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# Bikeability Conference 2024

## The future of Bikeability and cycle training with Emily Cherry and Andrew Milbourne

### Summary

2035 strategy development – as we move toward to the final year of our strategy, it is important to set our own vision and direction. Now is the time to develop our 2025-2035 strategy and will politics plays a part, it should not dictate the development of our vision.

We want to look ahead at the potential of Bikeability in the next decade, outline three different options on the future vision and mission for the Trust and gather valuable insights on the future of Bikeability.

There will be further opportunities to feed into the 2035 strategy development for Bikeability.

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### Key learnings from the workshop

There were a few themes that came out from groups at the workshops:

* Influencers – from social media to parents, siblings, and younger friends and instructors, we need role models to promote cycling
* Get Bikeability on the curriculum!
* Beyond Bikeability in schools – it's important to engage parents and the wider community, not just children
* Driver education – embed cycling into training for drivers
* Challenge the perception of cycling as dangerous and promote positive messages

### Workshop slides

[View the workshop slides here](https://www.bikeability.org.uk/wp-content/uploads/2024/03/The-future-of-Bikeability-and-cycle-training.pptx)