

Cycling for Health Project Manager

About Bikeworks:

Bikeworks is an East London community-evolved social enterprise that uses cycling as a tool to tackle social, economic and environmental challenges across London. We were established to capitalise on the rapid growth of cycling following the announcement of the London 2012 Games and how this could be harnessed to address the inequalities being experienced by those most likely to be left behind.

Bikeworks uses cycling to engage children, young people and adults, providing specialist support to disabled people, including people with a learning disability and mental health support needs, in addition to young people at risk, older people and carers. Our work is impactful on a daily basis.

Over our 15 year history of delivering programmes we have supported thousands of people and changed lives. We do this through delivery of our inclusive cycling clubs, accredited employment and training programme, team building challenges, public bike maintenance, cycle training for children and adults, and much more. We use the cycle to get people physically active, keep well, and feel connected. We focus on communities across London where stubborn health inequalities exist.

Our environment is supportive and energetic. We are a small collaborative team, who deliver incredible social impact as a not-for-profit social enterprise. This includes being recognised for our work during lockdown, when we transformed into an emergency cycle delivery service for vulnerable and shielded Londoners.

As a not-for-profit social enterprise we reinvest our profits back into our community programmes. Bikeworks has a mixed income model, providing us with sustainability over the long-term.

Our Inclusive Community Cycling Program

As an inclusive cycling social enterprise, our mission is for everyone to have access to cycling, while promoting cycling for travel and exercise. Everything we deliver has environmental impact interwoven throughout. Our Inclusive Community Cycling offer, engages people with low-confidence, disabled people, people with mental health needs, and older isolated people, and carers, including people with a learning disability, MS, and cerebral palsy.

We deliver in the spaces and places local people are familiar with, in parks and from community centres, to further increase access, connecting people with each other through regular shared cycle activities while promoting the local areas in the neighbourhoods we work in. As people grow in confidence we promote on-road safe cycling as a sustainable travel solution.

At Bikeworks all our activities are designed to achieve the following outcomes for our beneficiaries and the general public more widely, these are:

- Increased physical activity
- Increased wellbeing (physical, mental, and economic), and



- Increased connectivity (people and places)

The **Cycling for Health Project Manager** is responsible for implementing projects within our health engagement pathway, working with GPs, Health Centres, and Social Prescriber Link Workers to reach Londoners who are most impacted by health inequalities. The Cycling for Health Project Manager role leads on implementing the “cycling on prescription” model using the already established referral networks and pathways, as well as develop and grow new networks in response to new funding that we hope to have come on line.

During the early months of the coronavirus pandemic, Bikeworks repurposed itself as an emergency cycle delivery service which strengthened our relationships with our health partners. We know from listening to people who are most impacted by health inequalities, that Bikeworks continues to have a role to play in keeping people healthy and safe. We do this by creating a joined-up ecosystem of targeted support for those least likely to cycle through our inclusive community cycling hub projects which include Cycling for Wellbeing, Ride side by Side and All Ability clubs.

Bikeworks will be launching the Inclusive Cycling Centre of Excellence (ICCE) this year, in the lead up to a decade of legacy since the London 2012 Games were hosted. This is an exciting time to join our team, as we continue to build our reputation as a community-evolved social enterprise focused on addressing inequality. By joining our impactful team in this key role, you will be supporting Bikeworks in creating more opportunities and increasing access to cycling for disabled people, and people less likely to cycle. As a small organisation there is a requirement for a flexible approach to working and the ability to undertake other administrative duties as required.

The role reports to a Programs Manager and will collaborate closely with the All Ability Project Manager and the Ride Side by Side Project Manager to share organisational resources across the three programs.

Salary and Conditions:

- £28,000
- Full time, 35 hours per week (some weekend work may be requested)
- 6-month contract, continuation on the basis of funding
- 25 days holiday + Public Holidays
- Pension contribution
- Participation in the Cycle to Work scheme

To apply for this role please send a CV and Covering Letter to lucy.nandris@bikeworks.org.uk. Provide examples of how you meet the Person Specification, outlining your skills and experience and answer the following two questions:

- What is your proudest achievement to date and how can you adapt it to this role?
- Why do you think inclusive cycling is important?

Application to be received by: **midnight 12th July 2021**

Interviews to be held on **15th/16th July**

Start date: **ASAP**

JD last updated by: L.Nandris June 2021

Cycling for Health Project Manager

Job Description

Scope of the Role:

The role is responsible for overseeing the timely implementation of all activities within the Cycling for Health portfolio and ensuring they are delivered to budget, meeting all funder KPIs and targets and according to a high standard of quality. This includes managing all current and future funding as allocated by the Programs Manager.

You will manage the entire client journey from referral to course completion, ensuring participants are provided with relevant information and support, enabling them to benefit from their participation. You will pay special attention to adapting information to the needs and circumstances of participants from a wide range of backgrounds, who have differing health and learning needs.

You will be collaborative in your approach working with other team members to achieve the goals of the programme, building good relationships internally with colleagues from across the Bikeworks team. You will also have the capacity to develop excellent working relationships with external stakeholders, including borough contacts and staff from a wide range of health and community organisations with whom you will collaborate to maximise the impact of the program.

You will create a welcoming and supportive environment in your project service delivery while delivering an inclusive cycling programme to people identified and referred to you by our health partners. This includes tailoring support and communication for people who will most benefit from accessing the program.

It is our expectation that as we develop this important area of delivery, you will want to develop with us.

Job Purpose:

The role will lead on implementing the cycling on prescription model, developing and nurturing the new partnerships made with GPs, the NHS and community organisations, using your expertise of engaging people who experience significant health inequalities. You will be externally facing as an inclusive cycling champion, with a positive attitude to ensuring project targets are met and challenges overcome, promoting Bikeworks at all times while providing encouragement to people less likely to cycle.

- To maintain and develop productive relationships with GP Care Groups and GP Federations, including relationship holders within a health care setting, for example, Social Prescribing Link Workers, Patient Assistants, and Nurse Practitioners.
- To oversee a referral process that identifies the patient, appropriately engages and supports them into the newly designed Cycling for Wellbeing programs.
- To organise and deliver the programme in response to the referred patients pathways and feedback loops with health sector partners
- To oversee and manage all Cycling for Health activities from scheduling to booking instructors, following up on feedback requirements and logging and monitoring activities against budget.
- To understand the barriers for people being referred and to be proactive in addressing these so that cycling becomes an achievable solution for physical activity and mental wellbeing.
- To assist in the ongoing development of the programme, capturing information, including the creation case studies and good news stories, to further evolve delivery so it addresses the needs of the targeted health population.
- To be responsible for the delivery, reporting, monitoring and recording of activities in line with the agreed programme delivery and funder requirements.
- To be able to deliver the Cycling for Wellbeing program and capacity build other instructors to deliver it.
- To develop a team ethos with our freelance Inclusive Cycling Instructor team to ensure cyclists are provided with a warm welcome, positive attitude. This includes providing the team with the appropriate information, advice, guidance, and support.
- To develop with colleagues a joined-up approach that bridges the Cycling for Health programme with the free to access All Ability Club.

- To keep up to date with new legislation, procedures and techniques that benefit the Cycle for Health programme.
- To take reasonable care for the health and safety of cyclists in accordance with legislation, and government guidelines.
- To create and distribute marketing materials, in collaboration with the comms team, in order that participants and other stakeholders (e.g local health networks) are informed of activity dates and understand the benefits of the program.
- To ensure the activities delivered fulfil the key performance indicators attached to delivery and funder requirements.
- To ensure all data, (e.g. referral and attendance details) are correctly recorded and managed on an internal CRM system (database), for the tracking of KPI's and outcomes.
- To act as an ambassador for Bikeworks, representing the organisation externally and leading by example.
- To provide information to support new business opportunities to the Programs Manager and Business Development Leads.
- To provide accurate and timely information to the Finance Manager, as required.
- To attend and be proactive in contributing to Team Meetings, One to Ones, Development Sessions and other meetings as requested.

Cycling for Health Project Manager

Person Specification

Essential Skills & Experience

- Excellent organisational skills and the ability to plan ahead.
- Ability to work on your own initiative and prioritise your workload.
- Experience of effective communication with a wide range of people, including excellent oral and written communication and the ability to communicate the benefits of cycling.

- Experience of supporting members of the public in a cycling environment, including people who lack the confidence to cycle, and/ or people with physical disabilities or a learning disability.
- Experience of delivering a project that is reliant on building positive relationships with a wide range of stakeholders.
- Experience of monitoring financial expenditures and project achievements.
- Cycling Instructor qualification, or willingness to work towards one.
- An interest in the health sector and the potential to improve the healthy lifestyles of people who are less likely to cycle, including people with access support needs.
- Effective use of ICT within a learning environment, including familiarity with standard Gsuite and Microsoft packages, Word, Excel and Outlook.
- Experience of effective team working and knowledge of what makes a good team as well as the ability to develop strong working relationships with external stakeholders.
- Ability to work flexibly and adapt working hours to seasonal fluctuations in project delivery.
- Strong alignment with the values of Bikeworks and the ability to champion these

Reporting to: Program Manager

Line Management Responsibility: none