

# 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.

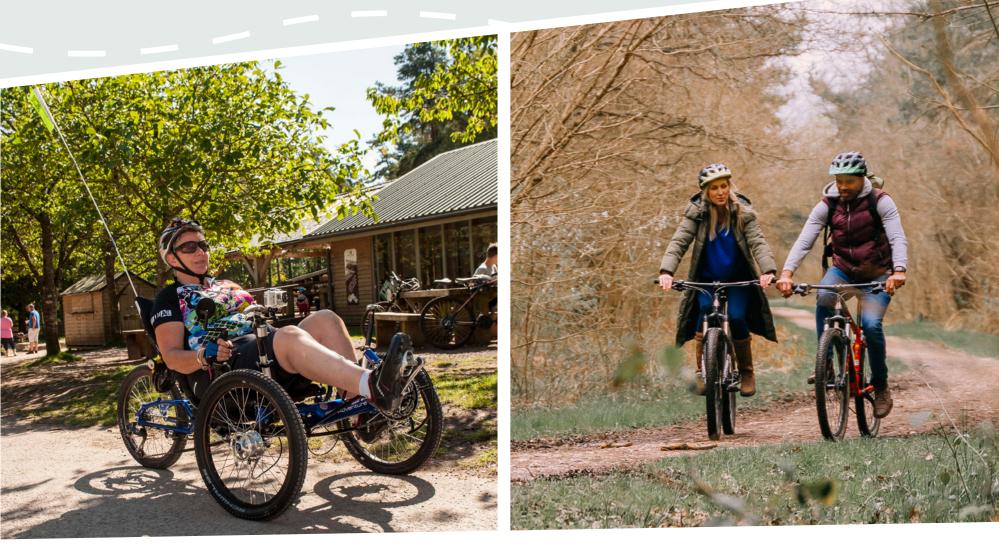
You'll find more details in the **full strategy**, but here is a summary:

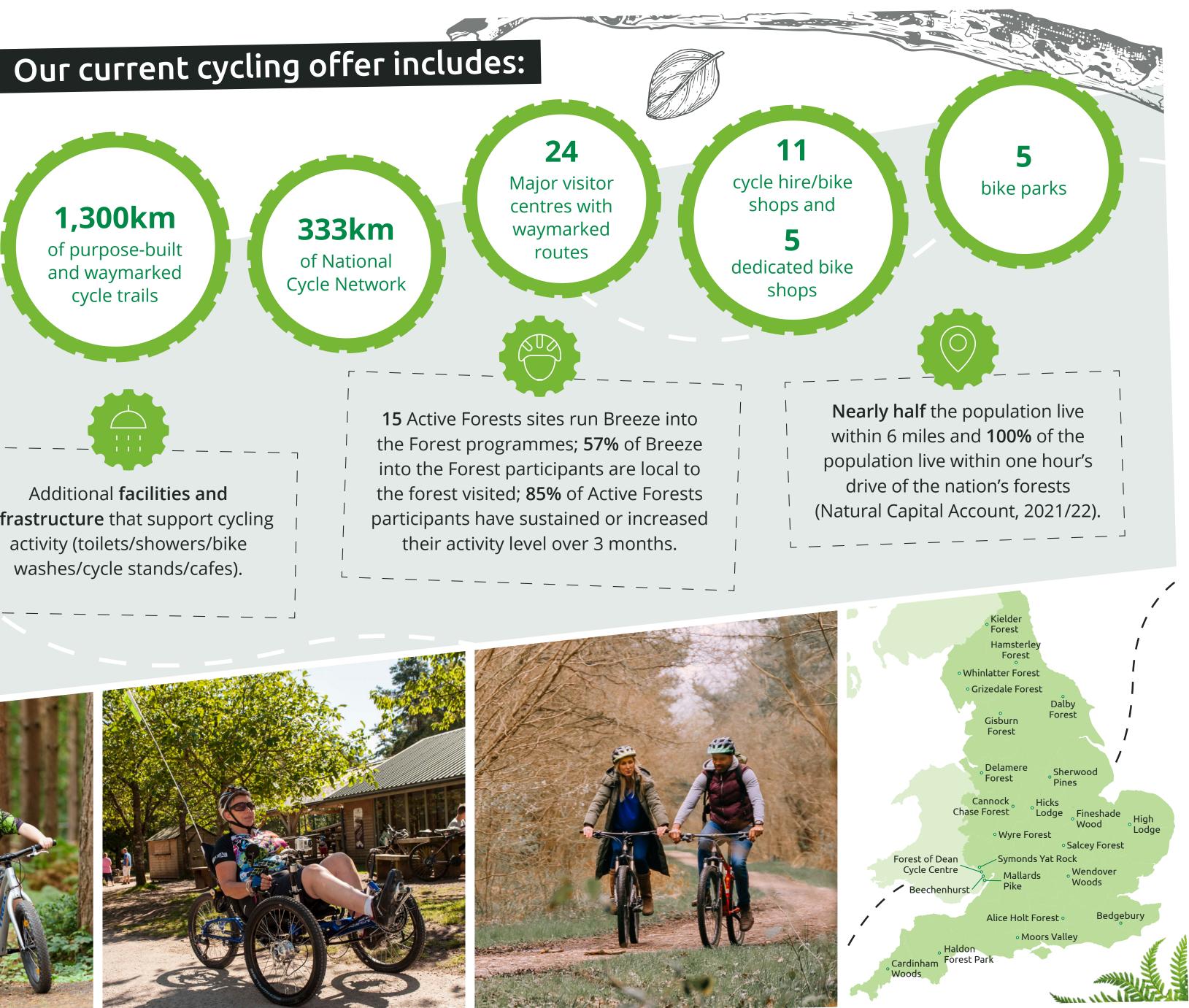
1,300km of purpose-built and waymarked cycle trails

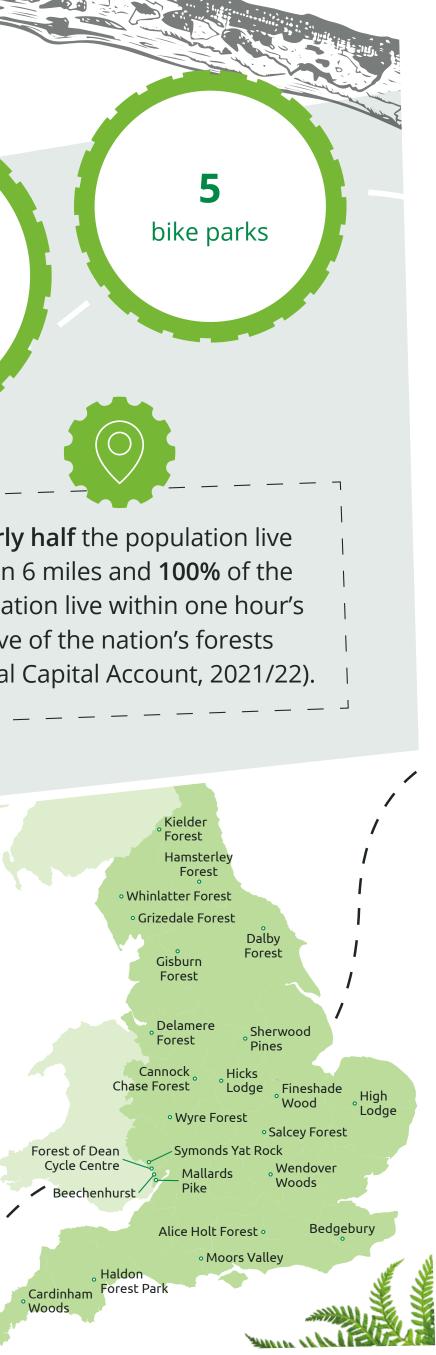
Additional **facilities and infrastructure** that support cycling activity (toilets/showers/bike washes/cycle stands/cafes).











## 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:



### 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...

## 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 measureable 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 evidencebased decisions that ensure our cycling offer helps meet the needs of new and existing visitors, our staff, volunteers, local communities and society overall.





or enjoying the stops along the way...



join us on the journey.