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Dear All

### CYCLING SPECIAL!

It's the time of year to be helping all your staff be fit, healthy and tanned, saving money and the planet ... and getting on their bikes.

There are lots of new initiatives going on! Cambridge Cycle Challenge will see companies competing with each other to get the most cycling miles in June. And Cambridge will be competing against Oxford in the Cycle Challenge, the Light Blues against the Dark Blues - so let's go for it!

We've also included in this newsletter a reminder of all the other things that are around to help you get more staff cycling. There is 50% funding towards your cycling events.

Do pass this newsletter onto your cycling colleagues, both experienced and new to cycling, who may be tempted by services and events on offer.

#### For Travel Plan Co-ordinators

You are invited to request management team approval to register your company and its departments to compete with each other in the **Cambridge Cycle Challenge**. Once your employer is registered cyclists can then compete for Cambridge pride by recording their bicycle mileage and beat Oxford! When registered **TfW can give you an organisation specific version of this newsletter**, so you can let staff know by posting it on your website, circulating copies or up-dating your notice boards.

#### For Staff

There's something for experienced and inexperienced cyclists with prizes to tempt you to get involved in fun cycling activities this Spring and Summer.

**Cambridgeshire TfW Team** looks forward to hearing from you about your cycling events 01223 715649 or 715550 e-mail lr@tfw.org.uk

## Cambridge Cycle Challenge

A free, fun competition to encourage new cyclists [www.cambridgecyclechallenge.org.uk](http://www.cambridgecyclechallenge.org.uk)

- **University Challenge 2010 - Cambridge won Oxford lost**
- **The Boat Race 2010 - Cambridge won Oxford lost**
- **Cycle to Work Challenge 2010 - all to play for!**



### Monday 7th – 27th June 2010

Cambridge companies are invited to lock handlebars with each other - and with the City of Oxford - in the 3 weeks of the Cambridge Cycle Challenge. Register your company online at [www.cambridgecyclechallenge.org.uk](http://www.cambridgecyclechallenge.org.uk)

The Challenge co-ordinator will then drop off a registration pack containing posters, flyers and cycling gear to hand out to staff.

The aim is to get as many of your staff cycling for 10 minutes or more, and then to log their cycling online on the Challenge website. There are lots of prizes up for grabs in a) b) and c) categories:

#### a) Team Prizes

Compete against companies of a similar size in 6 categories to see who can get the largest proportion of their staff cycling. The winning team in each category will win a Cycle Prize Pack full of cycling gear, plus a masseuse in the office for a day, giving neck, shoulder and head massages.



Emmanuel College Cambridge beat St John's College Oxford in University Challenge 2010 final

### b) Free cinema vouchers

We want existing cyclists to persuade their non-cycling colleagues to give cycling a try! If you encourage a colleague who hasn't ridden a bike in over a year to ride a bike for just 10 minutes, then you could each win one of 250 free Arts Picturehouse cinema vouchers!

### c) Prize Draw

Everyone who cycles at least once during the Challenge period, and logs their trips on [www.cambridgecyclechallenge.org.uk](http://www.cambridgecyclechallenge.org.uk) will be entered automatically into the draw to win one of the Spot prizes, including a fantastic Trek 7.5 FX hybrid bike (ladies or gents) worth £625.



Cambridge win the University Boat Race 2010

Get your organisation registered now? **Download the Cycle Challenge Flyer** from <http://www.cambridgecyclechallenge.org.uk/uploads/challenge-information-fo-5b338e.pdf>

Contact the Challenge Co-ordinator, Vanessa Kelly Tel 07817 774 649 [vanessa.kelly@ctc.org.uk](mailto:vanessa.kelly@ctc.org.uk) if you have any questions on the Cambridge Cycle Challenge

**STOP PRESS: Register your Cycle Challenge participation on the 'Bike Week 2010' website for Free Event Liability Insurance** <http://www.bikeweek.org.uk>

## Bike Week 19-27 June Suggestions for Employer Events

Bike Week is not far away and here are lots of ideas for you:

- **Cycle Cambridge Team** (NB 1 pg3) are available to attend Bicycle User Group (BUG) meetings or to help set them up. The Cycle Cambridge Team member can listen to requests for infrastructure improvements as well as give information about upcoming events, cycle training etc. *Contact TfW in the first instance.*
- **Cycle Cambridge will fund Cyclists' Breakfasts and Dr Bike sessions** by 50% up to a maximum of £250. The funding could include paying for sandwiches or promotional posters for inaugural BUG meetings. *Contact TfW in the first instance.*
- **Lunchtime Leisure Ride** - Why not organise round trip cycle rides of up to 6 miles with pleasant route/destination. Contact Lindsey at TfW 01223 715694 if you need ideas on where to go.
- Use a **cycle planner** such as [www.cyclestreets.net](http://www.cyclestreets.net) to plan routes from A-B by bike. Cycle Streets is a UK wide cycle planner that caters for both confident and less confident cyclists.
- Make more space for parking cycles and **clear abandoned bikes** - donate old cycles for re-use. (First check by attaching message tags.) Have your employees got old bikes they want to get rid of? Help the community by donating your unwanted bikes to Opportunities Without Limits (OWL) to refurbish for re-use phone 01223 835329 or 839580; or contact the Bikeman on 07747 591744. Both OWL Bikes and the Bikeman will collect bikes for refurbishment from your business sites for free <http://www.thebikeman.co.uk/>
- **Cycle Security** - register bikes on <https://www.immobilise.com/> Any item with a serial number can be registered FREE of charge. If your workplace is based within Cambridge City or South Cambridgeshire contact 01223 823327 to arrange 'Immobilise' registration days for staff at their workplace.
- Would you like copies of the FREE **Cambridge Cycle Route Map** to hand out to staff? Contact Cambridge City Council 01223 457108.
- **Your Website** – list all events arranged for Bike Week. Set up website cycling section including location of on-site cycle parking facilities, lockers and showers, cycle mileage allowances, cycle loan scheme, any cycle shops discounts etc.
- Visit [www.bikeweek.org.uk](http://www.bikeweek.org.uk) to register your events and view others, receive free event liability insurance and some freebies <http://www.bikeweek.org.uk>
- **Dr Bike** event. Why not arrange for a site visit by a cycle mechanic to check over bicycles and repair them. For a fee you could arrange for your staff to have free checks and they pay for any repairs needed. Ask Lindsey C. 715694 for details.
- Set up a **prize draw** for everyone who cycles during Bike Week - Prizes could be bikes! Cycle shop vouchers, puncture repair kits etc. To be eligible to enter you may request interesting cycle commuting stories for your newsletter etc.



## Bike Week Cycling Social Events



- **Bike Fair 12-13 June 2010**, 10am-6pm, Parker's Piece Try out the cycle scaletrix, watch a movie at the cycle cinema and enjoy a free pedal-powered fruit smoothie at the *Blendavenda* bar. There will be free advice on cycle training, security and basic bike maintenance along with free bike goodies.
- **Unusual Historic Bike Tour around Cambridge**, 16 and 25 of June, 6-8pm Discover the real Cambridge with local historian and Blue Badge Tour Guide Allan Brigham. £3 per person (accompanied children under 14 go for free) Tickets can be purchased from The Cambridge Tourist Information Centre
- **Ride for Joy Guided Bike Ride** (20 June 2.30pm starts Lammas Land Newnham) A free guided cycle ride around the city centre including the backs of the colleges and Jesus Green, aimed at, but not exclusively for, women and girls. Organised by the Cambridge Cycling Campaign: [www.camcycle.org.uk](http://www.camcycle.org.uk)
- **Dust Off your Bike Family Event** (15 May at Christ the Redeemer Church and 19 June at Meadows Community Centre) Free bicycle repairs, maintenance, workshops and children's activities
- **Free Swimming at Abbey Pool** if you arrive by bike (19-27 June)
- **Free Cycle Hire** 19-27 with [www.citycyclehire.com](http://www.citycyclehire.com) and [www.stationcycles.co.uk](http://www.stationcycles.co.uk) (at the station and Grand Arcade) \*Terms and conditions apply. Visit the events pages at [www.cambridgeshire.gov.uk/cycling](http://www.cambridgeshire.gov.uk/cycling) or call 01223 699906

### **NB(1) Cycle Cambridge**

*In 2008, Cambridge was awarded National Cycling Town status which will see £7.2 million spent on cycling improvements in Cambridge and its surrounding villages until March 2011.*

## Cycling Resources

### Freebies from Cycle Cambridge

**Cycle Cambridge** are offering **free merchandise** to your staff for your cycling events. Contact TfW if you would like any of the following:

- **'Cycling to Work A beginner's guide'** by Rory McMullan– A handy guide to get you started with cycling to work. It's packed with great tips on buying the right bike and equipment, riding safely in traffic, finding the best route to ride to work and basic bicycle mechanics
  - **'Do it by cycle'** DVD Chapters include choosing a bike, helmets & clothing, bike preparation, planning your ride, basic cycling, advanced on road cycling techniques and useful contacts
  - **Fluorescent slap wraps** much better than cycle clips
  - **How to keep your bike safe** – sturdy D-lock shaped flyer for placing on handlebars to remind staff how to keep their bike safe at home and in town with a map of secure cycle parks
  - **Local Nature reserve cycle trail guide** – discover eight of Cambridge's local nature reserves on your bike <http://lnr.cambridge.gov.uk>
  - **Key ring, high viz sticker, ball point pen, cycle safety book marks**
- Free merchandise is also available for participants including balloons, stickers, spoke reflectors and certificates if you register your event with [www.bikeweek.org.uk](http://www.bikeweek.org.uk)

## Cycle Buddy share with CamShare

### **Do you need a bike buddy or want to help a new cyclist?**

Help is at hand for any employees who would like to cycle to work but are unsure of the safest routes to get there.

CamShare the on-line journey matching service launched a "Bike BUDI" facility in 2008. Many experienced cyclists have already registered their journeys and more are wanted. This means that new cyclists can register and be matched with people who regularly pedal to their work site in order to help and support them on the journey.

To help your staff find their Bike Buddy for Bike Week promote [www.camshare.co.uk](http://www.camshare.co.uk) download a bike buddy poster <http://www.tfw.org.uk/news.php#CamShare> or contact TfW.



## TfW Full Member Employers



Of course there is always the great **TfW cycle shops discounts** to remind staff – about see our website and download a poster - we've got even more discounts with Station Cycles Superstore opening at 9 High Street Histon on Wednesday 12 May <http://www.tfw.org.uk/tp-cycling.php> - cycle shop discounts.

If your company has an **employee loan scheme** why not link promotion of both the loan and our discounts.

## Subsidised Adult Cycle Training - Bikeability

If your employees have never cycled before or it's years since they were in the saddle, here's an ideal opportunity for them to get back on track.

An Adult Cycle Training session will give trainees confidence and improve their cycle skills. Each session is individually tailored to enable correct positioning in traffic, and discover the best ways to get to work.

There's a new Cycle Cambridge web-link to post to your own website below and new e-mail address below. At the website staff can book online or download a booking form. If you want to run bike training sessions for several staff at your worksite (perhaps at lunchtime) this can be arranged too.

You can obtain promotional posters by contacting Bikeability on 0345 045 5212. <http://www.cambridgeshire.gov.uk/bikeability> <mailto:bikeability@cambridgeshire.gov.uk>

1:1 training sessions cost ONLY £5 per hour and are available to people living, working or studying in Cambridgeshire.

Contact Outspoken Training for all your other training needs including cycling maintenance lessons see <http://www.outspokentraining.co.uk/cycletraining.html>  
**Outspoken Training** 7 Ronald Rolph Court Cambridge CB5 8PX 01223 719594  
[team@outspokentraining.co.uk](mailto:team@outspokentraining.co.uk)



## New stuff to cycle on!



### **Hills Road Bridge**

The trial cycle lanes were installed in the summer on both up hill sides of the bridge. The £0.5M project is on programme and budget to start on site with the Gateway project starts late May 2010. For more information see [www.cambridgeshire.gov.uk/transport/projects/cambridge/cambridgegateway](http://www.cambridgeshire.gov.uk/transport/projects/cambridge/cambridgegateway)

Also on **Hills Road** an on-road advisory cycle lane is to be constructed between the Catholic Church to Brooklands Avenue, works starts late May 2010.

**Babraham Park & Ride to Wandlebury** shared cycle path is being constructed at 2.5 – 3.0 metres wide to allow pedestrians and cyclists to easily access Wandlebury from Cambridge. Work is due for completion August 2010.

**Horningsea to Fen Ditton** – work has commenced on cycleway improvements to the route starting at High Street/Horningsea Road crossroads, to the school and the A14, ending at Biggin Lane. For more information on this and Babraham project see <http://www.cambridgeshire.gov.uk/transport/projects/south/>

## And Remember ...

### Reporting Problems with the Highway



To report potholes please use the on-line form on Cambridgeshire County Council's website <http://www.cambridgeshire.gov.uk/transport/roads/potholes/>

Travel for Work Partnership  
Box CC 1312, Castle Court  
Cambridge CB3 0AP  
TEL: 01223 715 550

