



Cambridgeshire Travel for Work Partnership

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Hello All,
And welcome to The TRAVEL PLAN AWARDS SPECIAL newsletter.

We took a bus load of excited employers up to Peterborough in January to take part in the sixth Cambridgeshire & Peterborough Travel Plan Awards.

14 TfW employers received an award; and this newsletter lets you know about some of them and what they've been up to—and a very interesting read it is.

Phillip Darnton (left), Chair of Cycling England was our keynote speaker and presenter of the Awards. We all found his tale of the setting up Cycling England and success of it enthralling, not least because of its candid glimpse into the world of 'Yes, Minister!'

Much of Philip's advice from his experience on this national project were amazingly relevant to the our travel planning audience. For example:

- "Find the champion and the more senior the better"
- "Find out who you are likely to be able to win over—and concentrate on them—at least initially..."

It was a very empowering event— We are looking forward to seeing many of you next year in Cambridge at the 7th Annual Cambridgeshire and Peterborough Travel Plan Awards!

Mark Webb, Development Manager, Travel for Work Partnership
(01223) 715696

Cambridgeshire Award Winners!

Congratulations to all 2010 Travel Plan Awards winners, pic-

TfW Winners!



TfW Winners!

AWARD RECIPIENTS:

STEP 1 Cambridgeshire County Council, Cancer Research UK, Ernst & Young Cambridge, Huntingdonshire Regional College

STEP 2 Cambridgeshire County Council Central Library, Cambridgeshire Horizons, Environment Agency, Eversheds LLP, Genzyme Therapeutics Ltd, Hinchingsbrooke Healthcare NHS Trust, Royal Society of Chemistry

STEP 4 Napp Pharmaceutical Holdings Limited

STEP 6 Anglia Ruskin University, Wellcome Trust Genome Campus

ALSO: Crowne Plaza Hotel (Cambridge) Step 1

SPOTLIGHT ON AWARD WINNERS AND IDEAS FOR ALL

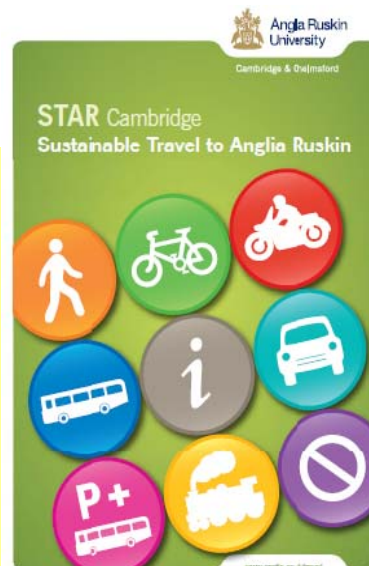


Anglia Ruskin University

Travel Plan Excellence Certificate

Sarah Johnson collected the Award for ARU; their third in the six years since the Awards began. ARU has implemented an extensive and regular programme of communications and consultations with staff about their travel plan. The University cleverly utilises a variety of communication channels to ensure the travel planning message is well understood and visible. Initiatives include:

- Monthly staff magazine issued electronically and in printed copy, with a section on environmental issues, including travel.
- **Production of SMART travel guides for the ARU campuses.**
- Initiatives are advertised on the bottom of payslips.
- Specific micro intranet site for sustainable travel on the ARU intranet.
- Presentations to all new staff at induction, including a slide on sustainable travel.
- Engaging with staff by encouraging them to provide feed back and comment on environment / travel issues sent to a environment specific email address.



Cycle to work week

21st-25th June 2010

21st June All cyclists got a free Breakky!
Spinning Competition in the Sports Hall 12-1pm!!

22nd June Bike Fair being held on the plaza 11am - 5pm. Owl Bikes, Dutch Bikes, to give, Honda Vendo, will be here!! There will also be a BBQ on site!!

23rd June Bikability Training for beginners and cyclists wanting to improve their cycling skills!! Refreshments and Freebies provided!!

25th June all cyclists get a free breakky and shower gel, a raffle for some Halfords vouchers!!

24th June Bike ride then Lunch at the Red Lion Pub!!

Please visit..... For more information

Lots of freebies up for grabs T-shirts, water bottles, slapwraps, fruit and lots more!!!

Travel Plan Excellence Certificate



Like, ARU, The Wellcome Trust at Hinxton Hall, are long-standing and very active members of the Travel for Work network. Despite its rural location, the energy of the coordinator (Dawn Wise) and commitment of the organisation has meant that Wellcome Trust Genome Campus continue to reduce their drive alone figure—their most recent travel survey confirms **driving alone has reduced from 70% in 2003 to 48% in 2010!** Cycling is one of a number of areas which has been a focus for activity in the last year, including:

- Free breakfasts for cyclists on nominated days.
- Regular FREE on-site Dr BIKE maintenance sessions for staff.
- Consultation with Cycle Focus Group resulting in the creation of a cycle maintenance and wash area. This is located in the underground car park, giving shelter while repairs and cleaning take place.
- Bikeability (cycle) training in June and September.
- A campus bike fair including stalls, free giveaways and a location cycle ride to the Red Lion, who supported the event by donating sandwich platters for lunch.



Certificate of Development

The Environment Agency joined Travel for Work in 2008 and has been developing its travel plan since that time. In 2010, the EA ran a 'Virtual Relay Race', to encourage staff to commute using green and healthy methods of transport. Pictured here is one intrepid member of staff taking to the water!

The Relay Race covered the same distance as a journey from John O'Groats to Lands End (837 miles), and ran from 6th May to 15th June, with the sustainably travelled miles clocked and added to the total. 17 teams took part, with 58 members of staff making their virtual journeys.



WHAT A PICTURE! Special PRIZE WINNER: ROYAL SOCIETY OF CHEMISTRY



Works in Print generously donated a specially commissioned print of a typical Cambridge bicycle scene for a prize draw for employers at the event.

The **Royal Society of Chemistry** were the luck winners and Lorna Webb, pictured here with Patrick McCrae of Works in Print collected the award.

CONGRATULATIONS!

To find out more about Works in Print visit: www.worksinprint.com



RECEIVING THEIR AWARDS...

These and many more photos are available for download from our website:

<http://www.tfw.org.uk/services.php#TPAwards>



Joe Greenway
Huntingdonshire Regional College



Glynis Searle and Neil Kissick,
Eversheds LLP



Sarah Bedford, Cambridgeshire
County Council Central Library



Sarah Johnson
Anglia Ruskin University



Delia Murren
Environment Agency



County Councillor Tony Orgee
Cambridgeshire County Council



Sheryl French
Cambridgeshire Horizons



Dawn Wise
Wellcome Trust Genome Cam-



Pictured from left to right: **Martin Frohock** of **Cancer Research UK**, **Ian Strachan** of **Ernst & Young Cambridge**, **Linda Cox** of **Hinchingbrooke Healthcare NHS Trust**

OTHER NEWS

It's In The News!



TfW's January Newsletter has led to a flurry of media activity; Car sharing is definitely the local media's topic of the week. Against the backdrop of high fuel prices and the national economic doom and gloom it is no surprise to us that the financial benefits of car sharing are newsworthy items.

TfW Manager Mark Webb has been in front of the microphone to talk about car sharing with **BBC Radio Cambridgeshire's Breakfast Show**. He was accompanied by Sarah Bedford and Damian Hemmings from Cambridgeshire County Council, regular car sharers travelling from Peterborough to Cambridge.



On Air—Damian and Sarah

Pam Mungrove interviews Mark

Also, look out for a **car sharing and CamShare two-page spread** that appeared in Tuesday's (8th February) **Cambridge Evening News** this week. TfW and some of our employers contributed to the article, giving Mark yet another chance to be the voice of car sharing in Cambridgeshire! **Why not jump on the bandwagon and let the local press know about your own car sharing event or promotions? Need more info? Call us on 01223 715550 or visit www.tfw.org.uk.**

Travel Plan Safari

The Travel Plan Plus team is holding another **FREE Travel Plan Safari Breakfast event** for TP+ and TfW employers on **Tuesday 15th March 2011**—breakfast included.

At this exciting, interactive and fun event you will go *'On Safari!'*; visiting different 'stations' to hear and quiz experts about the benefits of and promotional ideas for recession-busting travel measures including, **car sharing, public transport, train travel, cycling, defensive & safer driving and business mileage**. At each station an expert will talk for 2 or 3 minutes—you will then be able to ask questions for 10 minutes after which everyone will move on to the next area - *its a bit like speed dating!*

TRAVEL PLAN PLUS



The safari will run from 8am to 10.30am and will be held at St John's Innovation Centre, Cowley Road, CB4 0WS—near the Science and Business Parks.

Places for TfW employers are limited, so please email tammy.liu@cambridgeshire.gov.uk or call **01223 437052** to reserve a place. For more information, visit: <http://www.travelplanplus.org.uk/events.html>

Car Share Calculator—how about this ...

To further help you with promoting car sharing our esteemed Travel Plan Plus project colleagues have developed a **simple and FREE car sharing fuel cost calculator** to see how much you and your staff can save depending on how often you car share and how many people you share with and how far you travel.

Simply enter the spreadsheet the current fuel price at the pump, your vehicle's miles per gallon and change the village/town names to suit your site and the calculator will do the rest! We hope to update this in future to include wear and tear, insurance and other costs to give the true full cost savings; something often forgotten by us drivers!

For a copy of the calculator or for more information, contact the TfW team on 01223 715550 or speak to Gary or Tammy at Travel Plan Plus on 01223 437052/437053. Alternatively download the cost calculator at <http://tinyurl.com/5vjowdk> and have a go yourself!

Cambridge Cycle Challenge 2011

Cambridge Cycle Challenge
CYCLE



CAMBRIDGE

The **2011 Cambridge Cycle Challenge starts very soon!** This time Cambridge's city rival is York, with the Challenge taking place from Monday, 14th March to Sunday, 3rd April. 19 TfW and TP+ employers have already signed up for this year's challenge—have you? Organisations and their departments will compete across six size categories to see who can get the most members of staff to ride a bike for at least 10 minutes.

To register or find out more visit: <http://www.cambridgecyclechallenge.org.uk/home> or contact Vanessa Kelly on **07817 774649** or email vanessa.kelly@ctc.org.uk.

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

