



Cambridgeshire Travel for Work Partnership

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Welcome new TfW full members since June 2011:
Crown Food UK & Ireland
(+1,000 employees)

Hello All,
We are pleased to announce on the second day of **Bike Week 2011**, a fantastic additional **adult cycle training discounts** with Ridingabike, based in St Neots—see page two. And do please let us know what you are up to during Bike Week for future newsletters.

Well, you wait for a good news story about **The Busway**, and then three come along at once! Lots of good news on opening, routes and cycleway in this newsletter.

We are really excited that **the cycleway** will now have a great surface along its full stretch all the way to St Ives. This now means that St Ives and Huntingdon employers will be able to encourage their commuters to cycle along the busway as well as those based in Cambridge and the Science Park.

For many a year we road users have been on the lookout for low flying motor motorbikes as depicted on the now infamous 'No Entry' sign. These signs have been confusing - especially so in streets where cyclists are allowed to enter 'the wrong way'!



Colleagues in the County Council have recently had success in convincing the Dept for Transport that new signs (left) can be used. These are much clearer—with no room for ambiguity. Several of these signs are now being used in Cambridge city centre—and not a flying motorbike in sight!

Mark Webb, TfW Development Manager 01223 715696

Featured News—Two Major Infrastructure Projects Near Completion

The Busway Opening Date, Timetables and Blacktop All the Way!



As you may have already seen, it was recently announced that Cambridgeshire's **Guided Busway will open on Sunday, 7th August!** And last Saturday the routes and the timetables were published— so commuters can get planning! Go to www.cambridgeshire.gov.uk/transport/around/thebusway/timetables/ for details.

And more good news! Councillors have agreed that **the cycleway** from Swavesey to St Ives can also have a blacktop surface. This now, means that **every section of the route running alongside The Busway will have a high quality surface.** Great news for commuters!

Ian Bates, the County's Cabinet Member for Growth and Planning, said: "The path next to The Busway is going to be a fantastic addition for Cambridgeshire and it is great news that we have secured the funding to make sure it is as attractive to use as possible. The Busway is a hive of activity so all the work is completed before we open on Sunday 7 August. Until all that work is complete *I would urge residents to take notice of the signs advising them not to enter the construction site.*"

- Some Busway facts to pass on to your employees:
- Services will run 7 days a week, at least every 10 minutes between St Ives and Cambridge (Mon to Sat) and every 20 minutes to Huntingdon.
 - It will take just 20 minutes to travel from St Ives Park & Ride to Cambridge Science Park.
 - Access to Cambridge railway station for buses, pedestrians and cyclists has been improved and the new link to Hills Road will also open on 7th August.

For more information go to: <http://tinyurl.com/62sufdx>



TfW employers Muster to Cluster!

So far, two travel plan clusters have been established; in **Huntingdon & Cambridge, Station Road**. Our clusters help to promote collaborative working between employers, raise awareness, share information and develop common commuter solutions. Why not come to the next meeting and see how the TfW cluster approach can help your business?

HUNTINGDON

First meeting held, May 2011, hosted at HDC

Who came? Huntingdonshire District Council, Cambridgeshire Constabulary, the Environment Agency, Forensic Science Service and Hinchingsbrooke Health Care NHS Trust. The Environment Agency brought along their electric car! (right).



What did people think?

We are really excited about this initiative to bring together organisations across Huntingdon. By pooling our good ideas and working together better we can all benefit from reducing non-productive travel time and costs for businesses and individuals. There are so many wins to be had here - I am sure the group will go from strength to strength.

John Orr, Environmental Manager
for the Environment Agency

Chris Jablonski, Environment Team
Leader, Hunts District Council

We are really pleased to support local employers in developing cost-effective, environmentally friendly and healthy travel options for their employees. We look forward to working with this group and Travel for Work as we develop our new Huntingdon and Godmanchester Market Towns Transport Strategy.

Several of the group members are already looking at how they can work together by running shared cycle training sessions for commuters.

Have you thought about doing the same?

Open to all employers in Huntingdon. Join our next meeting in September (details to follow).

STATION RD - CAMBRIDGE

Three meetings held Sept 2010, Jan & May 2011

Who's attended? Cambridge Assessment, CCDC, Citizens Advice Bureau, Eversheds LLP, English Heritage, Mott MacDonald, Mills & Reeve, NHS Cambridgeshire, UofC Faculty of Education.

Pictured right, TfW's Lindsey Rushmore giving a presentation on Bicycle User Groups at the May meeting.



Focus Topic #1 Can car clubs offer a viable alternative to traditional pool car arrangements? Employers Napp Pharmaceuticals and Mills & Reeve LLP think so—both companies already have Streetcars at their sites. Joseph Seal-Driver from Streetcar also answered questions on how employers can use car clubs for their pool vehicle needs. Check out their website to find out the location of your nearest Streetcar in Cambridge <http://www.streetcar.co.uk/cambridge/>.

Focus Topic #2 Establishing an area-wide **Bicycle User Group (BUG)** has a number of benefits: supports existing cyclists, encourages more cyclists, share best practice, brings in external experts, solidifies links between commuters and management, and generates ideas and support for future cycling events. Mott MacDonald's Janice Sloan and TfW's own Lindsey Rushmore gave presentations on BUGs and how they can work for individual and groups of employers. This may eventually lead to establishing an area-wide BUG run by employers located around Cambridge railway station area.

NEXT MEETING

Thurs 15th September, 9.30—11.00am
Citizen Advice Bureau, 66 Devonshire Road, CB1



Citizens Advice
the charity for your community

Cluster meetings are held on a quarterly basis. Breakfast snacks and refreshments are provided by the host employer. Meetings last one and a half hours and are chaired by TfW. Each meeting focuses on a specific topic, with either a guest presentation(s) or information cascaded to the group. There is also an opportunity to share progress, ideas and identify future ways to collaborate by way of an informal round table forum.

For information on either of the existing cluster groups or to express your interest in establishing a similar group in your area contact Tony Clayton on 01223 728547 or email tc@tfw.org.uk.

TfW Employer & Other News

Healthy Launch of NHS Cambridgeshire's Travel Plan



CEO Dr Sushil Jathanna launched NHS Cambridgeshire's first **Travel4Work Plan—for NHS Cambridgeshire 2011-2013** at a special last week. To add that important fun element, they hired Huntingdonshire District Council's **smoothie bike**, and employees were encouraged to make their own. Pictured left is Sushil making his strawberry and banana cream smoothie! A travel competition was also held with questions related to the travel plan—the winner will be granted one extra day's annual leave. What a great incentive!

NHS Cambridgeshire's key **two year travel plan targets**, which are also presented in a one-page summary document, include:

- Increase cycling from 14% to 19%
- Reduce drive alone journeys from 51% to 46%
- Increase staff awareness of the travel plan from 43% to 75%

For advice on preparing your own travel plan contact TfW and download our Travel Plan Guidance document <http://www.tfw.org.uk/tp-what.php#TravelPlan>

Eversheds Environment Week—Travel Day



TfW's Tony Clayton speaks with two Eversheds' employees

Eversheds LLP celebrated **World Environment Day (5th June)** by holding a travel awareness session, with an information stand in reception and free bicycle maintenance for employees provided by The Cambridge Bicycle Doctor: (www.thecambridgebicycledoctor.com/).

The firm produced its own **bookmarks** for the occasion, containing reminders on how to travel sustainably on business, as well as **Eversheds branded slap wraps**.

If that wasn't enough, Eversheds has achieved the highest ranking for a law firm in **The Sunday Times Best Green Companies list, and 12th overall!**

Claire Goody, Eversheds Environment, Health and Safety Manager said: "We are thrilled to be placed 12th in The Sunday Times Best Green Companies list. Reducing our dependence on business travel and promoting sustainable modes of transport formed a key part of our award submission - as did the recognition by staff that the firm has embedded sustainable travel into its values."



Immobilise Thieves with On-site Bicycle Registration

Cambridgeshire Local Constabulary offer Cambridge employers **on-site cycle tagging and promotion of 'Immobilise'**, the national property register that helps you to **protect your possessions for free**.

Employers wishing to host an Immobilise session only need to provide a computer with internet access to register bicycles on the 'Immobilise' web database. Ideally also provide a digital camera, so that a photo of the bike can be uploaded.

"I'd invite any employer in the immediate Cambridge area to contact me if they are interested in arranging an event for staff to reduce the risk of cycle theft," said Sgt. Jim Stevenson, Cambridge Neighbourhood Policing Team Leader. "Nearly 3,000 cycles are stolen every year from Cambridge, only 800 are recovered." The Constabulary also offer promotional materials to employers – posters, flyers and Immobilise tamper evident hologram stickers.

Further information is available from **Jim Stevenson, 01223 823255**, on-line at <http://www.cambs.police.uk/crimeprevention/immobilise> and www.immobilise.com.

New Bridge in St Neots

The new Willow cycle Bridge in St Neots, weighs in at 37 tonnes, is 40 metre long and now spans the River Great Ouse, providing a new section of Sustrans' National Cycle Network to link the communities of Eaton Socon and Eynesbury.



The bridge and approach paths will be lit at night time to make it safer for people to use and the access ramps at either end of the bridge will be of a gentle gradient (1 in 20) to allow access for people with disabilities.

The £3.5 million bridge (which opens in the Autumn) is being paid for by developer contributions, Cambridgeshire County Council, Huntingdonshire District Council and the Big Lottery Fund.

"The Willow Bridge, will be a major boon encouraging cycling in the St Neots area," said Mark Webb at TfW. "We hope to recruit our first St Neots TfW employer very soon!"

Discounts!! Bicycle Maintenance, Cycle Training and Dr. Bike

We are delighted to have joined forces with two local companies to offer fantastic discounts on adult cycle and bicycle maintenance training, as well as Dr. Bike maintenance services at your workplace!



Ridingabike have joined the TfW Discount scheme offering employers based in St Neots, St Ives, Huntingdon and Cambridge a **brilliant 10% DISCOUNT** off their Cycle training lessons. Rob said: "I'm delighted to offer TfW employers this discount, and I'm looking forward to helping people develop their cycling confidence and skills over the coming years."

Outspoken Cycle Training also offers TfW employers a **great year-round 10% DISCOUNT** and a **15% DISCOUNT** for lessons to take place during school holidays (18 July—end of August 2011).

Rob from Outspoken said: "We're really pleased to be able to offer discounts to TfW employers wishing to run cycling events at their workplaces. We've enjoyed working with TfW and TP+ employers such as MRC CBU, Sepura, Go East, Napp, Thermo Fisher, Mills & Reeve and Royal Society of Chemists. We look forward to working with them and other employers in the future."

For more information on both Discounts go to www.tfw.org.uk and click on the right hand menu or go to

Have you seen our new **DISCOUNTS** website page?

Go to: <http://www.tfw.org.uk/Discounts.php>

Other News

No Lycra needed for the OLYMPIC GOLD CHALLENGE!



A unique charity challenge linked to the Olympics 2012 has been launched. TfW employers can enter teams who will try 5,10,20 or 30 Olympic Sports by the end of 2012 - including of course, travel to work favourites like cycling, running and walking (individuals can enter too); and no one needs to wear lycra!

There are over 100 charities to choose from to raise money for - so why not link your charity giving with increasing your healthy workforce, reducing congestion and making your travel plan even more successful. The Gold Challenge website is <http://www.goldchallenge.org/>.

Bike Week—THIS WEEK!

You probably already know but just in case...this week is Bike Week! If you're running any events, **make sure to log them on the Team Green Britain website** and benefit from free public liability insurance cover—<http://www.bikeweek.org.uk/index.php>

This applies to all bicycle events you intend to run up to 31st July 2011.

Even if you are not running any Bike Week events at your workplace, remember there are plenty of free ones that commuters and their families can attend. Why don't you 'dust off your bike' and get a free MOT at one of the events at **Cambridge United Football Club, Cambridge Regional College or The Grove Primary School?** Click on the Dust Off your Bike poster on the left for more information.

Please also **let us know what you're up to** during Bike Week so that we can share your successes with other employers—and we'd love to see your photos!



eTap

electricity on tap



On 6th July 'Use the Sun Ltd' is unveiling its latest product. The eTap (www.electricityontap.co.uk) is an **electric car charging point that will charge up to six vehicles at a time** using solar power and the national grid. Use the Sun is offering companies the chance to have their own eTap installed – either at their expense or for free, subject to conditions. For more information you can download eTap's brochure from our website or even attend their launch event taking place on 6th July in London. Go to: www.tfw.org.uk and then to 'links/electric cars'.

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