

Research Supplier Specification

Activating New Instructors

Background

The Bikeability Trust is seeking a specialist research partner to undertake a workforce and recruitment study focused on increasing the number and diversity of cycle instructors across the UK.

Currently, approximately 2,600 active instructors are registered on the Bikeability Link system. To achieve the Trust's ambition of supporting 80% of Year 5 and Year 6 pupils across the UK, an estimated workforce of 3,000 active instructors is required. This challenge is compounded by annual instructor attrition of approximately 15%.

The Trust wishes to better understand its existing instructor workforce and identify opportunities to recruit and retain people from untapped demographic groups. Particular focus will be given to:

- Young people, including apprentice and trainee routes.
- Parents, carers and individuals returning to work following health-related absence.
- Early retirees.

The research will explore the scale, motivations, barriers and support needs of these cohorts and identify practical pathways into cycle instruction. Findings will inform the design of pilot recruitment and training programmes delivered through Regional Delivery Centres (RDCs), Grant Recipients (GRs), Training Providers (TPs) and community organisations.

Contract Period

October 2026 to March 2027

Budget

Maximum budget envelope of £10,000 for the research commission.

The supplier should include all costs associated with delivery including project management, stakeholder engagement, reporting and presentation of findings.



Objectives

The research partner and associated services must:

- Review and analyse the existing Bikeability instructor workforce.
- Identify trends in instructor recruitment, retention and attrition.
- Profile the demographics of the current instructor base.
- Research three priority recruitment cohorts:
 - Young people.
 - Parents/carers and those returning to work.
 - Early retirees.
- Estimate the scale and location of each potential recruitment group.
- Identify barriers and motivations relating to cycle instructor careers.
- Map support programmes, employability initiatives and community organisations that could support recruitment.
- Identify effective engagement and communication channels.
- Recommend tailored recruitment, training and retention approaches for each cohort.
- Consider equality, diversity and inclusion throughout the research.
- Produce evidence-based recommendations to inform future pilot programmes.
- Support development of a monitoring and evaluation framework.

Scope of Services

Phase 1: Mobilisation and Inception

October 2026

The supplier will:

- Attend inception and stakeholder meetings.
- Review existing project documentation.
- Agree methodology and research approach.
- Confirm data requirements and access arrangements.
- Produce a detailed project plan.
- Develop a stakeholder engagement plan.
- Identify risks and mitigation measures.



Phase 2: Workforce Analysis

October to November 2026

The supplier will:

- Review Bikeability instructor datasets.
- Profile existing instructors by demographics and geography.
- Review workforce trends.
- Analyse recruitment and attrition patterns.
- Identify workforce gaps and future recruitment pressures.
- Establish baseline workforce metrics.

Phase 3: Target Cohort Research

November 2026 to January 2027

The supplier will:

- Undertake research into young people, returners to work and early retirees.
- Assess the scale and accessibility of each cohort.
- Identify motivations and barriers to becoming cycle instructors.
- Explore preferred working patterns and training arrangements.
- Gather views from potential participants through appropriate research methods.
- Identify opportunities to improve workforce diversity and representation.

Phase 4: Stakeholder and Pathway Mapping

January 2027

The supplier will:

- Identify existing government programmes that support employment and skills development.
- Map apprenticeship, employability and training schemes.
- Identify community organisations with strong links to the target cohorts.
- Explore potential recruitment and referral pathways.
- Review examples of similar workforce development approaches from other sectors.

Phase 5: Recommendations and Reporting

February to March 2027

The supplier will:

- Develop recommendations for pilot programme design.
- Recommend recruitment and marketing approaches for each cohort.
- Identify support mechanisms that could improve recruitment and retention.
- Recommend flexible delivery and working models.
- Provide a proposed monitoring and evaluation framework.
- Present findings to Bikeability and key stakeholders.
- Produce a final research report and executive summary.

Deliverables

- Inception report and project plan.
- Workforce profile and baseline report.
- Attrition and recruitment analysis.
- Research findings for each priority cohort.
- Stakeholder and pathway mapping report.
- Recruitment and retention recommendations.
- Equality, diversity and inclusion considerations.
- Presentation of findings.
- Final research report.
- Executive summary.
- Pilot programme recommendations.
- Monitoring and evaluation framework.

Key Milestones

Milestone	Date
Request for quotation published, scored and successful supplier notified	September 2026

Mobilisation and inception completed	October 2026
Existing workforce analysis completed	November 2026
Cohort research completed	January 2027
Stakeholder mapping completed	January 2027
Draft findings and recommendations presented	February 2027
Final report submitted	March 2027
Pilot framework agreed with delivery partners	March 2027

Expected Outcomes

The research will provide:

- Improved understanding of Bikeability's current instructor workforce.
- Better insight into instructor attrition and retention challenges.
- Evidence on the recruitment potential of target demographic groups.
- Clear pathways into cycle instruction for underrepresented populations.
- Recommendations for targeted recruitment campaigns and support packages.
- Increased diversity and representation within the instructor workforce.
- A robust evidence base for pilot projects and future investment decisions.
- A framework for measuring the success of future recruitment and retention initiatives.

Supplier Requirements

The successful supplier should demonstrate experience in:

- Labour market and workforce research.
- Recruitment and retention studies.
- Qualitative and quantitative research methods.
- Community engagement and consultation.
- Equality, diversity and inclusion research.
- Evaluation and programme design.
- Employability, skills or workforce development programmes.

Experience of working within active travel, sport, education, public health or community development sectors is desirable.

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 – in no more than 3 pages in a word doc format 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.