

Head of Development – The Bikeability Trust

Location: Remote with national travel

Reports to: Director of Training and Quality

Contract: Full-time

Salary: £50,000 PA

Role Purpose

The Head of Development reports into the Director of Training and Quality and provides strategy and leadership for innovation, improvement, and development at the Bikeability Trust. The role ensures the Trust fulfils its development commitments under the Active Travel England (ATE) grant agreement to deliver a high-quality national cycle training programmes, and drive forward the Trust's 2025–2035 strategic ambitions.

This post oversees the development and delivery training guidance, evidence-based pilot projects, digital learning products, and cross sector partnerships, ensuring the Bikeability programme remains effective, future-focused and aligned with Government priorities.

The Bikeability Trust

The Bikeability Trust's purpose is to ensure that all cycle training is delivered to a gold standard, inspiring everyone to cycle with competence and confidence.

We are:

- **Expert:** The Trust has successfully administered the Bikeability programme on behalf of government since 2018, delivering high-quality delivery guides and instructor training, and our workforce has thousands of years combined experience teaching people to cycle.
- **Inspiring:** Every rider completes our training feeling able, confident and motivated to cycle safely on the roads for short journeys. Transforming the traditional image of cycling to an everyday, everyone activity.
- **Quality focussed:** Our instructors deliver high-quality, consistent and standardised cycle training. We aim to ensure that every rider achieves the same outcomes to the same standard, taking into account their individual capabilities, including special educational needs and disabilities (SEND).
- **Inclusive:** We take action to reduce barriers to participation, support underrepresented groups and ensure that anyone who wishes to access Bikeability cycle training is able to do so, and cycling is seen as an activity for all.
- **Efficient:** Our delivery programme offers value for money and is delivered in an economic, proportional 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) and work collaboratively with stakeholders, partners and commercial organisations to achieve our vision and influence behaviour change.

Key Responsibilities

1. Deliver strategic development under the ATE grant agreement

- Lead all development projects agreed with ATE and the Bikeability Board of Trustees to increase the effectiveness, reach quality and impact of cycle training
- Provide expert technical advice as a registered and experienced instructor to inform improvements to the design and delivery of cycle training.
- Project manage all development projects including content creation, new product development, product launch, monitoring and evaluation, working across the Bikeability Trust and with stakeholders
 - Ensure all development work is communicated effectively to ATE, attending biweekly meetings and monthly programme reviews, and other meetings as required to support contract monitoring
- Explore commercial income opportunities linked to e-learning, and externally funded development programmes.

2. Support innovation, research & evidence generation

- Contribute through subject matter expertise evidence and responses to relevant Government consultations and evidence submissions as required
- Keep updated with national active travel research and trends, and translate findings into policy recommendations, training improvements and strategic decisions. Ensure this knowledge is shared with the BIkeability industry
- Ensure robust monitoring and evaluation methodologies are built into projects from the outset and align with both the BIkeability theory of change and ATE wider theories of change

3. Stakeholder engagement & representation

- Act as required as a senior representative of the Trust with government departments, local authorities, commissioners, and sector partners.
- Contribute to multi-stakeholder groups, steering boards, and national forums.
- Present at conferences, industry events and high-level meetings, clearly articulating the Trust's vision, impact and priorities.

4. Financial management

- Plan, forecast and manage development budgets.
- Ensure transparent, accountable use of funds, with strong commercial awareness in programme and contract design.

5. Governance & reporting

- Provide high-quality reports and briefings to trustees, advisory boards, and government officials.
- Ensure compliance with grant conditions, delivery frameworks and quality assurance processes.
- Support the CEO and executive leadership team in strategic decision making.

6. Cross-sector partnerships & national representation

- Attend and present at national forums, including PACTS and the APPGCW where required. Provide briefings to the CEO and executive
- Represent the Trust at conferences, events, and multi-stakeholder groups.
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7. General

- Recognise the need to be flexible when working for a small organisation and carry out other duties that may be required
- Commitment to personal continuing professional development
- Take on another other task as agreed with line manager

Person Specification

Essential

- L2 Award in Instructing Cycle Training qualification status with over 5 years experience working in the Bikeability industry
- Quality assurance experience
- Strong background in qualification design, evaluation, and evidence-led improvement.
- Demonstrable success in managing major pilots, research partnerships, and multistakeholder projects.
- Ability to interpret legislation, policy changes and industry movements into practical delivery guidance.
- Excellent written and verbal communication, including public speaking and presenting to senior audiences.
- High-level financial literacy, including budgeting and forecasting, and strategic planning experience.
- Demonstrated track record of generating creative ideas, solving complex problems, and driving innovative solutions.

Desirable

- Experience in digital learning product development.
- Familiarity with all forms of micromobility, e-scooters, and all forms of cycles, including e-cycles and cargo bikes.
- Experience with Active Travel England frameworks or similar national policy structures.
- Familiarity with grant funding, commissioning processes and contract management.
- Experience influencing national policy or participating in government advisory groups.
- Hold a Level 4 quality assurance qualification
- Senior leadership experience within active travel, behaviour change, sport, education, charity or public-sector environments.

We value staff and a range of experience at the Bikeability Trust, so the person specification is a guide to the skills. We encourage diverse applicants and transferable skills.