

Beyond the school gates ➡ ➡ ➡



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The Bikeability Trust
Impact Report 2024-25



Active
Travel
England



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Making active travel a right, not a privilege



Simon Lightwood
MP,
Minister for Local
Transport

It's so important we give more children genuinely safe and accessible walking, wheeling and cycling routes to their classrooms. Because active children are healthier, happier and more ready to learn.

We all remember the joy of learning to cycle, and recognise the independence cycling brings to young people. I am so pleased that inclusion runs through all the Bikeability Trust does, because every child completing cycle training deserves to feel happy, safe and included as they learn to ride.

Bikeability cycle training gives pupils the skills they need to travel around under their own steam. It empowers them to develop healthy and active travel habits that they will take with them into adulthood. I'd like to thank Bikeability instructors across the country for their hard work in giving the next generation the skills, confidence and experience they need to get cycling.

Inclusion at the heart of every ride



Chris Boardman CBE
National Active Travel
Commissioner for Active
Travel England

Active travel can do so much to improve children's health, which is why Active Travel England has been investing tens of millions of pounds to transform the school run and give kids happier, healthier and greener transport options.

Bikeability plays an important role in giving school pupils the confidence and skills they need to get around under their own steam. And as we've seen from research published by the Trust this year, learning to cycle can also improve the wellbeing of our youngsters.

Cycling is for every child, which is why inclusion is at the heart of what Bikeability does. And why ATE is committed to working with councils and combined authorities to create safe and accessible walking, wheeling and cycling routes for today's children to use and enjoy for many decades to come.

Key statistics

Total Bikeability places for children booked across England (excluding London) during financial year 2024-25:

500,000

Total including 21,420 Get Cycling in Schools places (excluding London):

521,420

Hours children spent cycling with Bikeability in 2024-25:

2,812,789

“

“I spent the day with Hampshire Outdoors observing Bikeability training at a local school. It was a fantastic experience and gave me so much insight into how important our funding is in giving all children the opportunity to access valuable life lessons and give them the confidence to cycle safely.”

**Annie Malone,
Finance Officer**

”

Places booked to be delivered



Area	Schools reached	Hours spent cycling	GCiS leads onboarded*
North East	488	112,973	129
North West	1,949	499,481	142
Yorkshire & the Humber	1,227	382,938	75
East Midlands	1,107	222,689	111
West Midlands	1,199	286,066	172
East of England	1,492	294,942	12
London	1,031	262,645	N/A
South West	1,393	293,627	47
South East	1,855	457,428	200

*GCiS is our Get Cycling in Schools programme (see page 24), where we upskill teachers to deliver cycle training to children – figures refer to the number of teachers trained in 2024-25.



Table 1

325,088

Level 1 & 2 combined and Level 2 places booked across England in 2024-25 (excluding London)

Key delivery metric	Statistic	Change from 2023-24
Number of children in year 6 in England (excluding London) 2024-25	560,360	↓
Total No. Level 1&2 combined and Level 2 places booked in 2024-25 (excluding London)	325,088	↑
% of eligible children (year 5 or 6) in England (excluding London) offered (i.e. booked to attend) either L1&2 combined or L2 Bikeability training in 2024-25	58.01%	↑
Number of primary schools in England (excluding London) 2024-25	16,743	↑
Number of primary schools in England (excluding London) receiving Bikeability training in 2024-25	10,802	↑
% of primary schools in England (excluding London) who received Bikeability training in 2024-25	64.5%	↓
Total No. of Get Cycling in Schools places delivered in England in 2024-25	21,420	↑
Number of primary schools in England (excluding London) who received Get Cycling in Schools training in 2024-25	589	↑
% of primary schools in England (excluding London) who received Get Cycling in Schools training in 2024-25	3.51%	↑
Number of Holiday Activity and Food (HAF) programme places delivered ¹	5,658	↑
HAF funding allocated in 2024-25	£123,436	↑

¹ HAF places are included in totals and are not in addition.

Table 2

£19,356,015

Funding allocated across England by our grants team during financial year 2024-25

Region	Funding allocated	Total funding claimed
East of England	£3,306,856	£2,199,538
East Midlands	£2,627,448	£1,832,975
North East	£1,473,984	£813,175
North West	£4,578,750	£3,828,826
South East	£4,732,194	£3,454,848
South West	£3,056,261	£2,260,379
West Midlands	£3,642,157	£2,337,797
Yorkshire & Humber	£3,094,296	£2,628,476
Total	£26,511,946	£19,356,015

Table 3

68,139

Total number of London places booked in 2024-25²

London places	Delivered
Total Level 1&2 and Level 2 places booked (children)	31,723
Total Level 1, Level 2, Level 1&2, Level 3 Bikeability places booked (children)	43,997
Total Bikeability Plus places booked (children)	10,133
Total Bikeability places booked (children)	54,130
Total Bikeability places booked (adults)	14,009
Overall total children and adults in London	68,139



For full delivery statistics and more information, [click here](#)

² Figures for London are included for reference. The Bikeability Trust is contracted by Transport for London to monitor the booking and delivery of Bikeability in the London boroughs. The Trust does not fund or set targets for Bikeability delivery in London.

My review of the year

Emily Cherry, Chief Executive of The Bikeability Trust

By the end of 2024-25, we had delivered Bikeability to over 5.5 million children. It's been an astonishing year.

I've always known that Bikeability changes lives. Over the years, children have told me how much they enjoy cycling for leisure and health. Which is why I'm so excited to say that, over the past 12 months, we've improved our data collection to prove this. It's official: children love to cycle. We are creating a generation of cyclists who need communities that enable them to cycle safely and confidently, including parents who empower them to do so.

That's what our new strategy is all about – creating a world where everyone who wants to cycle, can. We have big ambitions. Currently, one in four children age five to 10 in the UK do not have access to their own cycle. Over the next decade, we're going to grow so we can change that. I'm proud that in 2024-25,

we helped fund more than 4,700 cycles for schools and training providers. We can't do this alone, and we'll continue working with parents, partnerships, the public and political parties to get more cycles to children.

What we do goes beyond the school gates. That's the theme of this year's report and it's why, in 2024-25, we launched our Bikeability Club, to help keep trainees and their grown-ups cycling, and created The Bikeability Trust Recognised Delivery Centre, increasing capacity for instructor training. But perhaps the best showcase of Bikeability beyond the school gates is the children themselves – who had a wonderful summer of cycling journeys. Bikeability is important because we're all on this planet together. And if we're all a bit kinder to each other on the roads, it will be a more beautiful, lovely place to live, walk and cycle. Together, we can



Take a Journey with Emily Through 2024-25



APRIL 24

Presented materials to the Walking & Cycling APPG & celebrated Frog Bikes winning the King's Award.



MAY 24

Met Simon Lightwood MP in parliament & lunched with Bike Right UK in Warrington.



JUNE 24

Trained civil servants, visited Essex with Trustee Lee Kidger & spoke at When We Cycle screening.

help everyone understand why cyclists cycle in a particular way – and how other road users can adjust their travel habits too, giving children confidence. To this end, we created an additional 15,451 places for our ‘on the road’ cycle training, Bikeability Level 2, through our Scaling Up project. This delivered almost £1 million of funding across the country, giving communities the freedom and flexibility to address local barriers to cycle training.

The success of everything we do is down to the dedication of the Bikeability family. Not only the skilled instructors, grant recipients and training providers of the cycling industry, on whom we shine a light with Celebration of Bikeability. But also our expert Trustees, who steer us with enthusiasm – like our new Chair, Trudy Harrison. And, of course, our amazing partners and sponsors, including NatWest Rooster Money, Madison, Squish and Frog. We wouldn't be anywhere without our key funding body, Active Travel England, and the guidance of Chris Boardman CBE. And I'm proud to be working with Modeshift, whose Active Travel Ambassadors programme does something simple, but effective: listening to children.

Because above all, we thrived this year because of the 500,000 children who booked to train with Bikeability in 2024-25 – showing up with energy, excitement and readiness to learn.

JULY 24



Cycled in heels at Active City, joined BMX School Games & cheered Bikeability celebrations.

SEPT 24



Spoke on BBC Newsround, welcomed Louise Haigh to Cycle to School Week & met Devon instructors.

OCT 24



Joined Ed Clancy at Plover School & visited Parliament with the Walking and Cycling Alliance.

Spoke at the Bicycle Association, joined Modeshift at England-Latvia & presented to Canada.

MARCH 25



Strategy launch month: iceBike, Bike Works UK & cycling at Parliament.

FEB 25



With Active Travel Minister Simon Lightwood at Gusford School.

JAN 25



DEC 24



I was honoured to be named one of Cycling UK's 100 Women in Cycling.

NOV 24



Spoke at Modeshift and celebrated our Bike Biz award for Fleet Cycles.

▶ Activating a nation of cyclists: our new strategy to 2035



Our mission is to ensure everyone has the skill and confidence to enjoy the fun and independence of cycling. Giving everyone the competence and confidence to cycle is our core mission, making cycling the norm for short journeys.”

Emily Cherry,
Chief Executive



Our vision is to make Bikeability cycle training the nation’s first choice for schools, communities, adults, employers and employees to enjoy and achieve cycling to the National Standards.”

Laura Fleming, Director
of Strategy

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, inspiring, quality-focussed, inclusive, efficient and influential. And in February 2025, we launched our bold new strategy to take us to our 25th anniversary and beyond.

We’ve proven that children love to cycle, and that 80% of children want to travel actively to school (Sustrans). And we know that Bikeability cycle training makes parents and carers more likely to allow or encourage children to cycle. But Bikeability goes beyond the school gates – it’s a means of independence, a vehicle for fun, and a skill for life.

We’ve trained more than 5.5m children and 500k adults³

Our training data shows that Bikeability cycle training offers:

- increased awareness and knowledge of cycling and cycle training
- greater uptake of cycle training by underrepresented groups
- increased positive perception of cycling
- increase in cycle ownership
- reduced safety concerns about cycling on the road
- reduction in car usage for short journeys
- improved mental and physical wellbeing
- air quality and reduced emissions
- reduced public health costs
- increased cycling infrastructure usage
- economic benefits to local high streets
- reduced rates of collisions and near misses.

³ Adult figure is estimated.

Our five strategic objectives to 2035

to fulfil our mission and our vision are:



1

Develop and implement the Get and Go cycling programme for children and adults to reach at least 1 million riders per year by 2035

2

Develop Bikeability Trust cycle training products for both income generation and attitude change to cycling

3

Increase the number of children with access to a cycle

4

Improve perception of cycling for all ages as a choice for short journeys

5

Support our schools to increase active travel modes to school

We can't do this alone. We need long-term funding settlements, partnerships that align with our mission and vision, a diverse fundraising strategy, a united Bikeability industry and to share data and evidence of our impact. Our commitment is to use every opportunity to work together to achieve our vision.



[Read our full 2035 strategy](#)

Launching our 2035 strategy with Chair Trudy Harrison and Ed Clancy OBE

In February, we celebrated our strategy by launching in Granary Square, London, with the support of Ed Clancy OBE – three times Olympic and six times World Cycling Champion, and Active Travel Commissioner for South Yorkshire – and our new Chair, former Minister for Transport Trudy Harrison.

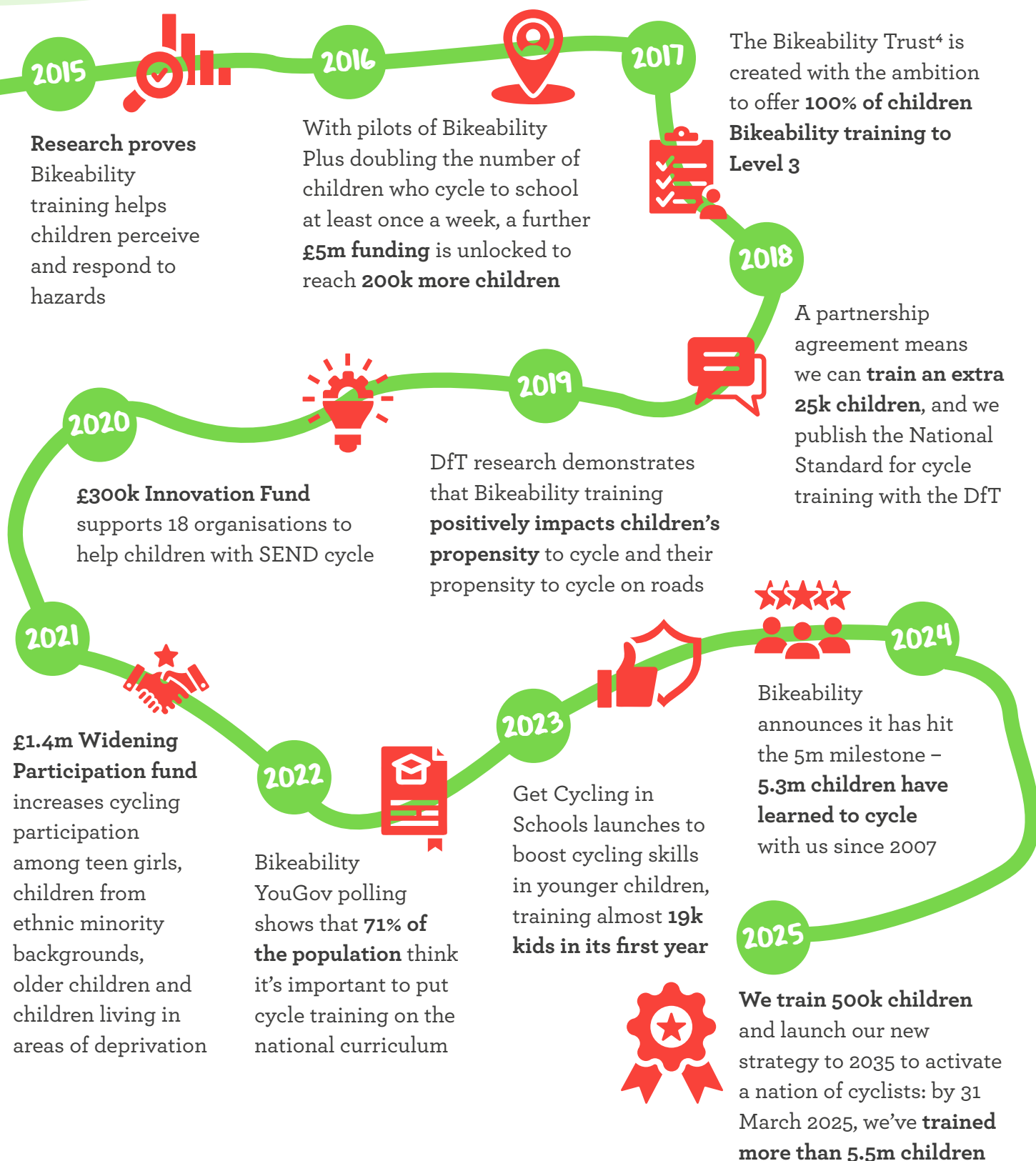
Ed Clancy spoke about his mission to get more children to have fun on cycles – saying that his pathway to gold began by messing around on cycles with his mates – his support for putting Bikeability on the national curriculum, and the contribution cycling can make to health.



Summary of Achievements

How far we've come

As the Trust embarks on its new strategy to 2035, we look back over the past 10 years of astonishing impact



⁴Taking on administration of the Bikeability contract from 1 September 2018.



Summary of achievements 2024-25

Last year was a bumper year for Bikeability. Here's our Top 10 success stories⁵

1 Our New Strategy

"We launched our robust, achievable and ambitious strategy for 2025-35," says Chief Executive Emily Cherry. "We're going to activate a nation of confident cyclists."



2 Our best C2SW ever

"We had a record 163,003 pledges for Cycle to School Week," says Senior Social Media Officer Adam Freeman. "One school even had a visit from the Transport Secretary!"



3 Quadrupled Cycle Access

"We funded over 4,700 new cycles," says Partnerships Manager Aaron Tillyer, "significantly boosting Bikeability delivery."



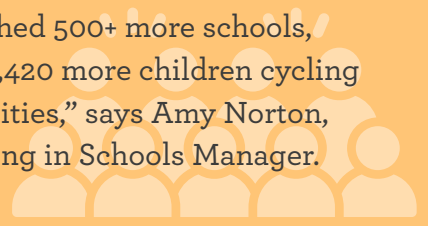
4 Bikeability for 5.5m Children

"Reaching this milestone strengthens our mission to ensure every child can cycle," says Director of Development Benjamin Smith.



5 More Schools, More Cycling

"We reached 500+ more schools, giving 21,420 more children cycling opportunities," says Amy Norton, Get Cycling in Schools Manager.



6 Scaling £1m Level 2 Funding

"By removing barriers, we unlocked 15,451 extra Level 2 places," says Head of Grants Alison Orrell, "helping more children cycle safely on roads."



7 Creating our Bikeability Club

"This online resource helps us reach more young people, offering valuable data and a digital training tool for learners and their grown-ups," says Head of Promotion and Communications Jessica Nelson.



8 Launching our new training centre

"Our new Recognised Delivery Centre makes 1st4sport training more accessible nationwide," says Director of Training & Quality Kieron McNab.



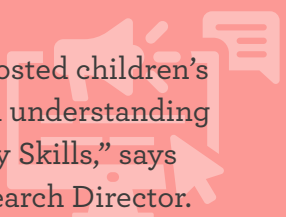
9 Digitising Bikeability

"We now have the data to show cycle training works," says Research & Insights Analyst Rosa Shirm. "And we've made our research publicly available."



10 VR Rider Training Pilot

"Virtual training boosted children's road confidence and understanding of Bikeability's 4 Key Skills," says Dr Dan Bishop, Research Director.



⁵ From the reporting period of this report. This year, we have switched from calendar reporting to financial year reporting, leaving a reporting gap for January-March 2024. Therefore, we are wrapping January-March 2024 into this report along with the 2024-25 financial year. Future impact reports will be financial year only.

Scaling Up Across the Country

One of our goals this year was to continue to find ways to support Local Authorities in ensuring Level 2 cycle training is offered to at least 80% of children. When we spoke to grant recipients who were delivering to less than half of Year 6 children, they told us their biggest barriers to delivering Bikeability Level 2.

These can be grouped into four main categories: instructor capacity, children's cycling ability, school take-up and access to cycles.

So, from January 2024 to March 2025, we supported grant recipients to tackle those barriers, awarding almost £1m of Scaling Up funding to 73 grant recipients across the country. As a result, a total of 15,451 additional Level 2 places were booked directly due to Scaling Up. That's an average of 266 children in each grant recipient area now trained to confidently and safely cycle on the road.

Grant recipients told us that flexibility of funding was key to success – there's no 'one size fits all' solution to breaking down the barriers to accessing cycle training. And 83% of recipients report a positive impact on booked Level 2 places.



“It was great to be able to offer flexible funding to allow grant recipients to use it on initiatives that impact to improve children accessing Bikeability training in their local area.”

Alison Orrell, Head of Grants

Scaling Up by the numbers⁶

15,451

Level 2 booked places so far in 2024-25

36,089

future Level 2 places predicted to be booked

64%

of grant recipients increased delivery of Level 2

88%

Grant recipients say Scaling Up will keep boosting Level 2 bookings

⁶Booked places attributed to the funding so far; places expected to be booked due to the funding; 64% calculated by comparing Q1 & 2 2024 to 2023; for the 88% figure, 'equipment' is the most cited enabler.

Scaling Up across the country

62 cycles for schools

Milton Keynes

Milton Keynes had multiple barriers to overcome to increase the number of children they reach. Engagement from schools was a priority, with Scaling Up supporting drop-in assemblies and funding 62 cycles for schools to use for training – with the incentive that schools who met minimum targets got to keep the cycles.⁷

.....

£3,000 cycle vouchers

Norfolk

Scaling Up helped Norfolk incentivise providers, support schools and engage hard-to-reach groups. Bike Vouchers of £3,000 helped to attract over 25 new schools. Training providers report positive impacts from Scaling Up: two of the three report growth while Pedal Power showed notable increases in delivery.

.....

50% increase

Nottingham

Through Scaling Up, Nottinghamshire saw a 50% increase in booked Level 2 places (over the previous year). The funding enabled the purchase of cycles, balance cycles and playground training equipment, ensuring training is accessible and well-resourced. Additionally, the region recruited 11 new instructors.

.....

40% increase

South Yorkshire

Grant recipients from Sheffield, Doncaster and Rotherham collaborated to create maximum impact, creating a dedicated regional administrator and a fully equipped workshop for fleet cycles. Sheffield City Council spent just £7 of funding per booked Level 2 place – exceeding expectations of new places booked by 40%.

What (almost) £1m of Scaling Up looks like

Staff To boost training capacity, we funded £42,471 on support for instructors and £72,140 for instructor recruitment

Skills To help children take on Level 2, we funded 9,165 additional Level 1 or Learn to Ride places, for £158,423

Schools To increase take-up, we funded £190,713 administrative support, £19,771 IT support, £54,835 funding subsidisation and £32,965 on addressing local issues

Cycles To create access to cycles, we funded £386,577 worth of fleet cycles and equipment⁸ – delivering an estimated 442 cycles to 49 grant recipients

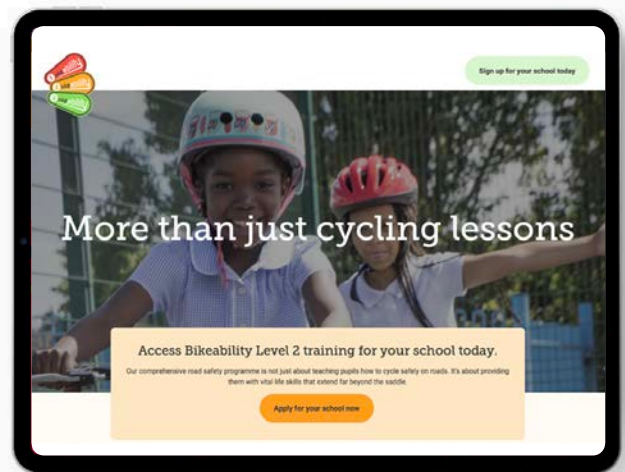
Scaling Up = £957,895

⁷ Target: 80% of primary school children in either Year 5 or 6 completing Bikeability Level 2.

⁸ Including funding storage, maintenance, equipment, parts, transportation, refurbishing cycles and cycle loan schemes.

More than just cycling lessons

Cycling is for every child, every school, every community. But with 80% of grant-funded local highways authorities telling us that access to schools was a major barrier to achieving targets, we decided to team up with a marketing agency to help them reach more schools. Through this dedicated digital campaign, we signed up an additional 20 schools from across the country.



[Click here for the campaign website](#)

Access to cycles

We created access to over £400k worth of cycles and equipment in 2024-25

Over 4,700 new cycles + 500,000 training places = almost 3 MILLION hours of cycling for kids (+ 9,000 hours of virtual cycling!)



You can't learn to ride without a cycle. And our data shows that improving access to cycles means greatly increased delivery of Bikeability Levels 1 & 2. Which is why last year we more than quadrupled the total number of new cycles we funded for schools and training providers – a total of 4,788. Through our continuing Get Cycling in Schools programme, we supplied 3,534 balance cycles to support 21,420 new learners.

Our Scaling Up fund supported 442 cycles across 15,451 new Level 2 places, while Bike Club donated 800 Strider balance cycles worth £32,000 to benefit disadvantaged children through the Holidays, Activities and Food programme. And we gave away 12 cycles through competitions, including via Celebration of Bikeability.

“We're proud to support Bikeability and the incredible work it does to help children learn to ride with confidence. We're pleased to have been able to donate cycles and play a part in Bikeability's positive mission.”

Bike Club



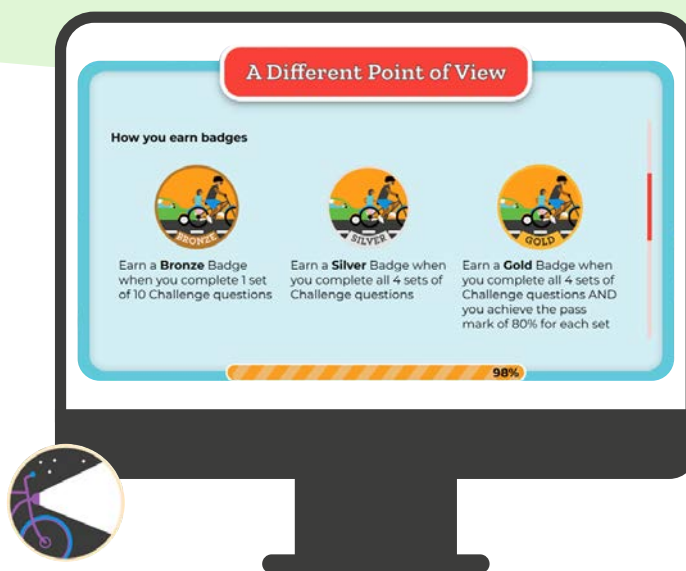
Beyond the school gates ➡ ➡ ➡

In October 2024, we launched the Bikeability Club website – an interactive hub for children who’ve done Bikeability and their grown-ups to continue their training online. Through educational activities, quizzes, challenges and opportunities to earn digital badges – from riding at night to pumping up tyres – the site encourages learning retention, post-programme engagement and a lifelong positive attitude to cycling.

Bikeability Club is all about embedding knowledge through continued learning: think of it as a virtual Bikeability refresher course. Through five situational awareness tests – ‘real-life’ videos from a rider’s point of view, with follow-up questions on topics such as rules of the road – riders can earn bronze, silver or gold badges. To encourage take-up, there’s even a leaderboard to compete against other children and schools.

Plus, by engaging children and their grown-ups through Bikeability Club, we hope to remove barriers to continued cycling. The site offers maintenance tips and training exercises such as preparing cycles for journeys, as well as the opportunity to earn more digital badges through activities such as riding at night, riding with a friend or cycling for several-days-in-a-row streak.

We launched
our post-training
hub for learners,
Bikeability Club



Bikeability Club in numbers



20 digital badges



5 situational awareness tests

16,299 unique users



Scaling up instructor capacity through our Recognised Delivery Centre

To support Local Authorities in ensuring 80% of school-aged children are offered Bikeability Level 2, we needed to tackle instructor workforce capacity. So, in 2024-25, we created our Recognised Delivery Centre (RDC) – centralising the administration and delivery of the Level 2 Award in Instructing Cycle Training to boost numbers of Bikeability instructors nationwide and making courses more accessible across a wider spread of geographical locations.

In addition to our new RDC, we gathered eight existing RDCs as satellite partners under our umbrella. Together, we're leading the way on delivery, assessment and quality assurance for cycle training, working alongside the National Standards for Cycle Training. The Bikeability Trust RDC offers the following qualifications:

1st4sport Level 2 Award in Instructor Cycle Training (L2AICT) We reviewed and relaunched this award (which qualifies instructors to deliver Bikeability cycle training to groups of schoolchildren and/or enhance cycle skills for adults), creating nine e-learning modules and revised practical days.

1st4sport Level 3 Certificate for Tutors and Assessors in National Standard Cycle Training (L3CTACT) We reviewed and launched this new certificate, which focuses on the skills and understanding required to teach instructors to deliver cycle training, to increase capacity to deliver the L2AICT.

Since launching in April 2024, our RDC and satellite partners have delivered 57 courses nationwide, teaching 289 Level 2 Award-qualified instructors, creating capacity to deliver thousands more Bikeability Level 2 places annually.

Meet our RDC tutors



“I feel privileged to be part of the RDC. Sharing high-quality, standardised work with partners and instructors has a real impact on Bikeability nationwide. Every day brings something new and exciting.”

**Clive Eve, The Bikeability Trust
RDC Tutor/Assessor/IQA**

Meet the instructors



“I love helping others learn to cycle, especially women like me who missed the chance earlier in life.”

**Naida Jabar, Bikeability
Instructor, Lancashire
(learned to cycle at 44)**



“I’m living the dream – helping underrepresented groups discover a love for cycling feels like giving a piece of my heart.”

**Emma McLoughlin,
Bikeability Instructor,
Lancashire**

School's out for summer – and cycling is in

Because Bikeability doesn't end when school does, we challenged children to a Summer of Cycling 2024. Here's what they got up to...



“This summer was the best ever! I got to ride my bike all over England, Scotland and Wales. The most awesome part was when my sister learned how to ride her bike! I was so excited when she figured it out and we got to ride together. It was the best summer of cycling ever!”

**Summer of Cycling winner
Henry**



**BIKE
RIGHT**

Bike Club brought 800 balance cycles to children facing financial barriers

The Holiday, Activities and Food (HAF) programme is a vital resource for children who face financial barriers, providing meals and enriching activities like Bikeability during school holidays. This year, Bike Club generously donated 800 Strider balance cycles for distribution through HAF, giving thousands of children who might not otherwise have access to a cycle the opportunity to learn.

These cycles will have a significant impact – offering physical health benefits, building confidence, improving coordination and providing a sense of independence. Cycle training provider Bike Right kindly stored the cycles on behalf of The Bikeability Trust ahead of distribution, ensuring children across the country can benefit from the joys of cycling.

The best of the rest!

Bikeability Trust staff on some of this year's under-the-radar achievements

"A study for The Bikeability Trust found that total Killed or Seriously Injured (KSIs) collisions and cyclist KSIs were lower in local authorities where Bikeability training delivery levels were higher, highlighting the importance of our training in improving road safety."

Emily Cherry, Chief Executive

"We submitted research to the journal BMC Public Health that shows that Bikeability Level 2 graduates are more likely to report greater subjective wellbeing, and to travel by cycling or walking, than those who did not complete Bikeability training."

Dr Dan Bishop, Research Director

"Cycling Citizens and the city council teamed up to host the Milton Keynes Bikeability Olympics – pitting students from across the area to showcase the skills they developed in Bikeability training. This year, 10 schools took part, with 89 young riders competing."

**Pat Jarman,
Development Officer**

"This year, we've been developing resources, with funding from Active Travel England, for Bike Bus leaders to use in local settings; plus, pilot testing a revised approach to Bikeability Level 3, including pre-course online refreshers, and a greater focus on journey planning by riders."

**Benjamin Smith, Director
of Development**

"We launched our Research and Insights page, a centralised hub for reports, studies and surveys on cycle training in action, innovative new approaches to training and research into road safety and active travel."

**Rosa Shirm, Research &
Insights Analyst**

"Year 6 children from Sefton Park Community Primary School in Old Trafford appeared on BBC Breakfast cycling around Media City in Salford, celebrating record funding from Active Travel England."

**Jessica Nelson, Head of Promotions
and Communications**

➤ **PLUS In May 2024, Emily shared her top tips to learn to cycle with BBC Tiny Happy People**

Digitisation & modernisation

Delivering 9,000 hours of immersive cycle training

2024-25 saw pilots for a new delivery of Bikeability: off the playground and into the classroom! Led by Bikeability instructors, 9,000 children took part in immersive cycle training – using tablets to ‘ride’ from the point of view of a cyclist on the road.

After our training, the children’s understanding of the 4 Key Skills – observation, communication, positioning and priorities – increased. Plus, their positivity around road cycling improved. And 74% of training providers said they’d like more immersive training.

Children in deprived and urban areas benefited the most from immersive training, as did those in Year 5, and those who did not cycle much (whether for fun or to make a journey).

We were surprised to see children’s confidence levels decrease after immersive training – mostly among riders who hadn’t yet taken Bikeability Level 2. But we now believe this demonstrates that the training gives children clearer understanding of the challenges and risks of riding on roads – and that the best way to boost confidence is by embedding Bikeability into the national curriculum.



of training providers are interested in more immersive training

74%

“The unique blend of academic and real-world riding expertise has led to the development of a rigorous and practical training protocol that has the potential to change lives.”

**Dr Dan Bishop,
Research Director**

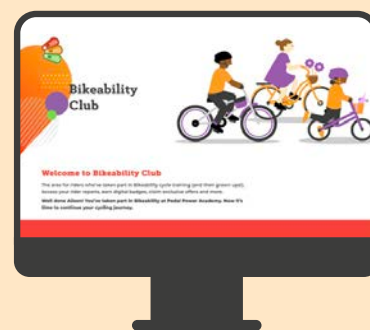
“It made me feel like I was actually riding a bike down certain roads. I learnt a lot about which way to look, as well as things like major and minor roads.”

**Pupil at The Bourne Academy,
Bournemouth, who took part in the trial**

All about our digitisation project

In 2024-25, we rolled out digitisation to the Bikeability industry, with around a third of training providers, instructors and grant-attended places fully integrated in the new system by the end of the financial year. We developed a digitised consent process, a data application programming interface to connect to existing systems, a web-based app for instructors, a system to email rider reports to parents and launched our Bikeability Club – a dedicated website for riders and their parents, which you can read about on page 17.

We're not going totally digital, though – children will still receive a physical certificate and badge (or sticker for Balance and Learn to Ride), both now redesigned. And though we said goodbye to physical handbooks, we replaced them with emails: our research and that of Ofcom shows that parents are more likely to digitally engage with children's education.



In six months,
Bikeability Club
membership grew by

92.63%



[Click here to read more about our Digitisation project](#)

Digitising our data

This year, we also digitised our monitoring and evaluation data collection through our digitisation project, designed to create evidence of impact, gather real-time data, deliver a standardised approach and ensure better pre- and post-course engagement with parents. Through the successful industry roll-out, we are quickly accumulating data sets of significant volume.

Analysis of this data is already helping the Trust to evidence the case for Bikeability cycle training: for instance, we're now able to show that after Bikeability Level 2, riders' plans to cycle for leisure more than double. Just 20% rode 1-3 times a week before training – afterwards, 42% said they intended to. And 93% of parents and carers reported increased confidence in their child's ability to cycle on the road, and 72% stated they would encourage their child to do so.

“Going digital means we get better, more consistent feedback from families – helping us track progress, build evaluation into everything we do, and keep improving Bikeability for future riders.”

**Rosa Shirm,
Research &
Insights
Analyst**



Modernisation 1, 2, 3

We spent 2024-25 embedding digital processes throughout our activities

1. Enabling training through digital communications

After we hosted a webinar for training providers on complaints and serious incident handling, we saw improvements in how incidents were reported to the Trust. Correct reporting of incidents jumped 112% year-on-year, allowing us to offer support, guidance and escalations in a timelier fashion than previously. We will continue to work with industry to ensure they are aware of their duties when incidents occur and plan to run the webinar again in the coming year.

2. Reducing issues through digital improvements

We amended our instructor renewals process in 2024-25, revising how Bikeability instructors access renewals. Our changes delivered a 36% reduction in renewals issues being reported.

3. Creating efficiencies through automation

In December, we completed a project to receive information automatically from our awarding body 1st4sport, every 24 hours. Automation has sped up the recruitment journey for instructors and training providers and delivered efficiencies for the Trust.



More incredible Bikeability projects



Get Cycling in Schools

One of our flagship projects, launched in 2023, Get Cycling in Schools breaks down barriers to inclusion. “By training teaching staff to teach basic cycling skills to children as young as three, we’re readying more children than ever to embark on Bikeability Levels 1 and 2 when they’re older,” explains Amy Norton, our Get Cycling in Schools Manager.

For 2024-25, we rolled out the programme across a further 589 schools⁹ – benefitting 21,420 children. Participating schools can each receive six balance cycles and helmets, and this year we funded 3,534 cycles. The project is so popular that more than twice as many schools apply to take part than we currently have capacity for.

Get Cycling in Schools delivers impacts beyond bringing children onto a journey of cycling skills for life. The project drives efficiencies, costing less than 12% of a standard, instructor-delivered Bikeability Balance place and saving [16,423] instructor hours so far.

Teacher feedback on Get Cycling in Schools

“The course today was brilliant and we’re so excited to get started! It’ll work brilliantly in our school and we’re already juggling slots to maximise our sessions.”

How children feel after taking part

- Over 50% of children report feeling happy ‘most of the time’ when using a cycle
- 67% of children wanted to get good at using a cycle ‘most of the time’
- 80% of riders wanted to use a cycle more often

Get Cycling in Schools 2024-25 by the numbers

589 schools
995 teachers trained
21,420 children
3,534 balance cycles

[Click here for our Get Cycling in Schools website](#)

⁹Includes our ‘reporting gap’ from January to March 2024, detailed on p13.

Our record-breaking Cycle to School Week!

Cycle to School Week 2024 saw a record 163,003 pledges from schoolchildren across the country.¹⁰

“It’s one of our biggest events and this was the first year we delivered it solo, with the help of our sponsor NatWest Rooster Money,” says Senior Social Media Officer Adam Freeburn. “The week promotes and celebrates cycling as a healthier and planet-friendly mode of transport and encourages families to swap cars for cycles on the school run. Our 2024 event had an incredible turn-out.”

Pledges ranged from committing to cycling to school every day during the week to discovering somewhere new on a cycle, swapping one car journey for cycling, or cycling as a family.

“Building a positive attitude toward cycling early on sets the stage for lifelong participation. Cycle to School Week is a perfect chance to do that,” says Chief Executive Emily Cherry.

“That was so much fun, and you know what? I think I’m going to spend a lot more time on my bike.”

**CBBC Newsround presenter
De-Graft Mensah**



160,000+

There were 160,000+ pledges for
Cycle to School Week 2024

Cycle to School Week on the BBC!

CBBC Newsround presenter De-Graft Mensah joined a bike bus for Cycle to School Week, alongside Bikeability’s Emily Cherry. Together, they shared top cycling safety tips with the nation.

19 VIP visits, including:

- Then-Secretary of State for Transport
Louise Haigh
- 16 further MPs including Fleur Anderson,
Wera Hobhouse, Jess Brown-Fuller,
Pippa Heylings, Andrew Weston, Maya Ellis,
Andrew Cooper, Mims Davies, Joe Powell,
Vikki Slade, Zoe Franklin and Alistair
Strathern
- Chris Boardman CBE, National Active Travel
Commissioner for Active Travel England
- Lord Mayor of Stoke-on-Trent Lyn Sharpe

¹⁰ 163,003 pledges consisting of 807 individuals and families and 542 schools pledging on behalf of their pupils.



Celebration of Bikeability 2024



“Celebration of Bikeability is my favourite time of year – a chance to spotlight the incredible instructors, providers, and organisations who go above and beyond.” Adam Freeburn, Senior Social Media Officer



Bikeability Instructor of the Year: Kate Arnold
Inspirational, dedicated and committed

“When I cycle past school pupils and they’re shouting ‘Kaaaaaaate!’, I know I’ve made an impact that is way more meaningful than the badge they wear so proudly.”



School of the Year: Riddings Junior School
Dedicated, community-driven and environmentally conscious

“There’s an overwhelming sense of pride and joy within our staff and children. Celebrating Bikeability is crucial – it gives many children the opportunity to develop cycling skills they would not otherwise normally have access to.”



Lifetime achievement award: Adrian Watts, Go Velo
Helpful, reliable, committed

“I was ASTONISHED, DELIGHTED and HUMBLLED when I heard the news. I lost my wife, Caroline, three months ago – she thought that I worked too hard. This award goes some way to justifying me keeping going.”

Family of the Year: the Tranter family
Encouraging, leading by example and takes initiative



“Wonderful news – the children’s faces lit up watching the video. We’re celebrating with a ride and cake this week!”

Large Organisation of the Year: South Ribble Borough Council
Passionate, fantastic and target-breaking



“Our team trains all children, in all weathers – being recognised like this is the ultimate pat on the back.”

People’s Champion Award: Will Joy
Extraordinary, influential and impactful



“When I found out [I’d won], I was buzzing – it is so nice to be recognised. The support I got for this award was overwhelming.”



Rising Star Award: Sian Eiles
Young Cyclist of the Year (Pete Rollings Award): Harvey Goodman
Small Organisation of the Year: Chorley School Sport Partnership CIC
Personal Achievement Award: Anastasia

Collaboration

Bikeability works best when we work together – here's how we did it in 2024-25



Working together

In 2024-25, the Trust staff head count was 32: a small team working to manage and develop the Bikeability programme, continuously improving what we do to support grant recipients, training providers and instructors. This year, we:

- Updated the website to support users through the switch to our new Recognised Delivery Centre, including a new, comprehensive FAQs, and a new user journey to show How to Become a Bikeability Instructor
- Surveyed grant recipients and training providers, asking for their input on grant funding to help support our business case to Active Travel England

Communicating with industry

Open lines of communication between the Bikeability industry and the Trust ensures effective delivery of cycle training. In 2024-25, we nearly doubled our social media post reach to more than 459k, held a Communications recruitment drive in March to bring on board a new Director of Strategy and Media Officer for the upcoming year, and increased our social follower count by 10%.

“By auditing our social media channels and industry newsletters, we learned we perform above industry benchmarks. For instance, our email open rates are more than 40% higher than the average of 15.14%,¹¹ while on social media our engagement exceeds benchmarks across all channels, such as 8% engagement on Instagram versus a benchmark of 6.7%.”

Kat Kynes, Communications Officer

“We surveyed grant recipients and training providers, asking them, ‘What is the most important thing each of the departments at the Trust can do to support you?’”

Rosa Shirm, Research & Insights Analyst

2024-25 communications in numbers

- Sent 277 email campaigns
- 315,107 people opened our emails
- Grew Bikeability Club newsletter subscriptions by 18.8% to 7,375
- Wrote 44 blog posts
- Published 19 news articles on the website
- Held 4 interactive webinars for industry

¹¹ B2B Email Marketing Stats & Benchmarks for 2024 | Powered by Search.

Inspiration: the Bikeability Conference 2024

In March 2024, we held our annual industry conference in Birmingham, on the theme inspiration. Speakers included our Chief Executive Emily Cherry, Minister Guy Opperman, a special address from the Department for Transport head of cycling and walking Guy Boulby, and a closing speech from Trust patron Phillip Darnton OBE.

With multiple expert-led workshops including from Cycle Sisters, UK Coaching and the Bikeability Trust, and partners including Frog Bikes, Decathlon, Madison, Cycling UK and Modeshift on hand on the day, it was a brilliant opportunity for the Bikeability industry to get together, get inspired, and get more kids cycling.



[Deep dive into the Bikeability Conference 2024 here](#)



Bikeability Conference 2024 in numbers

- 205 delegates
- 6 exhibitors
- 4 speakers
- 10 workshops



“A really inspiring day, and so great to speak to so many wonderful and passionate people.”

Alice Barlow,
Frog Bikes

“What a fantastic conference. Motivating, inspiring, so many ideas to take away. So excited to utilise it on our project!”

Bikeability instructor
Nellie

Working with Parliamentarians and Public Figures

“Even as responsibility for active travel changed hands with the General Election in 2024-25, we ensured Bikeability remained high on the political agenda, inviting public figures to visit schools to see the cycle training programme in action,” explains Head of Promotion and Communications Jessica Nelson.

“We were thrilled that then-Secretary of State for Transport Louise Haigh visited during Cycle to School Week, along with a further 16 MPs across the country, National Active Travel Commissioner Chris Boardman and The Lord Mayor of Stoke-on-Trent.”

Bikeability x Parliament by the numbers

- 60 Parliamentary Champions of Bikeability
- 129 MPs and Peers invited to meet with our Chief Executive due to their interest in cycling or active travel
- 21 MP visits to Bikeability sessions (including during Cycle to School Week)
- 1,000+ letters sent to Ministers, Secretaries of State, Shadow Ministers, members and chairs of both Select Committees and All-Party Parliamentary Groups
- 29 direct mentions of Bikeability on social or via Written/Oral Parliamentary Questions





17 MPs visited Bikeability sessions during Cycle to School Week 2024

- 
- 
- 1 Vikki Slade**
Broadstone Middle School
 - 2 Jess Brown-Fuller**
Bartons Primary School, Bognor Regis
 - 3 Wera Hobhouse**
Weston All Saints, Bath
 - 4 Simon O'Brien**
Great Crosby Catholic Primary School, Sefton
 - 5 Andrew Cooper**
The Oak View Academy, Winsford
 - 6 Mims Davies**
Newick Primary School, Lewes
 - 7 Andrew Western**
St Hugh of Lincoln
 - 8 Zöe Franklin**
Weyfield Academy, Guildford
 - 9 Alistair Strathern**
Whitehill Junior School, Hitchin
 - 10 Luke Taylor**
Westbourne Primary School, Sutton
 - 11 Maya Ellis**
Sherwood Primary School, Preston
 - 12 Ben Coleman**
Ashburnham Community School, London
 - 13 Pippa Heylings**
Great Abington Primary School, Cambridgeshire
 - 14 Fleur Anderson**
St Mary's Church of England Primary School, Putney
 - 15 Joe Powell**
Barlby Primary School, North Kensington
 - 16 Adam Jogee**
St Giles' and St George's Academy, Newcastle
 - 17 Louise Haigh**
Sherwood Primary School, Preston

“Riding a bike isn't just an activity. Riding a bike is transport independence for our kids.”

National Active Travel Commissioner Chris Boardman

Our Partners

Make It Possible

Bikeability x NatWest Rooster Money

In 2024, we continued our partnership with NatWest Rooster Money. They're our perfect partner – Bikeability gives children independence through cycling skills and NatWest Rooster Money helps them learn about financial independence through their prepaid Rooster debit card. As the headline sponsor of our flagship event, Cycle to School Week, they helped to create our biggest-ever turn-out: 2,000 competition entries and more than 160,000 pledges. Including 66% of children pledging to cycle to school EVERY DAY.

“Partnerships with The Bikeability Trust are all about collaboration. By working together to grow our brands, we'll also grow the number of people cycling. Without our partners, we couldn't operate at the scale that we are and impact the millions of children we do.”

Aaron Tillyer, Partnerships Manager
aaron@bikeabilitytrust.org

“We're really excited about our partnership with Bikeability, as our values are aligned in terms of giving kids the chance to learn important skills to prepare them for life.”

**Adelle Rainbow, Rooster Money
Partnerships Manager**



So. Many. Social. Media. Competitions.

Thanks to our 2024-25 partners, on social media we gave away:

- 5 Frog cycles
- 4 Squish cycles (and some hi-vis gear too)
- 2 Ridgeback cycles
- 2 Savlon First aid bundles
- £250 cycling bundle from Decathlon – while raising £740 for The Bikeability Trust

Plus, we teamed up with **BBC Children in Need** to contribute to a fundraising toolkit as part of Paddy McGuinness's Ultra Endurance Cycle Challenge, a sponsored 300-mile ride on a Raleigh Chopper that ultimately raised more than £7.8m. Through our partner Garmin we secured the location tracker for daily updates on the ride.



Bikeability Family x Savlon

This year we were also sponsored by Savlon, the UK's No.1 antiseptic.¹² Savlon's support allowed us to deliver 44 Bikeability Family sessions across the country in Bath and North East Somerset, in and around Liverpool, Wolverhampton and Essex. Bikeability Family is our training programme for the whole family, to ensure children keep cycling – because their parents do.

Walking and cycling partners

Our active travel partners include British Cycling, Living Streets, Sustrans, Cycling UK, The Ramblers and Modeshift. Together, we aim to secure improved walking and cycling provision. In March, we collaborated with Living Streets to hold a call for evidence in response to the Government's Road Safety Strategy. We'll report back on the impact and outcomes of that work next year.

“Rural cycle paths are the dream destination for a fun family cycle, but getting there can be a challenge. One family I taught would load their car and drive to their favourite spot. After one Bikeability Family training session, they developed a route there by cycle.”

Robin, Bikeability Family instructor

➤ **Read about our partnership with Bike Club, who sponsored 800 balance cycles for the Holiday Activities and Food programme, on page 19.**

¹² Bestselling Antiseptic based on Circana sales data, for verification please email savlon@thorntonross.com

A Look Ahead

from Our New Chair

“There are few more joyful occasions as a child than learning to cycle. Bikeability gives children that joy, delivering confidence and skills that will last a lifetime.”



I am deeply passionate about enabling more people to cycle and enjoy nature. This has guided my career, from delivering Bikeability in my children's school to my time as Minister at the Department for Transport, where we created Active Travel England. I was delighted this year to become Chair of The Bikeability Trust.

In 2024–25, the Trust made some incredible strides: bringing the total children trained since 2007 to nearly six million, receiving a record 160,000 pledges for Cycle to School Week, and hugely expanding our Get Cycling in Schools programme.

These aren't solo achievements. The staff at the Trust have worked hard, together with the teams they support: the training providers, grant recipients and instructors who deliver Bikeability. Active Travel England has provided funding, commitment and guidance from the brilliant Chris Boardman CBE. And I thank Ministers Simon Lightwood and Lilian Greenwood for their continued championing of Bikeability.

The Trust has also worked hard to create a more accessible Bikeability, recognising the difference it can make to children with SEND to learn to ride a cycle that's right for them.

And now to the next 10 years! We know that Bikeability makes children more likely to cycle. Now, we need to grow so we can bring the strength, quality and inspiration of the children's programme not only to as many children as possible, but to adults too.





Our headline missions over the next decade are to:

Train 1 million riders annually

Train 1m riders annually This year, the Trust delivered exactly 500,000 places – well, we want to double that! Not every region is fully accessing Bikeability training, children with SEND or without access to a cycle are facing barriers, and we need to reach adults too, particularly under-represented groups. I look forward to seeing the roll-out of the Get and Go cycling programme to reach at least one million riders per year by 2035.

Create more access to cycles

As a child learning on my Raleigh Comanche, I delighted in the freedom of my own cycle. Nowadays, one in four children are not lucky enough to own a cycle of their own. That curtails their freedom to cycle as an everyday activity. Over the next decade, the Trust will campaign for VAT to be zero-rated on children's cycles and deliver a fundraising appeal to increase access to cycles and donate cycles to hundreds of children in need.

Support schools to make active travel the norm

We want to enable as many children as is physically possible to cycle or walk to school, to form early active travel habits. We will campaign for cycle training to be on the curriculum and ensure no child leaves primary school without being offered Bikeability Level 2. We will show our support for every school to have a safer school street and infrastructure to support active travel, test new approaches to integrating with other behaviour change partners and continue to work with our partners Living Streets and Modeshift across our communications with schools.

Improve perception of cycling for short journeys

Government must be ambitious in setting its ambition for the next Cycling and Walking Investment strategy and we stand ready to deliver. Bikeability cycle training increases confidence and likelihood to cycle and decreases risk: by activating a nation of confident cyclists, we can normalise cycling as the choice for short journeys from a young age. Through communications like Bikeability Club, we'll spend the next decade reaching new cycling audiences and inspiring them to pedal.

This has been such an exciting time to join the Trust. On behalf of all the Bikeability Trustees, thank you for making Bikeability such a success.



Trudy Harrison
Chair of Trustees,
The Bikeability Trust

Our partners



Plus! Award-winning Bikeability

Winner: Cycle Advocacy Award, BikeBiz 2024

Finalist: Team of the Year, Modeshift National Sustainable Travel Awards 2024

Finalist: Innovative Sustainable Travel Project of the Year, Modeshift National Sustainable Travel Awards 2024

Shortlisted: Best Service Delivery Innovation Awards, Third Sector Awards 2024



“

“It’s great to see the children’s confidence grow during the sessions and for some children, it’s their first time on a cycle. And after the sessions, we have children riding their cycles to school who didn’t before. As a school, we choose to have Bikeability sessions as it is a life skill and we can give all children the opportunity to learn to ride.”

Clare Butler, Rabbits class, EYFS Lead and PE coordinator –
Pashley Down Infant School, Eastbourne

”



Cycling is forever – captured here
are some of The Bikeability Trust
staff cycling as children



The
Bikeability
Trust

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www.bikeability.org.uk