

The New Forest National Park Authority Award for Outstanding Contribution to the National Park



Cyclexperience Limited

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cyclexperience
New Forest Cycle Hire

Having recognised a gap in the market, with very little cycling happening in the forest, Cycle Experience began in 1993. Since the National Park was created Cyclexperience have become a reliable and enthusiastic partner. They are committed to helping more people explore the National Park by bike so they can get the most out of their experience in the New Forest, become healthier and potentially be inspired to cycle more in their everyday lives. They provide good quality equipment and excellent service.

There success can be measured in a lot of repeat business they receive throughout the year. They have 3 different locations where they are able to do business from, their Hire and Leisure store in Brockenhurst, their Boost Bike Hub again in Brockenhurst and their Purbeck Hire Centre near Corfe Castle. Brockenhurst is a good location as it has easy access to all areas within the New Forest including the coast. Through the re-development of their cycle hire centre, they placed a strong emphasis on communicating the special qualities of the National Park. The new centre provides an opportunity for customers to learn a little about what makes the place unique. Their location by Brockenhurst station is ideal for encouraging visitors to leave their car at home, helping to reduce the impact of traffic on the National Park.

Protecting the forest has been a top priority for Cyclexperience and they work hard in getting the message across to visitors to keep the forest tidy and well respected for future generations. They are keen to educate visitors in bitesize chunks in how to enjoy the New Forest in a sustainable way, so information is easy to comprehend yet visitors can still enjoy their holiday. Cyclexperience are also working with schools by presenting the New Forest and what it has to offer to teachers so in turn they can then teach this to their pupils. The New Forest National Park Authority have also been working with them in aid of charity work.

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