

forest

Forest in Camden, 2024





Our USPs



100%

electric
servicing fleet

100%

renewable
energy

205.8

tons of CO₂
saved in Camden



Josie
125 rides

We are the most **affordable** and **sustainable** ebike operator in Camden

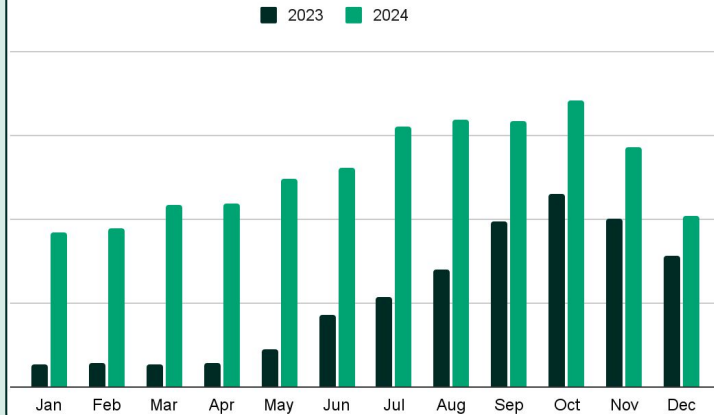
- Every user receives 10 minutes in their Forest account free of charge, every day.
- In 2024, we gave away **4.8 million** free minutes in Camden, which equates to **users saving £1.3 million**.
- We use **100% renewable energy** to power our 100% electric servicing fleet – no diesel vans.
- We offset **all** our scope 1, 2 and 3 emissions by planting trees via our offsetting partners, The Great Reserve.



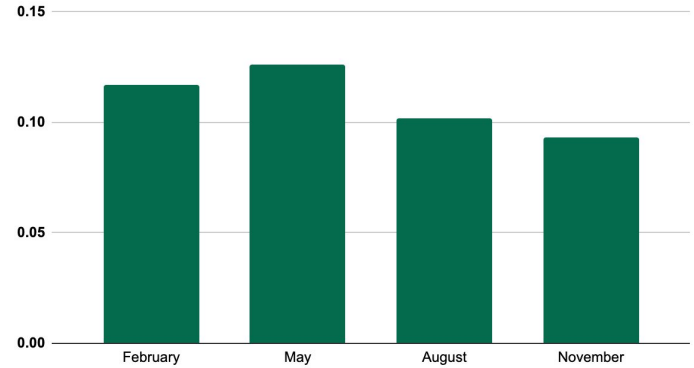
Rides & Parking Compliance

- From the start of the year to the peak in October, Forest saw an **almost 90% increase in monthly rides in 2024**.
- Average trip distance of 4.2km and duration of over 17 minutes.
- Over **three-quarters of a million trips** in Camden in 2024 and **over a 100,000 unique users**.

Rides in Camden: 2023 vs 2024



% of rides that end in complaint



- Monthly warnings and fines have increased to around 6% of rides a month in December (matching compliance rate of 94%), leading to improved user behaviour and **reduced complaints per rides**.
- Our average response time in Camden in 2024 was just over **50 minutes**.
- The most popular location in Camden was Kings Cross and Coal Drops Yard (both private parking bays), with the **busiest borough parking bay by Euston station**.



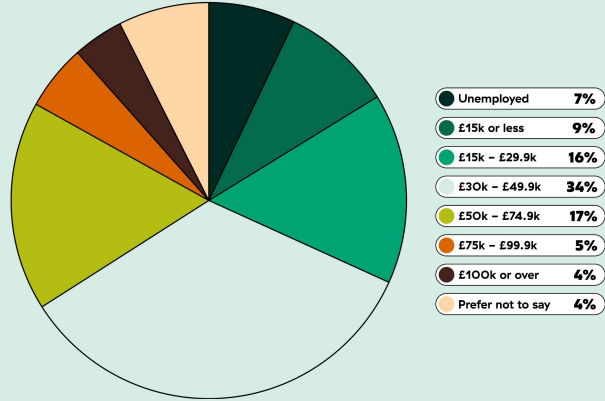
Social Values Achievements

Apprenticeship Opportunities & Work Placement	<ul style="list-style-type: none">● Start date of 16th January for a Level 3 Business Administration Apprentice to join the Operations team.● Secondary school student worked across multiple Forest departments in 2024, gaining experience in sustainable transport business environment. Follow up sessions with his school have taken place, with further Work Placement opportunities planned.
Making Camden A Better Place to Live	<ul style="list-style-type: none">● 60 minutes free riding for residents of Camden to get to job interviews.● Employees of Camden in the Sustainability and Transport teams have enjoyed over 7000 minutes of free riding on Forest bikes.● Continued support for the Somerstown community with free minutes as part of the green mobility hub development.
Healthy, Active and Less Isolated Borough	<ul style="list-style-type: none">● Free e-bike training sessions for Camden cyclists run by Camden Cycle Skills, with sessions planned for 2025.● Free e-bike minutes and logistics support provided by Forest for the Camden Clean Air event in the summer. Continued support planned for 2025.

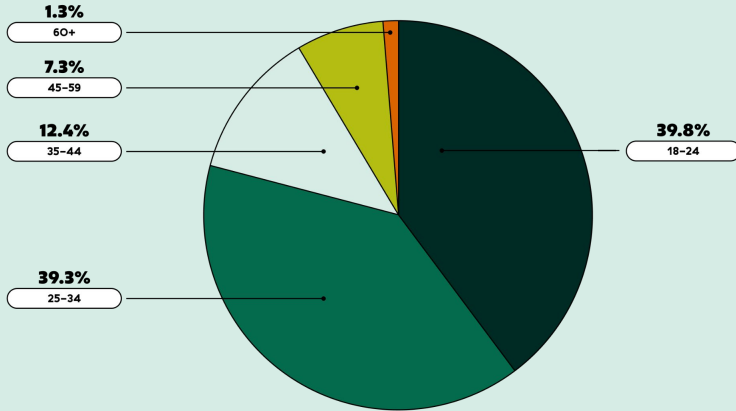


Our Users

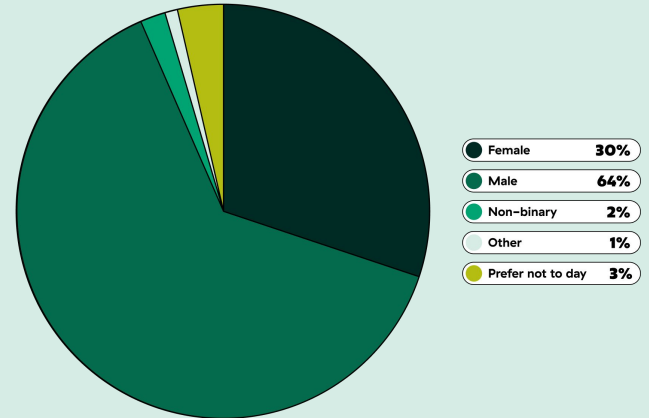
Income



Age

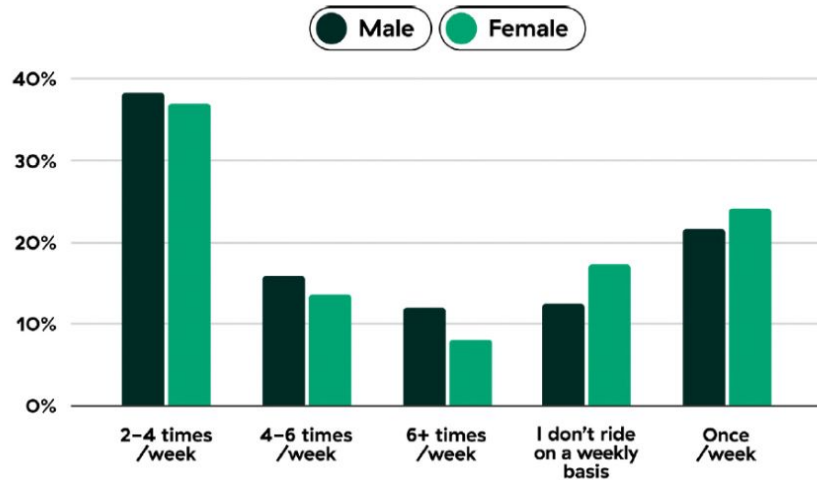
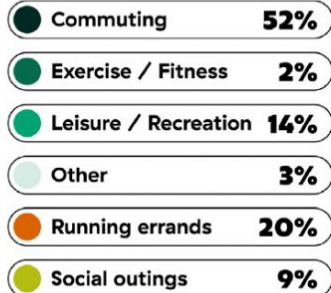
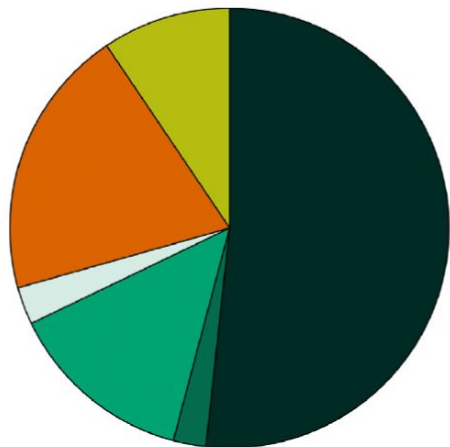


Gender





Our Female Users



63% of our female riders use our e-bikes at least once a week. This compares with just 12% of women in the UK who ride a bike at least once a week.

forest

**ACTION PLAN
2025**





OUR ACTION PLAN FOR CAMDEN

1. Faster response times

Opening additional warehouse in Southwest London in the first half of 2025.

This will allow more resource from our current central London workshop to be dedicated Camden.

Deadline: By June 2025

2. Increased Ops team

Our dedicated Guardians (on-street team members) focus solely on removing e-bikes at over-capacity bays in Camden.

We will be doubling this dedicated team Guardians, with particular focus on all bays south of the Euston Road. The additional Guardians will be in place by the end of Q1 2025

Vans for rebalancing bikes to be increased by 80% by the end of Q2.

Deadline: Q2 2025

3. Reduced units

Removal of 30% of Forest e-bikes in December as a hard reset was completed in January 2025.

As of January 2025, there is zero deployment to all parking bays south of the Euston Road and any removals are taken out of the borough completely or rebalanced to the north.

Deadline: January 2025

4. Improved parking accuracy

Forest has embedded Captur's innovative artificial intelligence technology into its end-ride photo process, meaning it can identify when a user has parked an e-bike in a way that may be obstructive and nudging them to re-park. This is particularly effective in hybrid-parking schemes.

We are now working with Captur to trial technology that will deliver enhanced accuracy for mandatory parking boroughs, and support existing GPS accuracy which can be unreliable in built-up areas.

Captur's visual positioning technology will scan the surrounding area and claims it can deliver accuracy of up to 30cm.

Deadline: Q1 2025





OUR ACTION PLAN FOR CAMDEN

5. Behavioural change

Working with London Cycling Campaign on a London-wide responsible-use campaign to highlight the rules in the Highway Code.

Dedicated safety campaign focusing on safe use during the winter.


Increased fines to £20 when a user abandons a bike out of bay in the No Parking Area geofence.

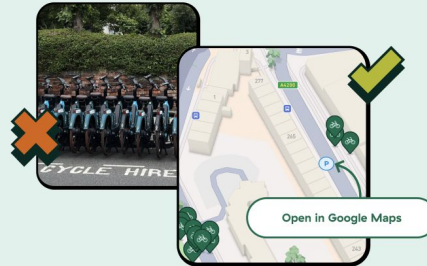
Regular educational emails to Camden users.

Deadline: Throughout 2025

LOOKING TO PARK IN CAMDEN?

Don't park in overcrowded bays. Instead, choose from one of the many other parking bays nearby.

You can get directions to your nearest bay by tapping on any  icon



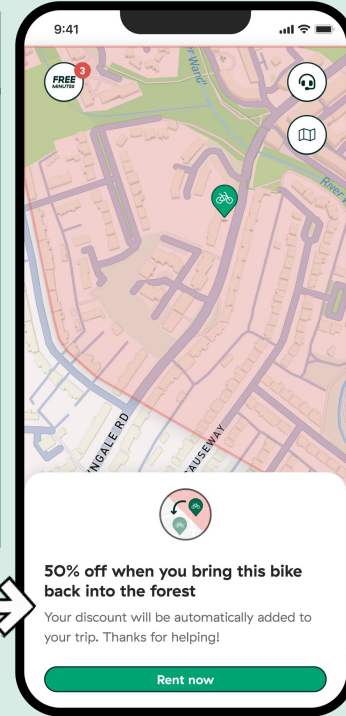
If you are found to park obstructively, you'll face an increased fine

6. Trial incentivised pricing

We are developing the technology to deliver incentivised pricing. This includes promoting reduced pricing to encourage users to pick-up abandoned e-bikes in No Parking Zones, in overcapacity parking bays, or to park in less busy parking bays.

We hope to have this operational in 2025. Our first group to trial with the discounts will be delivery riders, followed by a wider-public release after testing.

Deadline: By June 2025



forest



the bikes that
look like trees

