

Monitoring & Evaluation Specification

Smart School Routes & Making Riders Ready Evaluation and Learning Consultant

Please read in conjunction with document 01 LA_CA Partner Expressions- Bikeability Development Pilots - to provide full project overview.

Background

Bikeability Trust seeks an independent evaluation consultant to develop a theory of change, design a monitoring plan, deliver stakeholder co-design sessions and evaluate 2 pilot projects showing impact and scalability. The project outline should be downloaded separately to support your expression of interest – see Smart School Routes & Making Riders Ready Project.

Due to limited budget, this commission would suit an independent consultant with flexibility to work more at the start of the project – approx. 1-2 days a week, less during the delivery phase and more during the evaluation phase. This work would need to be done in collaboration and with the trusts research and insights lead. A deep understanding of barriers to cycling participation is essential and working with multiple partners.

Contract Period

September 2026 to January 2028.

Budget

Maximum available budget for year 1 is £12,000 (Oct 26-Mar 27), future years will be subject to funding approvals.

Objectives

The consultant will:

- Develop a robust theory of change model.
- Establish baseline measures.
- Produce a monitoring and evaluation plan with budget.
- Design and delivery participant co-design sessions.
- Assess behavioural and participation outcomes.



- Produce evidence for future investment decisions.

Scope of Services

Stage 1: Evaluation Framework

September 2026 to February 2027

The consultant will:

- Develop a theory of change.
- Develop a costed M&E Plan
- Establish data collection tools and reporting templates with partners.
- Plan and deliver with project partners- 4 in person co-design workshops.
- Report on outcomes of co-design to inform pilot delivery plans.
- Attend stakeholder online weekly meetings.
- Attend bi-weekly contract meetings

Stage 2: Baseline

March 2027

The consultant will:

- Capture baseline travel behaviours.
- Collect demographic information.
- Assess attitudes towards active travel and school journeys.
- Establish comparison measures where possible.

Stage 3: Process Evaluation

April to October 2027

The consultant will:

- Monitor implementation.
- Observe engagement activity and flag any dips with delivery team.
- Assess user interaction with the platform.
- Provide formative feedback during delivery.
- Check in with community partners on delivery feedback.



Stage 4: Outcome Evaluation

September to October 2027

The consultant will:

- Conduct surveys.
- Facilitate focus groups.
- Analyse platform analytics.
- Assess behavioural change outcomes.
- Explore barriers and enablers.

Stage 5: Final Evaluation

November 2027 to January 2028

The consultant will:

- Analyse all evidence gathered.
- Assess effectiveness and value.
- Identify conditions required for scale-up.
- Produce recommendations for national implementation.

Indicative KPIs

The successful supplier should propose measures against:

- Parent engagement rates.
- School participation rates.
- Platform usage.
- Route adoption.
- Confidence in active travel.
- Walking, wheeling and cycling mode shift.
- User satisfaction.
- Stakeholder satisfaction.
- Scalability recommendations.

Deliverables

- Theory of Change.
- Evaluation Framework.

- Baseline report.
- Final evaluation report.
- Scale-up recommendations.

How to Express Interest

Successful suppliers will become early partners in shaping an evidence-led approach that has the potential to influence future national delivery models for both active travel and cycle training.

To register your expression of interest, please send an overview of how you will be able to meet the criteria, with a case study – in no more than 2 pages in a word doc along with an excel sheet outlining hours and rates, spilt out by deliverables to beccy@bikeabilitytrust.org by **5:00pm on the 13th of October 2026.**

Applications will be reviewed and successful applicants will be notified late October for initial discussions to start. Projects will be mobilised from Oct-March, with 12-month Pilots starting in April 2027.