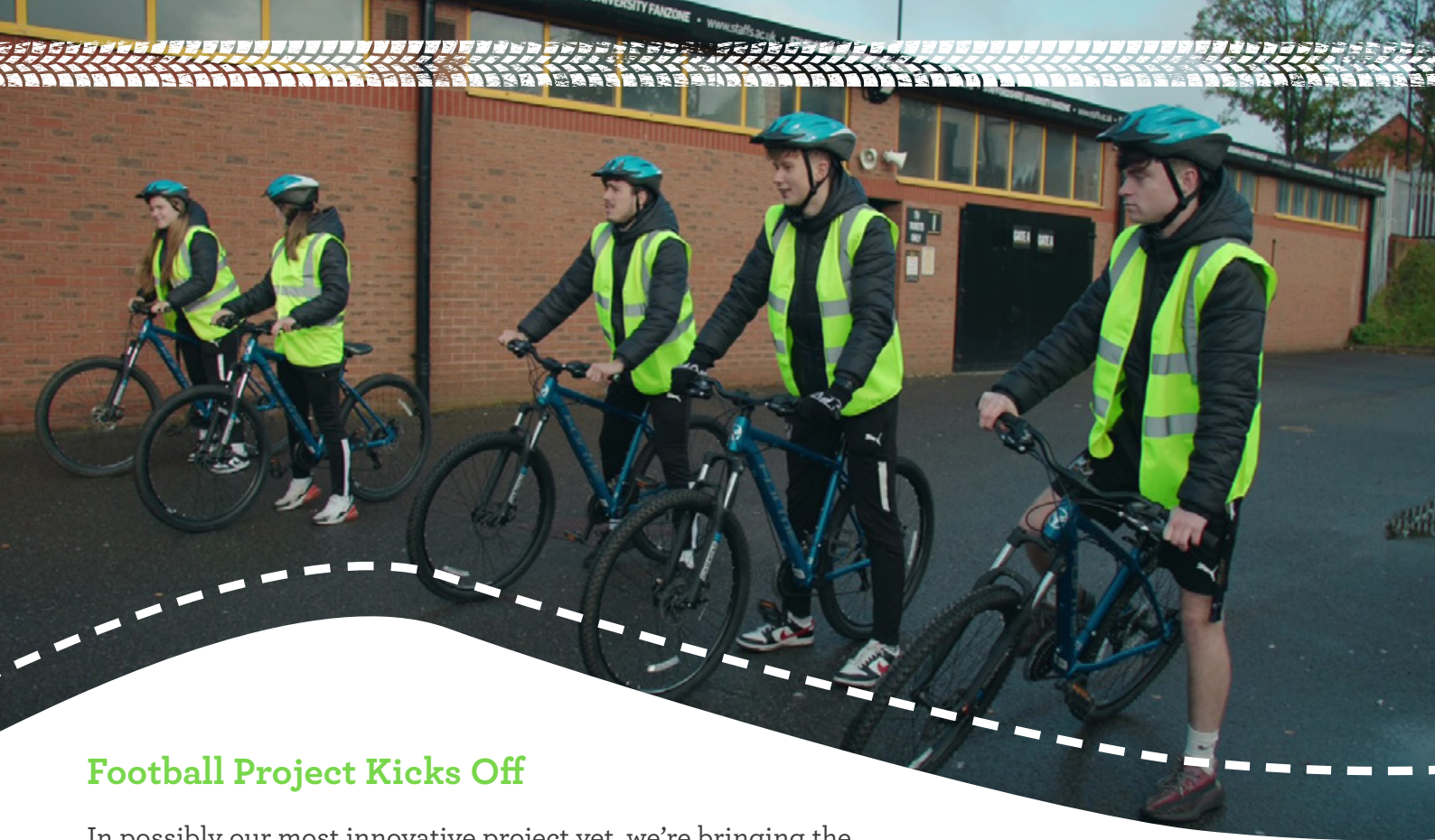
“Great experience for my children to try and start to learn how to use a bike on the roads”

“Fantastic idea, especially for younger generation to get them used to being/feeling safe when cycling”

“Should be included as part of the national curriculum!”

## “Amazing!”





## Football Project Kicks Off

In possibly our most innovative project yet, we're bringing the worlds of cycling and football together by funding community football coaches to train as Bikeability cycle instructors. A new Recognised Prior Learning course means that coaches can be fast-tracked to start delivering cycle training to young people in their local communities. As well as offering coaches and their clubs a potential income stream, the project aims to increase the numbers and diversity of Bikeability cycle instructors. Football Development Manager Nick Ridgway, a qualified Bikeability instructor and UEFA A qualified football coach, was excited to watch coaches at Port Vale in his hometown of Stoke-on-Trent start their instructor training with GoVelo in November.



“

Nick said: “The coaches already have many of the skills needed to be Bikeability instructors, so it was great to see them in action learning the cycling-specific content of the training course. I look forward to working with many more clubs and helping them to make a real difference to young people.”



## Look Ahead: Andrew Milbourne, Chair of Trustees, The Bikeability Trust

The benefits of learning to cycle confidently cannot be overstated. The Bikeability Trust's role is to equip children and adults with the skills to unlock those benefits through the Bikeability programme.



As a former headteacher and an enthusiast of cycling for local journeys, I feel very strongly that learning to cycle is a hugely important life skill for children. Although appointed Chair in 2023, I have been a trustee since 2019 and have seen the charity grow in size and influence, while never losing sight of its core purpose.

In 2023, the Trust has once again broken records in terms of the number of children who have taken part in cycle training, and we are well on the way to our ambition of reaching five million children by 2025.

There are many people who have contributed to this achievement – as well as everyone who works for The Bikeability Trust, there is a whole team of training providers, grant recipients and, of course, instructors, who have worked tirelessly to make it happen. None of this is possible without the commitment and funding from Active Travel England, the body responsible for ensuring that everyone has the greatest opportunity possible to walk, wheel or cycle short journeys. We must also thank Ministers Jesse Norman and Guy Opperman, for their valuable support in 2023.

Regardless of how the new political landscape looks in the second half of 2024, we will continue to speak up for the Bikeability programme at the highest levels, lobbying the new government for the longer-term funding needed to ensure continuity and sustainability. We will also continue to advocate for Bikeability training to be offered to every child in England.

To assist industry, we will match our words with actions and offer financial support in areas where delivery levels are lowest in 2024. It's vital that we continue to take a pragmatic approach to tackling the four major challenges faced by industry, to realise the aim of reaching every child.



## To summarise:

### Instructor capacity

The creation of a new Recognised Delivery Centre will increase instructor capacity, by providing more training places and improving consistency. Our football pilot project will explore a new route to fast-track football coaches into qualifying as cycle instructors. Underpinning these actions will be the redevelopment of the Level 2 Award in Instructing Cycle Training. It will be standardised across the country and backed with new e-learning to support the practical course.

### Access to cycles

We are working with commercial partners to improve access to cycles and have already provided fleets of cycles to schools through the Get Cycling in Schools project.

### Reaching every school

We will commission a marketing education campaign to explore ways to better engage with schools and continue to lobby Department for Education for Bikeability to be on the curriculum.

### Engaging parents and carers

Our Digitisation project will transform the way we communicate with parents and children, giving us the opportunity to engage with every participant directly for the first time through a new Bikeability Club website.

There is much happening, and I look forward to tracking our progress in achieving our strategic milestones in the coming year and beyond!

On behalf of all the Bikeability Trustees, thank you for making Bikeability such a success.





The  
Bikeability  
Trust

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