



Invitation to Tender for Research

Project Title:

Research on the Bikeability Programme

Date of Issue:

17th July 2025

Tender Submission Deadline:

8th September 2025

1. Introduction

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 the Department for Transport.

Bikeability is the Department for Transport's flagship national cycle training programme for schoolchildren in England and is a key component of Gear Change. 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. More than 5 million children have received Bikeability cycle training since the programme's inception in 2007. We expect to deliver approximately 500,000 places this financial year. Find out more about us [here](#).

The Bikeability Trust are looking to appoint a research partner to conduct research on the longer-term impact of the Bikeability programme's Level 2 module.

2. Background

In collaboration with ATE, DfT and other key stakeholders, we have developed our evaluation framework and Theory of Change model to understand the outcomes and impact of the Bikeability programme. These have been used to develop and roll out our data collection tools as detailed below.

Ongoing data collection

The Trust collects data on the immediate outcomes of the Bikeability programme for riders. Every rider who completes Bikeability completes one pre-training survey (online, prior to taking part in training), and one hands-up survey (in person, on completing the training). An optional post-training survey is emailed to every parent/carer 2 days after training completion. We expect to receive a 1% response rate for our post-training survey. Find attached an overview of the data collected in this process. This data collection process launched in the 2024/25 financial year, and we obtained more than 1,000 post-training surveys by 31st March 2025.



In addition to this data collection, we are working on a series of follow-up surveys to be sent to parents/carers of riders at intervals of 6/12/24 months after training completion. Collecting consent for this started in late May 2025, with over 3000 consents collected as of 06/06/25. Note the time lag between gaining parental consent, the rider completing Bikeability training, and the time elapsed before surveys are sent. The earliest we expect to obtain these data is January 2026. Questions will align with those asked in the post-training survey.

Existing data/research reports

What does our existing research show?

- Higher levels of Bikeability Level 2 training in English local authorities are associated with lower levels of people killed or seriously injured on roads ([TRL | Research highlights the 'critical' role of Bikeability cycle training](#))
- Young people in secondary schools who completed Bikeability Level 2 training in Years 5-6 are more likely to walk and cycle places than those who did not. They also report greater subjective wellbeing (<https://www.researchsquare.com/article/rs-6298356/latest> [NB: preprint])
- Immersive cycle training delivered via tablet devices in classrooms by Bikeability instructors is effective in enhancing children's and young people's attitudes towards cycling on roads, and their understanding of the 4 Key Skills of Bikeability training ([ATE Report, April 2025](#))
- Bikeability Level 2 graduates understand the 4 Key Skills more, cycle more, and have more positive attitudes towards cycling than non-graduates ([manuscript in preparation](#))
- One hour of independent on-road riding and real-world VR training supported by a Bikeability instructor leads to a 10% increase in children's ability to utilize the 4 Key Skills – and parental confidence in their child's cycling ability is increased when they view footage taken from the child's helmet camera as they cycle independently ([Can immersive training complement on-road cycle training for children? Two intervention studies in urban and rural UK communities - ScienceDirect](#))
- A 10-minute VR intervention game may increase young people's propensity to cycle – and this is potentially determined by how well they perform in the game ([A brief gamified immersive intervention to improve 11–14-year-olds' cycling-related looking behaviour and situation awareness: A school-based pilot study - ScienceDirect](#))
- Large screen immersive cycle training with human interaction may be particularly effective for improving children's ability to cycle to the National Standard for Cycle Training ([Improving children's on-road cycling with immersive video-based training: A pilot study - ScienceDirect](#))
- Parent/carer attitudes are an enabler of their children's cycling behaviour ([Barriers and enablers for cycling: A COM-B survey study of UK schoolchildren and their parents - ScienceDirect](#))
- Experienced cyclists who can control intrusive or distracting thoughts are less likely to make mistakes when cycling; they are also less likely to commit traffic violations



([Psychological and experiential contributors to experienced cyclists' on-road cycling behaviour: A path analysis study - ScienceDirect](#))

- Individual differences in working memory capacity may affect driving performance when the driver is multitasking ([Cognitive load, working memory capacity and driving performance: A preliminary fNIRS and eye tracking study - ScienceDirect](#))

To access our library of research and impact studies, please see here:

<https://www.bikeability.org.uk/about/research-and-insights/>

3. Research focus and opportunity

The research will demonstrate the longer-term impact of Level 2 Bikeability cycle training on riders, their parents/carers and schools. The research will align with UK governmental priorities and contribute to the evidence base for cycle training effectiveness.

We see key focus areas as:

- **Health**
 - Physical health
 - The translation of intended cycling frequency into actual cycling frequency, and intention for cycling frequency in the future. Journey types and distances.
 - Mode shift, replacement of passive journeys
 - Shift from sedentary to moderately physically active
 - Mental health
 - Wellbeing - confidence, independence, and stress reduction.
 - Social networks/sense of connectedness/belonging
 - Employment opportunities
- **Road safety**
 - Skill retention
 - Experiencing near misses, collisions
 - Parental/carer attitudes as gatekeepers to their child's cycling, and to their own cycling, including parental perceptions of safety
 - Community-mindedness
- **Schools and active travel**
 - Participation in Bikeability cycle training and engagement with active travel more generally
 - Attitudes to cycling



4. Scope of Work

The successful bidder will be required to supply all the following:

- A comprehensive research report with findings, analysis, and recommendations.
- A summary document tailored for policymakers and stakeholders.
- Presentation of key insights to The Bikeability Trust and ATE (and other relevant partners).

5. Tender Requirements

To be considered, suppliers must provide the following documentation and information in a style or template of their choosing:

1. Organisational Capability (500 words max.)
 - a. A brief overview of the research organisation, including experience in active travel, cycling, health and/or road safety studies.
 - b. Examples of previous work relevant to this project
 - c. Details of key personnel involved, including their qualifications and expertise.
2. Research Methodology (750 words max.)
 - a. A clear outline of the proposed research design, including data collection methods and analytical approach.
 - b. Justification for the chosen methodology and how it aligns with the study's objectives
 - c. Proposed sample size and participant recruitment strategy.
3. Project Management and Timeline
 - a. A project plan detailing key milestones, deliverables, and expected completion dates. Research should be complete by end of this financial year.
 - b. Outline of the approach to risk management, including identifying potential risks and challenges and strategies for mitigation.
 - c. A communication plan for progress updates and stakeholder engagement.
4. Budget and Cost Breakdown
 - a. A detailed cost proposal, including all expenses related to research, data collection, analysis, and reporting.
 - b. Any assumptions made regarding costs or required resources.
5. Compliance and Legal Considerations
 - a. Confirmation of adherence to GDPR
 - b. Evidence of relevant insurance or professional indemnity coverage.
6. Added Value & Innovation (Optional)
 - a. Any additional insights, tools, or methods the bidder can offer to enhance the study's impact.

6. Tender Submission Instructions



All tender submissions must be submitted by close of business on 8th September 2025 to the following email address: rosa@bikeabilitytrust.org

Late submissions will not be considered.

7. Tender Evaluation Criteria

Tenders will be evaluated based on the following criteria:

Criteria	Weighting
Details of staff involved in the project and relevant experience	20%
High level project schedule	10%
Proposed methodology to achieve project aims	60%
Project risk and management	10%

8. Terms and Conditions

We have a maximum budget available for this tender of **£85k (inclusive of VAT)**. Proposals outside of this budget will be automatically discounted. We welcome cost efficient proposals under this amount.

- **Contract Award:** The successful supplier will be notified in writing.
- **Confidentiality:** All tender documents and associated information shall remain confidential.
- **Payment Terms:** Payments will be made in stages during the duration of the project. Exact terms can be agreed upon awarding of contract.

9. Questions and Clarifications

Any questions or requests for clarification regarding this Invitation to Tender should be directed to rosa@bikeabilitytrust.org no later than 1st September 2025.

10. Right to Reject

The Bikeability Trust reserves the right to reject any or all tenders, and to negotiate with suppliers to achieve the best value for the organisation.

We look forward to receiving your tender submission and thank you for your interest in collaborating with The Bikeability Trust and Active Travel England on this important project.

Contact Information: Rosa Shirm, Research and Insights Analyst, rosa@bikeabilitytrust.org