

Partnerships

with  The
Bikeability
Trust



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Our Story



Over 5 million children received cycle training through Bikeability

The Bikeability Trust is a Charitable Incorporated Organisation with the vision to ensure everyone has the confidence to cycle and enjoy this skill for life. The Trust manages, develops and promotes the Bikeability programme on behalf of Active Travel England and the Department for Transport.

Bikeability is Active Travel England's flagship national cycle training programme for schoolchildren in England. Bikeability cycle training is a practical training programme, which provides schoolchildren with a life skill and enables them to cycle confidently and competently on today's roads. Nearly 5 million children have received Bikeability cycle training since the programme's inception in 2007. The Trust aims to make Bikeability the leading programme for cycle training by ensuring:

Freedom, adventure, the road to enjoyment and confidence on two (or more!) wheels – that's Bikeability.

Schools and families have trusted us for years to deliver a programme of cycle training for all. Almost 5million budding cyclists have put their trust in us, gaining the confidence they need to take to the roads. What's more, they've had fun too! That's millions of people enjoying Bikeability and experiencing freedom and adventures.

Bikeability is not just for children either – thousands more families and adults have received cycle training too.

The core levels of Bikeability cycle training are:



Takes place off-road, normally on the school playground. This means that children can learn in a traffic-free environment. Most children take part in Level 1 at school during Year 3 or 4. This is when they are between 7 and 9 years old.



Leads riders onto quiet roads, to experience "real" cycling and navigate with confidence. Most children take part in Level 2 at school during Year 5 or 6. This is when they are between 9 and 11 years old.



Focuses more on advanced roads, and skills required to cycle in more complex environments. Children can be ready for Level 3 from 11 years old, once they have completed previous levels.

Through partnering with The Bikeability Trust, you will be at the forefront of providing greater opportunities to children to learn to cycle. Our partners share our vision of ensuring everyone has the confidence to cycle and to enjoy these skills for life.

By 2025, 80% of primary school children will have received Level 1 and 2 cycle training



Partnership Offer



Making the journey together

Partnerships with The Bikeability Trust are all about growth and collaboration. Working together to grow our brands, grow our objectives and ultimately grow the number of people cycling.

Start your journey with us in a variety of ways:



Transformational strategic partnerships

With our missions aligned and objectives shared, working together to create sustainable social change



Brand partnerships

Through mutually increasing brand exposure and awareness to our audiences that adds extra value to products and services



Sponsorship

Increase your brand exposure by sponsoring Bikeability projects such as Get Cycling in Schools, cycle training levels or Bikeability Club



Cause related marketing partnerships

Boost sales and develop positive brand awareness by donating a portion of the sale of specific products



Charity of the Year

Dedicate a whole year to The Bikeability Trust and take part in fundraising, events and awareness raising activities



At The Bikeability Trust we pride ourselves on our collaborative way of working. Without our partners, we just couldn't operate at the scale in which we deliver Bikeability cycle training, and impacting the millions of children it has.

The benefits of collaboration



Strengthen your brand image and customer loyalty



Enable you to reach new audiences



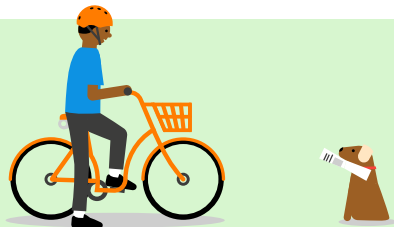
Increased networking opportunities



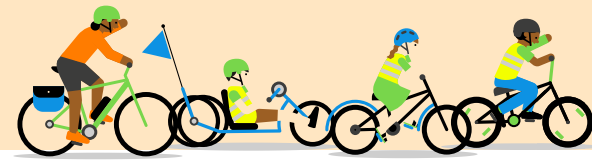
Increased visibility and revenue



Improved public relations



Our Reach



Peddle your message further

Our partnerships help brands reach new audiences. The Bikeability audience is enriched with trainees, families, Bikeability instructors, training providers and grant recipients as well as key figures and organisations within the cycling and active travel domain.

20k

Social media

Followers across four channels including Facebook, Instagram and X

10k

E-comms

Subscribers across our monthly newsletters to both B2C and B2B audiences

70k

Website

Average monthly page views & over 1,200 monthly blog page views

125k

(Total reach 2023)



Bikeability Awards

Held annually, recognising and celebrating Bikeability trainees, instructors and organisations

240k

(Total reach 2023)



Cycle to School Week

Held annually supporting children, families and schools to encourage and promote cycling on the school run

Over 3,200

Bikeability Instructors actively delivering



Approx 42,000

Families & trainees nationwide each month



Your Opportunities

Giveaways

Showcase your products by donating them in giveaways across our channels.

Offers

Provide curated offers to bring in new customers.

Current partner offers:

Decathlon 10% off

On selected products

Madison 30% off

Exclusively to instructors

Campaigns & PR

Curate bespoke campaigns to reach new B2B and B2C audiences. Including joint press releases, and cross-platform campaigns.

E-Comms

Get your words in our newsletters and straight into the inboxes of our audiences.

Over

6,000

Families & trainees subscribed to our B2C newsletter

Over

700

Subscribed to our grant recipient/training provider newsletter

Over

2,650

Subscribed to our industry newsletter



Your logo on our website

Over 68,000 average website views per month

Your logo here

SQUISH

Squish bikes, part of Tandem Group plc, believe that cycling helps children build confidence, coordination and fitness while also helping contribute to improved mental health as well as the obvious long term environmental benefits.

All Squish bikes are developed to be as lightweight, well-proportioned and enjoyable to use as possible and come in an array of colours and sizes to suit all.

[Discover Squish](#)



Our Partners



Collaborate your way

We work alongside our partners to create the best possible outcomes through a range of partnership opportunities.

Bikeability partner success stories:



NatWest
Rooster Money

Our brand partnership with NatWest Rooster Money is supporting children between the ages of 6 and 17 with financial education as well as learning more about managing pocket money through their prepaid Rooster debit card. Through our work together, more and more children and young people will learn important life skills, and equipping them with the tools to save for their own cycles.



Award-winning Frog Bikes joined forces with The Bikeability Trust to help get more children cycling, but also to provide fleet cycles to schools to give all children equal opportunities to learn to ride. Through our collaboration, we are helping more children develop a life-long love of cycling. Since our partnership began, over 1000 cycles has supported thousands of children in their Bikeability training

Bikeability Club

Bikeability Club is a new exclusive website that provides partners greater opportunities for brand promotion and awareness direct to parents, carers and children who take part in Bikeability.

The website provides unique access for trainees and parents/carers as part of their journey through Bikeability cycle training.

Every trainee will receive bespoke instructor feedback and the opportunity to develop their skills by earning digital badges through a series of cycling challenges and activities.



Bikeability Club can be at the heart of a brand new partnership, or it can form a complementary part of a wider partnership with The Bikeability Trust.

This can include:

- Adding your brand to digital badges
- Offers and opportunities for parents and carers
- Bikeability Club bespoke resource content
- Dedicated landing page on our website



Your logo



Bikeability Club will reach and engage the 500,000 parents and carers whose children take on Bikeability cycle training each year





The
Bikeability
Trust

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Active
Travel
England