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### Welcome new TfW full members since November:

- Bidwells (250 staff)
- Featurespace (25 staff)
- Mackays of Cambridge (30 staff)
- Thales UK (25 staff)
- Solopark plc (10 staff)

Dear All

Welcome to the last TfW News of 2011 – what a jam packed year it has been – and what a jam packed newsletter we have for you!

I'd particularly draw your attention to the Government's **A14 Challenge** - which is seeking ideas on how this infamous road can be improved.

We have been incredibly busy – we were called upon by the **BBC** to comment on the fuel duty debate in parliament, we've completed **the survey figures** and are now writing the survey reports.

We are currently ploughing through 15 applications to **the Travel Plan Awards** – so more on that in the next newsletter...which won't be until February.

Finally you will find the second edition of the **TfW Commuter** to help you pass messages on to your staff – This month we have teamed up with the **Electric Transport Shop** to give away **FREE bike lights!**

Could I wish you all on behalf of the Travel for Work and Travel Plan Plus teams a very **Merry Christmas and a Happy New Year!**

See you in **2012!!**

**Mark Webb**

**Manager, Travel for Work Partnership, Tel 01223 715696**

## TfW Employer News

### Workplace Travel Plan Awards January 2012

Great work has been achieved by TfW employers over the past 12 months – three of whom have applied for the new 'Travel Plan Distinguished Achiever Certificate'.

Some of the great ideas from the 15 applications received by TfW will be showcased at the Awards event being held at Marshall in Cambridge on 25 January 2012.

Evalu8 will be present to provide information on electric vehicles and a sample electric point, one of 600 being installed at workplaces in the Eastern region.

Our distinguished speakers include Local Enterprise Partnership Chair, Neville Reyner CBE DL and Chambers of Commerce CEO, John Bridge, OBE.

The Awards will be presented jointly by TfW and Peterborough City Council's Travelchoice team, and there will be ample opportunity for networking with the region's effective travel planning workplaces.

Further information about this event is available on our website at <http://www.tfw.org.uk/services.php#TPAwards>



## Space Trip Company gets on its bike when Travelling for Work

The final number crunching has been done and the figures show again that 22% of Cambridgeshire commuters are cycling to work, compared to the national average of 3%.

2011 was the twelfth annual travel to work survey and 76 organisations took part and more than 10,000 commuters responded to the survey this year. The overall report is available on our website at <http://www.tfw.org.uk/TfWAnnualSurveyResults.php>

There were lots of good results this year. Red Gate Software, located on the Cambridge Business Park (part of TfW's Travel Plan plus project) took part in the survey for the first time. "When we're not busy trying to send a database administrator into space [a current Red Gate competition!], Red Gate employees are keen on using basic terrestrial technologies getting to work – we were delighted to discover that more than 40% of our employees cycle to work; the most popular travel choice for our staff," said Nick Wood, Red Gate's Head of Operations.

"As well as promoting the Travel for Work bicycle discount scheme, we help our cyclists by providing plenty of bike racks and on-site showers. The fact that so many of our employees cycle significantly reduces the demand on our car park. Even one of our CEOs regularly cycles to work!"

## A Goodie Way to Beat the School Run!

TfW Manager, Mark Webb spotted Jeremy Rodgers and his daughters Jenny and Rebecca on a three-seater Trident cycle – that seemed to come straight out of the 1970s surreal television show, *The Goodies*.



Goodies—Jeremy, Jenny & Rebecca

Jeremy and the girls cycle the 22-mile round trip from their home in Willingham, into Cambridge, dropping the girls at school, and then on to work at TfW employer, Mott MacDonald on Station Road in Cambridge.

Mark put the idea of an article on the Rodgers' family to the Cambridge News. This was then picked up by the *Daily Mirror* and *Metro*, and was also apparently talked about by Chris Evans on BBC Radio 2!

Mott MacDonald have been active TfW employers for many years. Jim Perry, managing director at the company's Water and Environment Business said: "Through our local office travel plan we encourage staff to use the greenest travel

options for business journeys and travel to work where practicable. Our Cambridge office receives invaluable support and advice from TfW's travel plan experts and staff can take advantage of TfW's discounts at bicycle shops and for cycle training. Such is the enthusiasm for low carbon travel that a quarter of our staff in Cambridge now cycle to work."

## Dawn highly commended Travel Planner of the Year 2011 - ACT Travelwise Awards 2011

Congratulations to Dawn Wise, Green Travel Co-ordinator at Wellcome Trust Genome Campus for being awarded a well-earned national accolade for all her excellent work promoting sustainable travel to the Campus.

Dawn was highly commended in the national ACT TravelWise Awards in the Travel Planner of the Year category. The Awards are the national industry awards that recognise excellence in the field of travel planning and smarter choices. Dawn received her award at an event on the 25<sup>th</sup> November 2011 at the Nottingham Conference Centre.



Dawn with her latest Award!



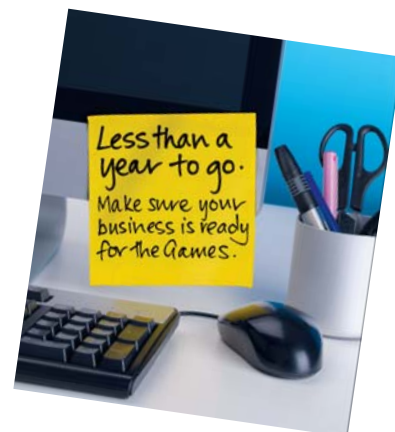
## Are you ready for the Olympics?

The London 2012 Olympic Games will take place between 27 July-12 August.

The Paralympic Games will run between 29 August-9 September.

Do your staff travel to London for business meetings? Have you thought about how difficult this might be in August 2012 with London awash with sports fans?

Travel for Work has spoken with the 2012 travel team at Transport for London. They have said: "We are anticipating six weeks of severe travel disruptions across the transport network next summer, so you should start planning now to make sure your business is fully prepared and can keep on running effectively."



The TfL suggestions are that you should:

1. seriously consider whether people really need to do that trip (reduce) OR
2. re-time journeys to avoid the peaks and once in London to avoid the Tube and walk (revise mode).

We suggest that sooner rather than later you look at the advice on [www.tfl.gov.uk/2012](http://www.tfl.gov.uk/2012). There is a link to the *London 2012 Toolkit* and more info is being placed there all the time.

TfW has placed three posters on our website provided by TfL (these are focussed at London companies but have useful advice and messages to all companies doing business in London) see our website <http://www.tfw.org.uk/news.php#Olympics> to download the posters. Our thanks to Tony Rogers at the Forensic Science Service for suggesting we cover this.



## Featured News

### Obesity not all in the genes - cycling to work can help!

Employers can help their staff and their business by encouraging staff (some of whom will have a genetic susceptibility to obesity) to take active travel (cycling, walking, running) options to work. A huge international study led by researchers at TfW employer, the Medical Research Council (MRC) has confirmed that regular physical activity can in part offset genetic effect of obesity.

Dr Ruth Loos from the MRC Epidemiology Unit and lead author of the study said:

*"Our findings emphasise that **daily physical activity does reduce the risk of obesity**... The findings contrast with the ... view...that 'obesity is in their genes' and they cannot do anything about it. ... The effects are seen with 30 min of physical activity five days a week. You do not need to run marathons; cycling to work, walking the dog, weeding the garden all count."*

So keep your staff fit and healthy, and working for you for longer by continuing with your travel plan activities with TfW's support.

To find out more about the MRC research go to [http://www.mrc-epid.cam.ac.uk/News/NewsArchive/Physical\\_activity\\_reduces\\_the\\_effect\\_of\\_the\\_obesity\\_gene.html](http://www.mrc-epid.cam.ac.uk/News/NewsArchive/Physical_activity_reduces_the_effect_of_the_obesity_gene.html)

## A14 - A Challenge to Employers

'The A14 is a challenge every day!' we hear you shout! But this challenge is set by the Government who want business and commuter views on how the A14 can be improved.

**We would urge all businesses to take part in the A14 challenge**, launched on 14 December until 30th January. Travel for Work has already suggested that more workplace travel planning will ease pressure on the road, and we are hopeful that this will be part of the mix.

You can submit your ideas, views and comments directly to DfT using the form on <https://www.surveymonkey.com/s/6F789WG>, or by email at <http://www.dft.gov.uk/consultations/dft-20111212/> or in writing to A14 Challenge Team, Department for Transport, Zone 29 Floor 3, Great Minster House, 33 Horseferry Road London SW1P 4DR.

## Nationally

### NBTN becomes ways2work



The National Business Travel Network is now known as **ways2work** – Business in the Community's (BITC) Business Action on Travel Campaign. The new website address has changed from [nbtn.org.uk](http://nbtn.org.uk) to [ways2work.bitc.org.uk](http://ways2work.bitc.org.uk).

## Anywhere Working

In November The Hon Norman Baker MP, Parliamentary Under Secretary of State for Transport, announced that the launch the 'Anywhere Working' consortium backed by the DfT. The consortium has been formed to help British employers understand the benefits of providing flexible working environments and to enable employees to access the tools they need to work in a more flexible way.



A full press release and more information can be found at <http://ways2work.bitc.org.uk/news/story/923> We are delighted to be part of this exciting campaign which will launch fully in January 2012.

## Cambridgeshire News

### The Cambridge Big Bike Ride



Has it ever struck you as odd that a County famous for cycling doesn't have a mass participation bike ride?

In anticipation of the build up to next year's Olympics this situation will change thanks to colleagues at the County Council. Travel for Work will encourage all its members to help make this a wonderful event. There will be an official launch in late January giving details of a short 20.12km family ride around Cambridge, and a longer 201.2km ride around the County and an interim 100km ride. All events will be raising money for charity and busi-

nesses will be welcome to enter teams. So for now ***please pencil 8<sup>th</sup> July 2012 in your diaries.***

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# The TfW Commuter

the newsletter for the Cambridgeshire commuter

No.2: December 2011

## FREE LIGHTS and FREE Electric Cycle Try-Outs for 100 TfW Commuters

Yes Christmas presents all round!

- a set of FREE bicycle lights worth **£30** and a FREE go on a wonderful electric bike, are up for grabs to the first 100 TfW commuter cyclists who turn up at the Electric Transport Shop in Cambridge.

The giveaway is eligible to cycle commuters who work at TfW employer members. To pick up the free lights, simply go to the Electric Transport Shop in Hope Yard, off Mill Road. Take the voucher on this page with you and tell them you would like to take up 'the Travel for Work free bike lights and Electric bike try-out offer'.

The shop was formed by graduates Eddie Kehoe and Jamie McAlley to promote a clean and fun alternative way to get from A to B. The shop supports the Travel for Work Partnership and is working with us on a number of initiatives for 2012.

To find out more about the shop, visit [www.electricbikesales.co.uk](http://www.electricbikesales.co.uk), call (01223) 247410 or email [sales@ElectricBikeSales.co.uk](mailto:sales@ElectricBikeSales.co.uk).



## FREE LIGHTS and FREE Electric Cycle Try-Outs VOUCHER



If your employer is a member of the **Travel for Work Partnership** this voucher entitles you to one free set of £30 lights courtesy of The Electric Transport Shop. To receive your lights you will be asked to have a test ride of an electric bike. The Electric Transport Shop is at Hope St Yard, Hope St, Cambridge, CB1 3NA

**Open:** Tues-Sat 10am-4pm. **Tel:** 01223 247410 **Email:** [Sales@TETS.biz](mailto:Sales@TETS.biz)



## Multihog to the Rescue

Cycling, walking, running commuters will be able to continue using the car free 16-mile maintenance track alongside The Busway, thanks to the four-wheel drive Multihog. Multihog combines brine spraying equipment and a snow plough to keep the route ice and snow free.

And just in case you think cycling in winter is not for you - it is as well to remember the old adage that there is "no bad weather just bad clothing". With Travel for Work cycle shop discounts <http://www.tfw.org.uk/Discounts.php#CycleShops> you can get yourself kitted out and save some money too.



## A14 Jam today (but hopefully no jams tomorrow!)



The Chancellor's Autumn statement allocated £20m to the A14 which will be spent on programme of measures between Ellington and Fen Ditton that will improve the A14. The Government have confirmed that the programme will start immediately, with schemes delivered over the next two years.



## A14 - A challenge to you all..!

..and not just if you use the infamous road every day.

The Government has launched the A14 Challenge. It's a challenge to all of us who use and are affected by the road to submit ideas on what can be done to help improve travel in this corridor, and fund changes to the road.

Travel for Work has already suggested that more work-place and indeed residential travel planning will ease pressure on the road, and we are hopeful that this will be part of the mix.



We would urge anyone who know and use this road to take part. You can submit your ideas, views and comments directly to DfT through the form on <https://www.surveymonkey.com/s/6F789WG>, or by email to [A14Challenge@dft.gsi.gov.uk](mailto:A14Challenge@dft.gsi.gov.uk), or in writing to A14 Challenge Team, Department for Transport, Zone 29 Floor 3, Great Minster House, 33 Horseferry Road London SW1P 4DR.

## Obesity not all in the genes - cycling to work can help!

You may be interested to know that a huge international study led by researchers from TfW employer, the Medical Research Council (MRC) has confirmed that regular physical activity, including cycling and walking to work, can in part offset genetic susceptibility to obesity.



Dr Ruth Loos from the MRC Epidemiology Unit and lead author of study said:

*"Our findings emphasise that daily physical activity does reduce the risk of obesity... The findings contrast with the ...view held by some that 'obesity is in their genes' and they cannot do anything about it. ...You do not need to run marathons; cycling to work, walking the dog, weeding the garden all count."*

To find out more go to [http://www.mrc-epid.cam.ac.uk/News/NewsArchive/Physical\\_activity\\_reduces\\_the\\_effect\\_of\\_the\\_obesity\\_gene.html](http://www.mrc-epid.cam.ac.uk/News/NewsArchive/Physical_activity_reduces_the_effect_of_the_obesity_gene.html)

## Faster Busway Commuter Services from Huntingdon!

There are now two Commuter Busway **Route A** Services that come direct from Huntingdon to Cambridge and return in the evening.

The services leave out the Oxmoor estate, saving up to 13 minutes on your journey (according to timetable times).

### Out

The direct services leave Huntingdon Bus Station at **7:10am** and **7:40am** to New Square in Cambridge

### Return:

The direct services from Cambridge leave New Square at **17:26** and **17:46**.

Read a book, surf the web, have a snooze, say "Hello" to your fellow passengers —you may find it less stressful, and easier than the A14!



For online busway timetables go to <http://www.cambridgeshire.gov.uk/transport/around/usingbusway/default.htm>

And for realtime information from your nearest bus stop visit <http://www.cambridgeshirebus.info/style/home.asp>

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