

**forest**

the bikes that  
look like trees

## Camden Bi-annual Report

Appendix E



## Usage

|                  | <b>Rides</b> |
|------------------|--------------|
| <b>May</b>       | 19,948       |
| <b>June</b>      | 40,936       |
| <b>July</b>      | 50,631       |
| <b>August</b>    | 66,967       |
| <b>September</b> | 95,339       |
| <b>October</b>   | 104,738      |

|  |
|--|
| <b>Total rides</b><br>378,559  |
| <b>Total unique users in Camden</b><br>9,723                         |
| Over 5x increase on monthly rides from May (launch) to October 2023. |

## Parking

Appendix E

|                                | <b>Start</b> | <b>End</b> | <b>Total</b> |
|--------------------------------|--------------|------------|--------------|
| <b>Goods Way</b>               | 2,535        | 2,596      | 5,131        |
| <b>Francis Crick Institute</b> | 2,120        | 2,216      | 4,336        |
| <b>Tottenham Court Rd</b>      | 2,025        | 2,308      | 4,333        |
| <b>Euston</b>                  | 2,109        | 2,137      | 4,246        |
| <b>Kentish Town</b>            | 2,113        | 2,056      | 4,169        |

|              | <b>Parking Compliance</b> |
|--------------|---------------------------|
| <b>Total</b> | 92%                       |

|                  |     |
|------------------|-----|
| <b>May</b>       | 92% |
| <b>June</b>      | 89% |
| <b>July</b>      | 92% |
| <b>August</b>    | 91% |
| <b>September</b> | 94% |
| <b>October</b>   | 93% |

|   |   |
|---|---|
| <p><b>Apprenticeship Opportunities</b></p>              | <ul style="list-style-type: none"> <li>- Interviews have been underway, with a target start date of January 2024 for a Level 3 Business Administration Apprentice.</li> </ul>   |
| <p><b>Making Camden A Better Place to Live</b></p>      | <ul style="list-style-type: none"> <li>- 60 minutes free riding for residents of Camden to get to job interviews.</li> <li>- Camden Council were supplied 500x 60 minute codes.</li> <li>- 60 minutes free riding to support Camden's Cleaner Parking consultation.</li> <li>- Free minutes for residents of Somerstown as part of the green mobility hub development.</li> </ul> |
| <p><b>Healthy, Active and Less Isolated Borough</b></p> | <ul style="list-style-type: none"> <li>- Free voucher codes are available upon completion of cycle training in Camden.</li> <li>- Forest sent 3 eBikes for two training sessions in October, as well as codes for free cycling for those learning. This will be repeated in December.</li> </ul>  |

forest

USP's

We're the most sustainable in Camden.

- London's only **Carbon Neutral** bike share
- **B Corp** certified & **Verra** validated
- **Zero emissions** operations (fully electric fleet)
- Certified **renewable energy**



66kg

CO2 saved

15,000

Car Trips avoided

120,000

hours spent outdoors