**Bikeability Instructor Recruitment Toolkit**

We need more than 1000 new instructors to achieve our ambition of offering every child Bikeability.

We would like to create a real buzz around recruitment and need your help to let your followers and local communities about how fantastic it is to be a Bikeability instructor!

This toolkit is designed to give you everything you need to promote instructor vacancies online and in print. Some are more general, and others focus on the £500 bursaries that are currently available from the Trust and Department for Transport for people who want to train to be a cycling instructor.

**Who are we trying to reach?**

In a recent survey, training providers were asked ‘What are your present diversity gaps in your instructor workforce?’.

In that survey just 5% of training providers believed their workforce is well reflective of the ethnicity of their local population, one quarter of providers did not have any young instructors, and just 37% of training providers believe their workforce was gender balanced.

To help address these issues, this recruitment drive is particularly focused on increasing diversity within the instructor workforce. Some audiences we are particularly targeting include:

* **Students with a passion for sports** who are interested in developing coaching skills and earning some extra money.
* **Passionate cyclists from underrepresented groups** (including women, Black and minority ethnic groups and disabled people) who want to be a role model for children who may not be represented by the current cohort of instructors.
* **Post-pandemic career change chasers** who are keen to swap their office or corporate job for something more rewarding or practical.
* **Community figures** who see the value of the health and social benefits of teaching children to cycle and would like to help more children in their area learn to ride a bike.
* **Active parents who want to give back** to their communities by helping teach kids how to ride bikes.
* **People already working as coaches or instructors** who would like to expand their skillset.
* **Environmental enthusiasts** who want to help raise the next generation of cyclists to break the cycle of reliance on cars, reduce carbon emissions and improve air quality.

This toolkit contains the following:

* Newsletter/website articles
* Posters
* Social media graphics
* Suggested social media posts

If you need any support, or have suggestions for further materials, please contact molly@bikeabilitytrust.org.

**Newsletter and website articles**

Use these articles to advertise the instructor bursaries on your website or in newsletters.

**Become a Bikeability instructor: £500 available for training**

Love working outdoors? Want to inspire the next generation? Need work that fits around you? Then become a Bikeability instructor!

To support Government’s ambition to offer cycling training to every child by 2025, more than 1000 new instructors are needed and £500 is now available from the Bikeability Trust for people who want to change gears on their career and become a cycle instructor.

Bikeability instructors are playing a crucial role in changing how we travel and inspiring the next generation to make more sustainable transport choices. As well as contributing to the fight against climate change, Bikeability instructors also enjoy flexible working, time outdoors and the opportunity to teach children an essential life skill.

Being a Bikeability is perfectly suited for those who need work to fit around their studies or family life. All that is required prior to qualification is a positive attitude, passion for working with children – and ability to ride a bike!

People from all walks of life have become Bikeability instructors. People like [Gill, who became an instructor at 59 and wish she’d done it sooner](https://www.bikeability.org.uk/your-stories/gills-instructor-story/), and people like Nathan, who at 20 years old decided to change from a career in construction to one in cycle training.

Find out more about Nathan’s story and [register your interest in becoming a Bikeability instructor on our website.](https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/)

**Love working outdoors? Want to inspire the next generation? Need work that fits around you? Become a Bikeability instructor!**

Bikeability instructors are playing a crucial role in changing how we travel and inspiring the next generation to make more sustainable transport choices. As well as contributing to the fight against climate change, Bikeability instructors also enjoy flexible working, time outdoors and the opportunity to teach children an essential life skill.

Being a Bikeability is perfectly suited for those who need work to fit around their studies or family life. All that is required prior to qualification is a positive attitude, passion for working with children – and ability to ride a bike!

People from all walks of life have become Bikeability instructors. People like [Gill, who became an instructor at 59 and wish she’d done it sooner](https://www.bikeability.org.uk/your-stories/gills-instructor-story/), and people like Nathan, who at 20 years old decided to change from a career in construction to one in cycle training.

Find out more about Nathan’s story and [register your interest in becoming a Bikeability instructor on our website.](https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/)

**Posters**

Print off these posters and put them up around your premises or in the local community. The posters include a QR code, which people can scan to find out more about the bursary on the Bikeability website.

**Social Media**

We have created some social media graphics to advertise the bursary. Use them with the posts suggested by the Trust below or write your own posts – it’s up to you!

Your social media posts do not have to be limited to the ones below. Get creative and have fun with it! Make sure you tag us in your tweets, Facebook posts and Instagram stories so we can share them. We’re not on TikTok yet but if you have some good ideas, get in touch we’d love to share your videos!

Make sure you’re following us on:

[Twitter](https://twitter.com/BikeabilityUK)

[Facebook](https://www.facebook.com/BikeabilityUK)

[Instagram](https://www.instagram.com/bikeabilityuk/)

**Social Media Posts**

|  |  |  |
| --- | --- | --- |
| Tweets  | Facebook  | LinkedIn  |
| Fancy a career change? Become a Bikeability instructor!  🚴‍♀️Inspire the next generation  🌳Work outdoors 🌍Play your part in the fight against the climate crisis 🚲Flexible working 🚴‍♂️Get paid to cycle!   £500 training bursaries available🚴  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Fancy a career change? Become a Bikeability instructor!  🚴‍♀️Inspire the next generation  🌳Work outdoors 🌍Play your part in the fight against the climate crisis 🚲Flexible working 🚴‍♂️Get paid to cycle!   £500 training bursaries available to help you train🚴  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Fancy a career change? Become a Bikeability instructor!  🚴‍♀️Inspire the next generation  🌳Work outdoors 🌍Play your part in the fight against the climate crisis 🚲Flexible working 🚴‍♂️Get paid to cycle!   £500 training bursaries available to help you train🚴  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  #CyclingJobs #CycleInstructing #SustainableJobs #CycleLife #BikeabilityJobs #EcoJobs #WorkWithKids #Teaching #CoachingJobs #Coaching  |
| Lots of Bikeability instructors fit their work around family life or studying.   Do you have a passion for cycling and want to inspire the next generation?   Become a Bikeability instructor! We have £500 bursaries to put towards your training.   🚴🚴‍♀️🚴‍♂️ https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Lots of Bikeability instructors fit their work around family life or studying.   Do you have a passion for cycling and want to inspire the next generation?   Become a Bikeability instructor! We have £500 bursaries to put towards your training.   🚴🚴‍♀️🚴‍♂️ https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  |   |
| Need flexible work that fits around your studies? Want to gain experience in teaching or working with children?  Become a Bikeability instructor! We can put £500 to put towards your training - get in touch today!  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Need flexible work that fits around your studies? Want to gain experience in teaching or working with children?  Become a Bikeability instructor! We can put £500 to put towards your training - get in touch today!  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  |   |
| Our instructors are role models for living healthier, more active lives and making cleaner, more sustainable travel choices.   Could you help inspire the next generation of cyclists?   🚴🚴‍♂️🚴‍♀️  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Our instructors are role models for living healthier, more active lives and making cleaner, more sustainable travel choices.   Could you help inspire the next generation of cyclists?  🚴🚴‍♂️🚴‍♀️  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Our instructors are role models for living healthier, more active lives and making cleaner, more sustainable travel choices.   Could you help inspire the next generation of cyclists?  🚴🚴‍♂️🚴‍♀️  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/ #CyclingJobs #CycleInstructing #SustainableJobs #CycleLife #BikeabilityJobs #EcoJobs #WorkWithKids #Teaching #CoachingJobs #Coaching  |
| Need flexible work that fits around your family? Enjoy working in the outdoors and with children?  Become a Bikeability instructor!  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Need flexible work that fits around your family? Enjoy working in the outdoors and with children?  Become a Bikeability instructor!  https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  |   |
| Want to play your part in creating healthier, happier communities?  Bikeability instructors do so much more than help children learn to cycle. They teach them how to make sustainable travel choices, keep fit and look after their mental health.   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Want to play your part in creating healthier, happier communities?  Bikeability instructors do so much more than help children learn to cycle. They teach them how to make sustainable travel choices, keep fit and look after their mental health.   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Want to play your part in creating healthier, happier communities?  Bikeability instructors do so much more than help children learn to cycle. They teach them how to make sustainable travel choices, keep fit and look after their mental health.   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/ #CyclingJobs #CycleInstructing #SustainableJobs #CycleLife #BikeabilityJobs #EcoJobs #WorkWithKids #Teaching #CoachingJobs #Coaching  |
| Bored of the office?   Take your career up a gear and become a Bikeability instructor!   🚴Inspire the next generation of cyclists 🚲Enjoy flexible working 🌳Get outdoors 🌍Play your part in the fight against climate change 🚵‍♀️Get paid to ride your bike!   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Bored of the office?   Take your career up a gear and become a Bikeability instructor!   🚴Inspire the next generation of cyclists 🚲Enjoy flexible working 🌳Get outdoors 🌍Play your part in the fight against climate change 🚵‍♀️Get paid to ride your bike!   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Bored of the office?   Take your career up a gear and become a Bikeability instructor!   🚴Inspire the next generation of cyclists 🚲Enjoy flexible working 🌳Get outdoors 🌍Play your part in the fight against climate change 🚵‍♀️Get paid to ride your bike!   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/ #CyclingJobs #CycleInstructing #SustainableJobs #CycleLife #BikeabilityJobs #EcoJobs #WorkWithKids #Teaching #CoachingJobs #Coaching #Retrain  |
| Our Bikeability instructors help children learn an essential life skill but they also:  🚴Encourage them to make more sustainable travel choices 💪Teach them how to look after their mental and physical health 🚴‍♂️Help them gain confidence and independence   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Our Bikeability instructors help children learn an essential life skill but they also:  🚴Encourage them to make more sustainable travel choices 💪Teach them how to look after their mental and physical health 🚴‍♂️Help them gain confidence and independence   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/  | Our Bikeability instructors help children learn an essential life skill but they also:  🚴Encourage them to make more sustainable travel choices 💪Teach them how to look after their mental and physical health 🚴‍♂️Help them gain confidence and independence   https://www.bikeability.org.uk/for-instructors/why-become-an-instructor/ #CyclingJobs #CycleInstructing #SustainableJobs #CycleLife #BikeabilityJobs #EcoJobs #WorkWithKids #Teaching #CoachingJobs #Coaching  |