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Welcome new TfW full members since :

Pembroke College

Hello Everyone,

Last weekend Los Angeles was avoiding 'Carmageddon'! Local Airlines were hopping across the closed Freeway 405 which had threatened gridlock to LA. Local cyclists gleefully proved that the same trip taken by bicycle was *over an hour quicker* than by plane!

To help stave off a Cambs Carmageddon, at 8.15am on **Sunday 7th August** a collection of local dignitaries including Senior Councillors and bus operators will be present at the ribbon cutting for **The Busway**. Ceremonial buses will take the dignitaries along the Busway, before commercial services begin in earnest at 9.03am. Will you be one of the first paying customers?

This TfW news is therefore, understandably again full of info on the preparations for the opening. TfW understands all is going very well indeed; the introduction of a smart card on 1st August is a great development.

This News also has some great other stories too, not least those about the wonderful efforts of TfW employers during **Bike Week 2011**.

TfW has put forward the names of our employer members locate along the route to be invited on **Busway trips** in the week before the opening. You'll be able to enjoy the smooth ride! - let us know what you think.

Mark Webb, TfW Manger 01223 715696

Headline News

The Busway

Busway Events

Busway Roadshow at the Cambridge Science Park & Business Parks on Wed 27 July between 11.00—2.00 will see two guided buses along with TP+ staff and members of the County's Busway team on hand to answer your questions and hand out bus maps and timetables. See our website <http://www.tfw.org.uk/diary.php/Busway> for the Busway Roadshow stops location and times of arrival.

Invited guests (including TfW employers on the Busway route) are being taken on Busway rides on 26th 28th & 29th July.

Busway Smartcard available from Monday 1 August

A great development is the new Busway Smartcard which, allows passengers to travel on both Stagecoach and Whippet Busway services with just one ticket. Log on to www.cambridgeshire.gov.uk/buswaytickets from Monday 1 August for further information and to apply for your Busway Smartcard online.



Live guided bus countdown to launch on Sunday 7th August

www.cambridge-news.co.uk/



Busway breakdown recovery test

<http://www.youtube.com/user/CambsCountyCouncil>



Busway driver training in the news

<http://tinyurl.com/6y72egr>

Runners, Walkers and Horses too!



In our last newsletter we referred only to the 'Cycleway' running alongside the Busway.

However, please note this path is also a *Walkway* and a **Bridleway** (and provides maintenance access to the Busway too!).

We are waiting with baited breath for news of our **third equestrian commuter!** Hunts District Council had a horse commuter a few years back during a travel plan promotion and **Quotient BioResearch** at Fordham also had a sustainable commuter day (horses welcome –see photo!).

TfW Employer News

Is it a bird, is it a plane, No its an *International Environmental Hero!*

Well done to long-standing TfW employer, the Wellcome Trust Genome Campus. Dawn Wise from the Trust was presented with an **International Green Hero** wall-shield on behalf of the campus, at a ceremony at the University of Westminster in June.

The Award is in recognition of the Wellcome Trust's environmental project – Energy Campaign.

The judges commented, *"This establishment has for many years had a green policy, but in the last few years it has come on in leaps and bounds. They now cover transport, environment, recycling and green energy, to name but a few."*

To find out more see our website
<http://www.tfw.org.uk/news.php#Wellcome>



Heroes Dawn Wise & Duncan Parsley receiving their prestigious award on behalf of Wellcome Trust Genome Campus

Roz gets on her bike to test new cycle route to Granta Park



TfW takes its hat off to Granta Park Marketing and Asset Manager Roz Bird. Who got on her bike to test out the cycle route from Cambridge to Granta Park, 8 miles south of Cambridge City Centre!

Having never cycled to work before Roz spoke to colleagues who told her the route, though quite long, was also easy. Roz told TfW: *"I found that I loved the ride and as I like keeping fit it is another option for me other than going to the gym."*

Complete with headcam, Roz cycled the route that takes in the cycle path from Cambridge Station to Stapleford. The A1301 cycle path to Sawston. The newish Granta Park funded path to Babraham and then on the path to Abington. She has produced a wonderful video of her commute see: <http://www.mepc.com/grantapark/GRANTAPARK/LocationNew.aspx>

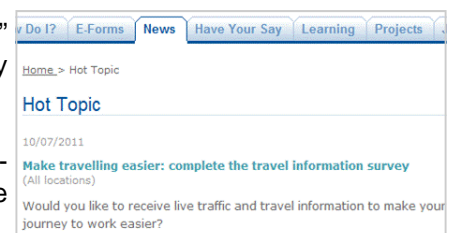
What shall I promote today? Use the TfW Travel Message Guide!

TfW have collected a range of sustainable travel messages from "real life" examples, for you to pick, mix and match for your own organisation. For delivery by web, email, poster, and intranet 'Hot Topic' see County example right.

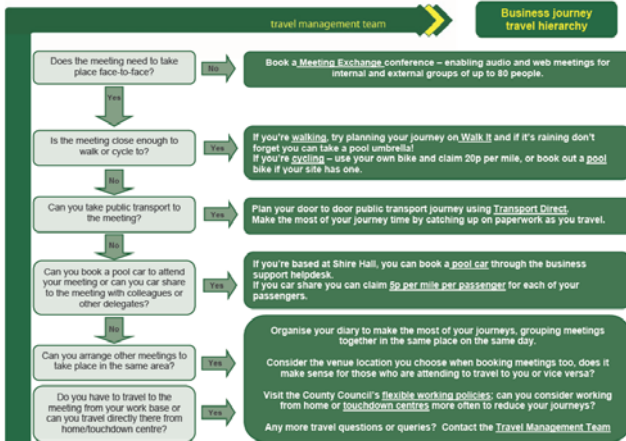
Messages are in a user-friendly Excel document and include promotion of events - **CamShare**, encouraging **participation in the travel survey** and making people aware of the **travel choices** available to them.

Thank you to the Travel Plan Co-ordinator at the County Council for providing messages. Feel free to **download the travel message guide** at <http://www.tfw.org.uk/plans.php#TravelMessagesGuide> and **keep it updated with your own messages.**

But make sure to forward your own examples to TfW so that we can expand our online version of the tool.



Business Travel Flow Chart



TfW partner, Cambridgeshire County Council has produced a simple yet comprehensive flow chart. That helps reduce business mileage costs, promote travel choices and inform staff of sustainable meeting options. This is one of the tools adopted by the Council, which has seen a reduction in business mileage over the last 12 months after steadily increasing over the last 3 years.

Let us know if you already use a similar travel hierarchy so we can let other TfW employers know what's working out there.

See our website <http://www.tfw.org.uk/cstudies.php#hierarchy> to download the County Council's flow chart and adapt for your own use.

TfW Employer discounts with Triathletes Edge

We are delighted to add **Triathletes Edge** to the TfW discounts roster.

Triathletes Edge offers TfW full members 10% discount for all running and cycling items including coaching, workshop and therapy*.

Triathlete's Edge is the East's one-stop shop for everything Triathlon ([swim](#), [cycle](#) and [run](#)) and has come to Cambridge. www.triathletesedge.co.uk 76 Mill Rd. Cambridge Tel. 01223 359954



Don't forget to check out the discounts poster for latest up-dates at <http://www.tfw.org.uk/Discounts.php#CycleShops>

*except sale items and cycle to work scheme sales. Coaching, workshop and therapy would need to be pre-booked and non-discounted jobs would take preference

Richard NOT Rob!

Oops!

In Mark Webb's editorial in June's TfW News. He referred to Richard Cooper of new TfW Discount provider, **Ridingabike** (<http://www.ridingabike.co.uk/>) as 'Rob.' Our apologies to Richard.

Cambridgeshire News

County Bus Cuts on Hold

The next round of cuts to reduce subsidised bus services due for October, has been postponed by the County Council until an evaluation and the 2012 budget are completed.

The hiatus will allow the impact of the savings on vulnerable groups to be considered. And for reductions to go hand in hand with the development of a project, that will encourage entrepreneurs and community groups to start running services as part of the proposed "**Cambridgeshire Future Transport**" initiative.

See a pre-County Cabinet decision press release at:

<http://www.cambridgeshire.gov.uk/CMSWebsite/Apps/News/Details.aspx?ref=103>

Help Improve Highways & Transport Services in Cambridgeshire



The County Council has joined a nationwide survey to assess highways and transport services. 6,500 questionnaires are being sent to selected homes across Cambridgeshire in July.

Please encourage your staff to take part if they receive a questionnaire at home. The survey responses will enable local and highway authorities to identify areas of best practice and spot national, regional and local trends. A press release with more detail is available at:

<http://www.cambridgeshire.gov.uk/CMSWebsite/Apps/News/Details.aspx?ref=110>

CamShare - Promotional Posters for CamShare Week 3 – 7 October

Whatever else you do to promote **CamShare Week** (as part of national Liftshare week), make sure you display great new CamShare posters by going to our website <http://www.tfw.org.uk/news.php#CamshareOct>



Download the posters to your computer. Then post them round your site(s) to raise awareness of Liftshare Week.

Tweeting Travel Troubles!



twitter

A new Twitter service has a growing following. In just three weeks since it was launched the **County's new traffic and travel information service** to help drivers beat the jams. It has got 122 followers and there have been 129 tweets to warn of unexpected delays.

The Council's Traffic Manager's Team provides the service which operates from 7.00 am, Monday to Friday. To warn drivers of problems such as accidents, failed traffic lights, emergency roadwork's or broken down vehicles and tell them when they have been resolved.

Local radio stations are following the County Council's Tweets and using the information to update drivers during their traffic and travel bulletins.

Anyone who wants to start receiving the free updates can sign up on Twitter at [@Cambs_Traffic](https://twitter.com/Cambs_Traffic).

TfW Employers' Fun in Bike Week

With mixed weather fortunes during June's Bike Week some employers really pushed the boat (or cycle) out! There were events all week at TfW employers such as ProQuest and Wellcome Genome Campus. Others marked this annual occasion with some well attended one-off cycling events; but best of all they had great fun– a fantastic effort! Just a few of the TfW employers taking part were CCDC, Mott MacDonald, HDC, Granta Park, Mills & Reeve & Cambourne Business Park. Here's a taster of events held at their workplaces ...

Cambridge Crystallographic Data Centre (CCDC) funded cycle hire and cream tea at the Orchard in Grantchester for staff on their Bike Week cycle ride (below).



CCDC enjoy a bike ride and cream tea in Grantchester

Mott MacDonald's cycling breakfast was so successful that organiser Janice Sloan quickly ran out of croissants as 50 hungry cyclists quaffed the lot by 9am!

Mott MacDonald and **CCDC** harnessed the talents of staff with cycle mechanic skills. Andrew, Michael & Bennet at Mott MacDonald gave basic training and a handout (available on our website <http://www.tfw.org.uk/news.php#BW2011>) for staff. They've been asked by staff for more sessions! CCDC used Bike Week as an opportunity to promote their staff cycle maintenance tool box packed with equipment, complete with a list of volunteer staff mechanics to call on when a cyclist needs help.

ProQuest held events including Dr Bike, The Electric Transport Shop supplying their electric bikes to try-out, cycle security coding and registration by Cambridge Police staff (below right); as well as a green quiz, free breakfast & picnic tea at the Orchard, Grantchester.

There's a lot more summertime left so don't wait for Bike Week 2012 to organise similar events at your workplace. Organisers do contact TfW for advice and ideas.



Left: Wellcome Trust staff undertake level 1 Cycle Training provided by Outspoken

Right: PC Jim Stevenson & PCSO Sarah Finbow from Cambridge Police logged ProQuest staff bikes on www.immobilise.com



Nationally

Cycling Commuter



Cycling Commuter is a new website set up by *Specialized* and partners. It gives a good base for anyone starting to think about commuting by bike; it includes a good myth-busting section.

For seasoned and new commuters alike there is a good bike care section; showing you how to change a tyre, lube your chain and even fix a dropped chain without getting your hands dirty! <http://www.cyclingcommuter.co.uk>

'Third making Fewer Car Journeys as Petrol Prices Rise': RAC

An RAC report earlier this year showed that about a third of drivers have cut down on the number of car journeys they make because of the cost of motoring.

Its survey of 1,002 drivers earlier this year indicated rural drivers were hardest hit, as public transport was often not an alternative.

Many of those polled said fuel prices were forcing them to find other ways to get to work and not drive their children to after-school activities.



TfW employers should be pleased that they are already doing many things to help their commuting staff save money by considering the alternatives to driving, and by encouraging cutting the costs by sharing the car. If you'd like to do more do get in touch and TfW can help you with lots of ideas and support. To see the report visit <http://www.rac.co.uk/press-centre/report-on-motoring/>

TfW Special Announcement

Farewells and Hello's



Gary Armstrong (left) is leaving Travel for Work on 22nd July. After three years of sterling service to the travel planning employers of Cambridgeshire. Gary has been Project Coordinator at the Travel Plan plus (TP+) project based in the Science and Business Park area of Cambridge.

In just over a year of implementing a major Travel Plan network. The TP+ survey showed a 4% increase in cycling, a 2% increase in walking and a 5% decrease in drive alone commuting.

Gary is going to work for local company, Outspoken, on an EU project that will look at the potential for cycle freight delivery.

"I am delighted for Gary; his new role is a wonderful opportunity. The Travel or Work team wishes Gary all the best in his new role." said TfW manager Mark Webb.

From 1st August, Travel for Work's **Tony Clayton** (right) will be moving to the Science Park to take on the Travel Plan Plus coordinator role.

Tony has been with Travel for Work for nearly 18 months and has quickly made himself indispensable. He will take his undoubted talents to the Travel Plan plus project.



The Travel for Work manager, Mark Webb is currently working on options to cover Tony's post.

Stop Press!

As many will have seen in the news, a cyclist who was cycling on the Busway's concrete tracks recently fell into the path of a slow moving guided bus and was injured. The cyclist is now recovering.

A County Council spokesman has again reiterated that cyclists and walkers should keep off the Busway until after opening on 7th August. Then to use the very good metalled track which is an ideal surface for cyclists.