



Inclusive Cycling Regional Manager

Greater Manchester & Midlands

Sept 2026



1.Role summary

Title	Inclusive Cycling Regional Manager (GM&M)
Salary	£30,000 FTE
Hours	5 days F/T (1 FTE)
Contract	Permanent
Location	Home with frequent travel across Greater Manchester and the Midlands
Reporting to	Head of Inclusive Cycling

2.Staff benefits

Wheels for All is committed to the health and wellbeing of our staff. We are proud to offer these benefits to all members of our team:

- **Birthday bonus** – take an additional day off to celebrate your birthday.
- **Volunteering** – take a volunteering day each year to support another charity or Wheels for All partner.
- **Apparel** – we will provide all members of staff with quality clothing to keep them looking and feeling good when out and about.
- **Flexible working arrangements** - including working from home and flexibility around caring responsibilities.
- **Annual leave entitlement of 25 days** - in addition to public holidays, increasing by one day each year up to a maximum of 30. (Note: pro-rata for part-time colleagues).
- **[Employee Assistance Programme](#)** - access to a 24/7 confidential helpline, counselling services and online information.
- **Healthy and wellbeing** - we welcome staff to embed regular exercise into their daily work lives. We provide access to a [Cycle to Work scheme](#) (unlocking savings of up to 47% on the cost of a new cycle and accessories) and yoga classes at our head office.

3.About Wheels for All

Wheels for All (the operating name of Cycling Projects Ltd) is a leading national charity delivering accessible cycling opportunities for people to be active on their terms.

- Wheels for All was established over 30 years ago and has created the largest network of accessible cycling opportunities across the country.
- Supporting people to start and continue cycling regardless of ability.
- Working with local partners, we have supported the creation of more than 50 accessible cycling hubs, many of which are now run independently, assisted by dedicated and committed staff and volunteers.
- Wheels for All is also a national leader for accessible cycle training providing specialist support and guidance to community initiatives and partners on setting up local inclusive cycling programmes.
- We are proud to support more people to be more active, improving their physical and mental wellbeing.
- We are committed to providing safe, enjoyable, accessible, and social environments for our participants to begin and progress their cycling, whether for recreation or active travel.

We are currently in an exciting period of growth as we upscale our delivery to enable more people to enjoy the benefits of cycling.

Our new 'We Ride Together' Film captures the true spirit of the charity through powerful language and imagery by telling the story in the form of a poem about Dave, a *Wheels for All* volunteer and cyclist who had been recently widowed and joined the charity to help him deal with his bereavement. Loneliness is one the largest health concerns we face, and people are feeling more isolated and disconnected than ever before, but Dave is proof that having a connection with others through a shared interest such as cycling can provide a happier and healthier future for all involved. Our cycling programmes are fine examples of how such communities can flourish and thrive and we should never underestimate the lifeline that the charity is to so many people.

Please watch the new film here

<https://www.youtube.com/watch?v=wAHYqIQqUa8>



4.Role overview

We are seeking a dynamic and passionate individual to fill the role of Inclusive Cycling Regional Manager across the Greater Manchester and Midlands area. As the Inclusive Cycling Regional Manager, you will be responsible for overseeing and coordinating all aspects of our inclusive cycling programmes within your designated region. You will work closely with local partners, stakeholders, and community members to promote accessibility and inclusion in cycling activities.

5.Role responsibilities

1. Programme & Project Management:

- Oversee the planning, implementation, and evaluation of inclusive cycling activities within the region.
- Develop and maintain strong relationships with Wheels for All network members, local authorities, community organisations, and funding partners in the region.

- Coordinate logistics, including scheduling, staffing, equipment, and safety protocols.
- Successfully deliver objectives and monitoring requirements for specific funded projects within the region.

2. Team Leadership:

- Provide line management to Inclusive Cycling Coordinators, offering guidance, support, and professional development opportunities.
- Recruit, train, and supervise a team of Inclusive Cycling Coordinators, Sessional Workers, and Volunteers to deliver high-quality inclusive cycling experiences.

3. Community Engagement:

- Act as a spokesperson and advocate for inclusive cycling within the region, promoting awareness and participation among diverse community groups.
- Organise outreach events, workshops, and community rides to engage new participants and foster a sense of belonging.

4. Partnership Development:

- Build strong rapports with affiliates and friends of the WFA network.
- Cultivate and maintain partnerships with local businesses, schools, healthcare facilities, and disability organisations to expand programme reach and resources.
- Be the point of contact for partners on a regional level from Combined Authority through third sector partners.
- Collaborate with regional and national cycling organisations to align efforts and share best practices.

5. Volunteer Development:

- Collaborate with the volunteering team to implement strategies for recruiting, training, and retaining volunteers to support program activities.
- Provide ongoing support and recognition to volunteers, fostering a positive and inclusive volunteer culture.

6. Monitoring and Evaluation:

- Responsibility for prompt completion and submission of reports to management team and external partners / funders.
- Collaborate with the programmes team to implement systems for monitoring programme outcomes, participant satisfaction, and impact within the region.

- Collect and analyse data to assess program effectiveness and identify areas for improvement.
- Ongoing review of inclusive cycling opportunities across the region.

7. Marketing and Communications:

- Collaborate with the marketing and communications team to execute marketing and communications strategies to promote inclusive cycling programmes and events within the region.
- Utilise various channels, including social media, email newsletters, and community outreach, to reach target audiences and increase program visibility.

8. Finance Management:

- Collaborate with the finance team to manage programme budgets within the region.
- Ensure compliance with financial policies and procedures, including timely reporting and documentation.

9. Fundraising Support:

- Collaborate with the fundraising and development team to support fundraising efforts for inclusive cycling programmes in the region.
- Identify funding opportunities, cultivate donor relationships, and assist with grant writing and reporting as needed.

10. Delivery:

- Requirement to travel around (and occasionally beyond) the region as part of the role to monitor, manage programmes and to represent the charity at events within the region.
- Occasional delivery lead/ support to cover for Coordinator leave/ illness/ unavailability and occasional event support as/ when required.
- Collaborate with Inclusive Cycling Coordinators to implement cycling programmes that meets the needs of target audiences, ensuring safety and sociability.
- Support the establishment of sustainable hubs, including contributing to funding bids.
- Work professionally with partners, volunteers, and participants.
- Collaborate with the maintenance team to conduct bike maintenance as per guidelines.

General:

- Lead by example and foster a positive, professional working environment.

- Represent Wheels for All at stakeholder events, partnership meetings and general engagement.
- Adhere to Wheels for All Ways of Working, policies, and procedures.
- Regularly attend Wheels for All sessions.
- Be flexible with working hours and conditions, including occasional outdoor work.
- Be responsible locally for implementation of our Safeguarding policies and procedures and be point of contact in the region to support the protection of children and vulnerable adults.
- Promote, monitor, and maintain health, safety, and security in the workplace.

Learning and Development:

- Stay informed about current inclusion and engagement campaigns.
- Complete necessary training to maintain up-to-date knowledge.
- Understand the potential opportunities in the leisure, transport, social care services and public health sectors.

Note: This job description is subject to amendment based on experience and consultation with the post holder. It provides a general indication of duties and may vary over time.

Background Checks: As this role may involve working in regulated environments with young people and vulnerable adults, any offer will be conditional on satisfactory background checks, including criminal record checks and references.

6. Person Specification:

Essential:

1. Experience:

- Experience in project management, community engagement, or related fields, preferably in the charity sector.
- Demonstrated experience in team leadership, including recruitment, training, and supervision of staff and volunteers.
- Proven track record in partnership development and stakeholder engagement.

2. Knowledge and Skills:

- Strong understanding of inclusive cycling principles, adaptive equipment, and accessibility standards.
- Excellent communication and interpersonal skills, with the ability to effectively engage diverse stakeholders and communities.
- Proficiency in project planning, implementation, monitoring, and evaluation.
- Ability to manage budgets, financial reporting, and grant administration.

3. Community Engagement:

- Ability to act as a spokesperson and advocate for inclusive cycling, promoting awareness and participation within the region.
- Demonstrated experience in organising community events, workshops, and outreach activities.
- Strong networking skills, with the ability to cultivate and maintain relationships with local partners and organisations.

4. Leadership and Management:

- Strong leadership skills, with the ability to motivate and inspire a team toward shared goals.
- Experience in setting priorities, delegating tasks, and managing multiple projects simultaneously.
- Ability to work independently, take initiative, and problem-solve in a fast-paced environment.

5. Flexibility and Adaptability:

- Willingness to work evenings and weekends as needed to accommodate activities and events.
- Ability to adapt to changing priorities.

Desirable:

1. Education:

- Certifications or training related to program management, community development, or inclusive cycling.

2. Technical Skills:

- Proficiency in Microsoft Office suite and database management software.
- Experience with marketing and communications tools, including social media platforms and email marketing software.

3. Fundraising Experience:

- Experience in fundraising, grant writing, and donor relations.

- Knowledge of funding opportunities and sources relevant to the nonprofit sector and inclusive cycling programs.
- 4. Cycling Experience:**
- Personal or professional experience in cycling, including knowledge of cycling safety and maintenance best practices.
 - Familiarity with adaptive cycling equipment and techniques.
- 5. Research and Analysis:**
- Experience in conducting research, data analysis, and presenting findings for program development and improvement.

7. Application Process

Please apply using the link provided and include a covering letter explaining how you meet the requirements of the role, [click here to apply](#). We also welcome applications in alternative formats, such as a short video or audio submission.

Please note that we may close the job advert early if we receive a high volume of applications.

You don't need to be a cyclist to apply for this role, but you do need to share our passion to deliver our services and enjoy making a difference to people's lives.

Closing date for applications: 5pm 28th September 2026

If you have any questions or would like to have an informal discussion about the role, please email recruiting@wheelsforall.org.uk, or visit our [contact page](#).

Data protection

Wheels for All will only process and store your personal information. (this means any information that identifies or could identify you) for the purposes of recruitment, after which it will be securely disposed.

Equal opportunities

We welcome and encourage applications from people of all backgrounds.

Wheels for All is committed to creating an inclusive culture, through fostering a diverse workforce where everyone feels like they belong, differences are valued, and everyone can reach their potential. We are a [Disability Confident Committed employer](#) and are actively seeking to diversify and to create a workplace that is welcoming for all, ensuring that our workforce is representative of wider society and the communities we support.

