

Cycling strategy

2023–28

Our cycling strategy helps us connect everyone to the nation's forest by providing excellent off-road cycling experiences.

We are determined to meet people's needs as England's favourite place to cycle. This means embracing new opportunities and innovating to meet the needs of a changing society.

You'll find more details in the **full strategy**, but here is a summary:

Our current cycling offer includes:



Additional facilities and infrastructure that support cycling activity (toilets/showers/bike washes/cycle stands/cafes).

15 Active Forests sites run Breeze into the Forest programmes; 57% of Breeze into the Forest participants are local to the forest visited; 85% of Active Forests participants have sustained or increased their activity level over 3 months.

Nearly half the population live within 6 miles and 100% of the population live within one hour's drive of the nation's forests (Natural Capital Account, 2021/22).



What we will do and measuring success to 2028

We will develop our high-quality, cost-effective experiences by offering variety and accessibility to a wider audience recognising e-bikes are likely to play a large part in people's choices. Our sustainable approach, meeting our wider organisational strategy **Growing the Future**, will deliver:

-  **For people**
-  **For wildlife**
-  **For climate**

“ *Help connect everyone with the nation's forests by providing England's favourite off-road cycling experiences.* ”

We have a delivery plan that identifies our goals, interventions and actions over the next five years, which will stretch us and our partners to meet our ambitions.



Whether just starting out...



making the most of your time...



or enjoying the stops along the way...



join us on the journey.

We've identified four themes to shape what we will do and measure our success.



Theme 1: Priority audiences

Goal:
To continue to be, and to strengthen our position as, the leading provider of off-road cycling experiences.

Theme 3: Partnerships

Goal:
To create new, and strengthen existing, partnerships with national and local organisations to enhance understanding, value, health and wellbeing, and to benefit local economies.

Theme 2: Communities

Goal:
To broaden our offer to meet the needs of a diverse audience; for our measurable visitor demographics to better reflect the communities that the nation's forests serve.

Theme 4: Sustainability and currency

Goal:
To maintain safe, high-quality provision; to identify and fill gaps in our knowledge; to make innovative and bold evidence-based decisions that ensure our cycling offer helps meet the needs of new and existing visitors, our staff, volunteers, local communities and society overall.

