



Forestry England

Lake District Forests

Bike Hire Tender

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A unique
opportunity
in unique
places



Lake District Forests

Situated in the heart of the Lake District National Park, Forestry England's visitor centres at Grizedale and Whinlatter welcome over 415,000 visitors each year. Our mission is to connect everyone with the nation's forests. We believe the experiences within our forests create special memories for our visitors, inspiring positive changes in people's lives; improved health and wellbeing, and a greater appreciation for the natural world.

Our onsite biking businesses welcome a range of cyclists – from complete novices and those who haven't ridden a bike for some time, through to more experienced intermediate and expert mountain bikers, some of whom help us to maintain the network through volunteering. The diverse offer at Grizedale and Whinlatter provides a focus for adventure tourism across the National Park, and supports Cumbria's appeal as a great place to live and work – showcasing the area to younger and diverse audiences.

We're looking for ambitious business partner(s) to deliver bike hire, cycle retail and events at Grizedale and Whinlatter Forest Centres. You'll be a great team player, working closely with our staff, and other onsite business partners to deliver fantastic customer service and contribute towards the direction and development of the sites, and attract new visitors. You will be fully in-tune with the audiences using our sites and the Lake District. You will have an understanding of the wider trends within the cycling and adventure tourism industry – particularly the growing demand for accessible cycling, e-bikes and bookable guided experiences.

This is a ten year business partnership opportunity from early 2020 to 2030, with a mutual break clause in year five.

This is an exciting time to be joining us as we evolve the offer at both sites with potential for on-site accommodation, dark skies experiences, and further development to our walking, cycling and arts offer to grow our visitor numbers and increase the time they spend with us..

Thank you for your interest in working with us; my team and I look forward to welcoming you to our open days and answering any questions you may have about this opportunity.

Mark Holroyd

Head of Recreation and Communications
North England Forest District
Forestry England



We are Forestry England

We look after more land and more trees than any other organisation in the country, shaping landscapes for people, wildlife and timber. It's a job that never stops growing.



Grizedale

Grizedale Forest, situated to the west of Windermere, is one of the ten most visited outdoor attractions in the Lake District, with approximately 190,000 visitors per year. Visitors are attracted by the range of activities offered, including four Go Ape courses which include adult and junior high ropes, Segway tours and zip trekking.

Art & adventure

Our vision for Grizedale is centred on visitors enjoying art, adventure and landscape. There is a series of graded walking routes to suit all ages many of which take visitors to the fifty pieces of sculpture sited in the forest. There are also several popular privately run camp sites close to the centre.

Cycling is key element of the offer at Grizedale, our focus is on well-maintained trails for all abilities that fit into the landscape and have a feel of natural trails. The North Face single track cycle route and a number of waymarked forest road cycle routes sustainably support thousands of riders a year. The forest also hosts a number of events each year such as endurance and cross country challenge events.

The bike hire and retail facility occupies a building within the main site complex which includes a Forestry England operated welcome area, art galleries, 140 cover cafe, Go Ape reception and children's playground. The building consists of two principal spaces which are 170m² of retail and workshop and 90m² of storage and office areas. Grizedale Mountain Bikes, who currently operate the bike hire and retail facility, have been in existence for over fifteen years and currently turn over approximately £390K/annum generated from hire, retail and workshop.

For more information contact:

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Grizedale Bike Hire building.



Grizedale



Whinlatter

Wildlife & Adventure

Whinlatter Forest, situated near to Keswick, is one of the ten most visited outdoor attractions in the Lake District, with approximately 225,000 visitors per year. They are attracted by the range of pursuits that they can participate in, including two Go Ape that include an adult high ropes course and Segway tours.

Our vision for Whinlatter is centred on visitors enjoying wildlife, adventure and landscape. There are a series of graded walking and running routes to suit all ages, including the Gruffalo Trail & Squirrel Scurry as well as a Wildplay Trail, orienteering courses, five and ten kilometre running routes.

Cycling is key element of the adventure offer at Whinlatter, our focus is to provide a biking experience for everyone but our trails are best suited to experienced and intermediate riders. Our mountain bike routes are designed to fit into the landscape and have a feel of natural trails but are well maintained and able to sustainably support thousands of riders every year. The wider forest road network provides opportunities for novice bikers to develop their skills and abilities. We also host a number of cross country challenge events. The bike hire/retail facility is at the heart of our cycling offer, we will work closely with the successful bidder to promote Whinlatter as one of the North of England's top cycling destinations.

The bike hire and retail facility occupies a building within the main site complex which includes Forestry England visitor centre and shop, wildlife watching area, toilets, 120 cover cafe, Go Ape reception and children's play trail. The building consists of an operating area of 147.3m² that encompasses office space, storage, retail area and workshop. Cyclewise Whinlatter who currently operate the bike hire, bike workshop and retail facility have been in existence for over twelve years and currently turn over approximately £400K/annum.

For more information contact:

Adrian Jones

Whinlatter Operations Manager

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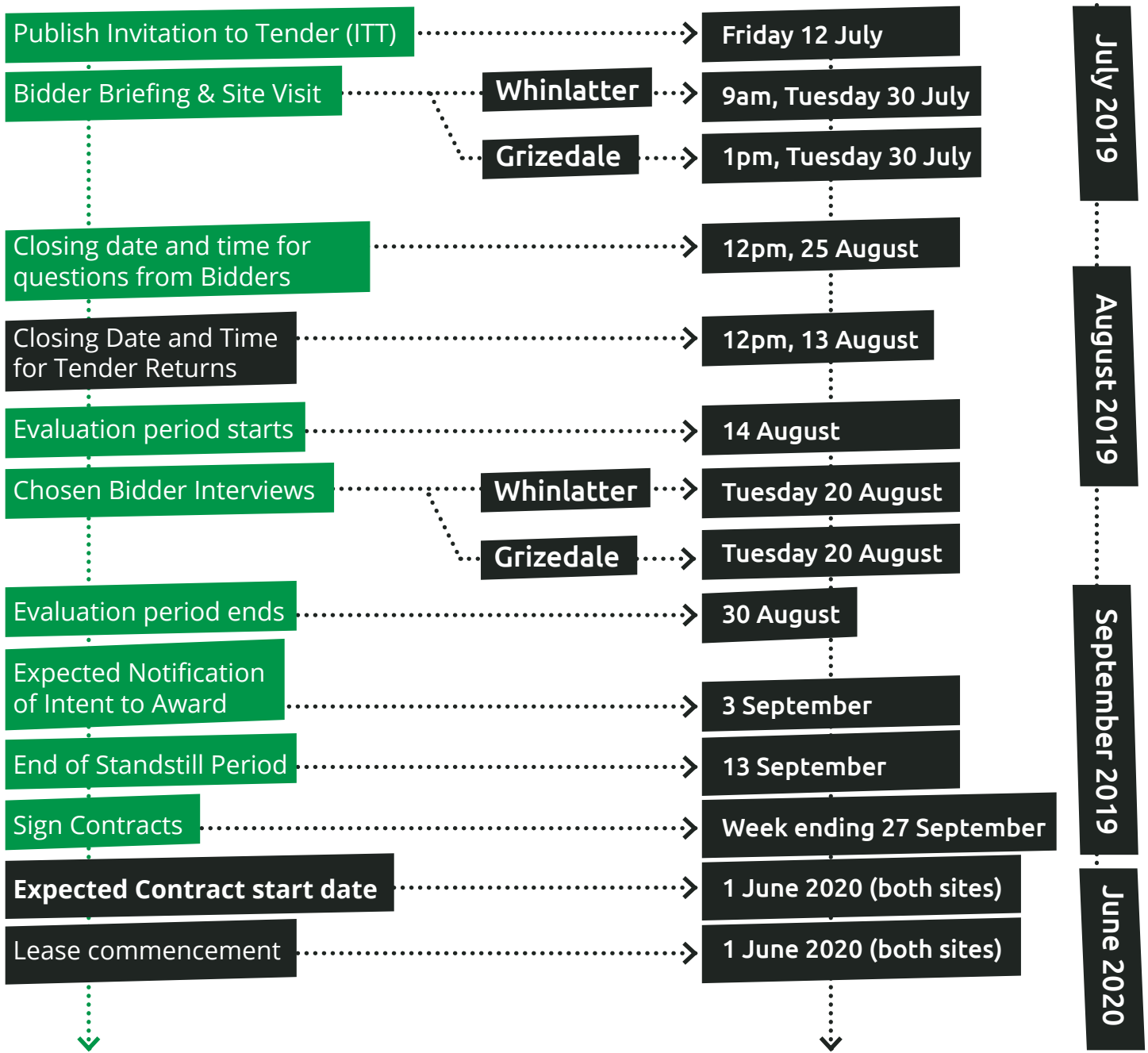
Whinlatter Bike Hire building.



Whinlatter



Tender timeline



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