

forest

**All Party Parliamentary Group
for Cycling & Walking
9 June 2026**





**forest is on a mission to build
happier & healthier cities,
nurturing our urban
environment,
one e-bike at a time**





Contributing to growth in cycling

Breaking records while reducing complaints

Record-Breaking Journeys

Over last year's peak, we facilitated **over 1 million journeys** a month, with bikes ridden **4 times a day**.

Market Impact

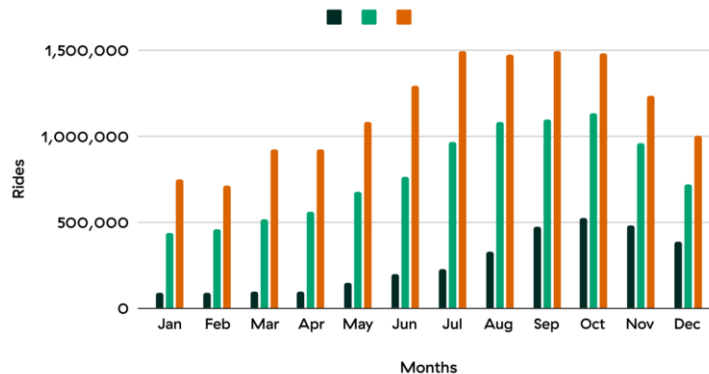
We estimate **10% of all cycling journeys** in London were made via dockless e-bikes last year.

Operational Excellence

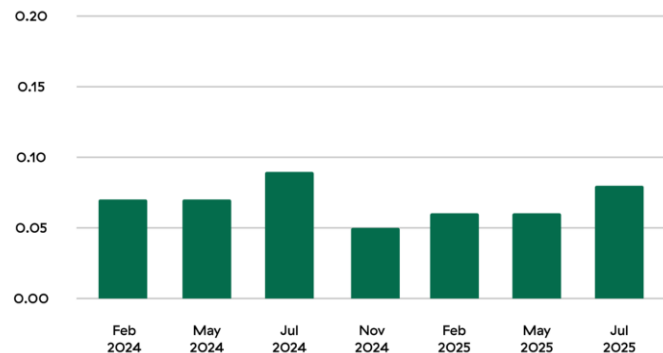
Only **0.10% of rides** generate a complaint.

Despite more rides, the percentage of complaints decreased.

Rides in London: 2023 vs vs 2024 vs 2025



% of rides that end in complaint in London





Why data matters

Every day, millions of cycle journeys are made across London...

Yet decisions about active travel infrastructure and shared schemes are often made using limited or incomplete information about how people actually travel.

Data allows us to:

Understand where people travel

Identify barriers to cycling

Measure the impact of interventions

Target investment where it will have the greatest benefit





Active travel is now mainstream

Quarterly Surveys four times a year...

Forest surveyed more than 2,000 riders in our latest Quarterly Survey.

64%

use Forest for
commuting

62%

regularly use the
Tube and Forest

51%

regularly walk

9%

regularly use a car



Data reveals latent demand

Latent demand is substantial...

20%

of Forest users did not cycle before using the service

73%

say they cycle more since discovering Forest

Among women:

- **30.6%** rarely or never cycled before Forest
- **75.5%** now cycle more

The challenge is not persuading cyclists to cycle **but enabling non-cyclists to start.**



Infrastructure is about confidence

Women's cycling data reveals:

28.5%

feel very safe cycling in London

30.3%

feel very confident cycling in traffic

57%

prefer parking closer when it is dark

Compared with men:

- **13% pts** more likely to cite traffic safety as a barrier
- **18% pts** more likely to say they do not know safe routes

Women are more likely to:

- Feel unsafe in traffic
- Report route uncertainty
- Want parking closer after dark

Infrastructure has a physical and psychological role to play

Which types of cycling routes do you feel MOST safe and confident using?



Fully segregated lanes

81.5%



Light segregation

55.2%



Mandatory cycle lanes

43.5%



Low traffic back streets

36.6%



Stepped cycle lane

32.7%



Advisory cycle lane (dashed lines)

30%



Shared bus and cycle lanes

16.1%



Mixed traffic

8.5%

Which types of cycling routes do you feel LEAST safe and confident using?



Mixed traffic

65.4%



Shared bus and cycle lanes

46.8%



Advisory cycle lane (dashed lines)

20.2%



Fully segregated lanes

14.3%



Light segregation

11.5%



Mandatory cycle lanes

7.4%



Stepped cycle lane

7.2%



Low traffic back streets

6.4%



What our users actually want

Top reasons for choosing Forest:

- Speed
- Convenience
- Enjoyment

Environmental concerns and health benefits rank lower.

Data can help identify:

- Where demand already exists / is suppressed
- Which groups face barriers
- Which interventions work
- Whether investment delivers behavior change

Key point we have found:

People often choose to cycle using Forest because it is the easiest option but available infrastructure influences their perception of safety.

We should measure:

- People reached & New riders created
- Confidence levels & Safety perception
- Mode shift

Not simply kilometres of infrastructure delivered.

forest



the bikes that
look like trees

