

Expression of Interest - Climbing Products

This document outlines details relating to an expression of interest advertised by Forestry England to assess market opportunities for new climbing products for introduction into the nation's forests.

Background

As the largest provider of countryside leisure in England serving millions of visitors, we work with a range of partners delivering products, services or activities that meet the needs of our diverse visitors and that complement our ethos to connect people to the nation's forests.

We also run a number of events across our estate - such as the 5k and 10k running series - Forest Runner, and a commercial events programme that includes a summer live music series - Forest Live, as well as winter lights trails and Luna Cinema.

Forestry England key visitor sites offer facilities, infrastructure, products, and services catering for a wide range of visitor audiences. Our recreation offers and the income this generates is vitally important to our financial sustainability and we are now looking to expand this offer at a selected number of forests to incorporate a new adventure product.

What are we looking for

To enhance our visitor recreation offer and help us to achieve our objective to grow we are now looking to assess opportunities for the potential introduction of new adventure climbing product at some of our sites.

At this stage we are not specifying specific locations as this exercise is purely to assess the market appetite for introduction of climbing product and its associated service provision in the nation's forests.

We are equally not providing any specification on the type of climbing product however we seek products that would fit in well with our forest environment and do not detract from their unique experience that our visitors tell us is important to them.

We would like to hear from any businesses that feel they have a product or operate an adventure climbing experience at outdoor attractions that they feel would be appropriate for introduction at our sites.

What do you need to provide

You can provide information about your climbing product or operations to tanya.nesbitt-rex@forestryengland.uk and should include, but not limited to the following:

- Current operating locations
- Details of the product and how it will meet the needs of our customers

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- Images where available
- Operating models if appropriate
- Why you think your product would be suitable for Forestry England sites.
- Accessibility and inclusivity features
- Information on your business ambitions and future direction

Deadline

All expression of interests should be submitted by **Friday 26th January 2024**.