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Welcome to the 12th TfW e-Newsletter.

Lindsey, Gary and I wish you all a Happy and prosperous New Year, full of sustainable travel promotions!

To get you off to a great start we've extended the deadline for our **Seasonal Christmas Quiz** to 13 February so that more of you can submit your entries to win either a WH Smith gift card (£10) or a Pizza Express voucher (£10).

We are all aware that there is a **Credit Crunch** going on at present. And business is feeling the pinch. Does this make workplace travel planning more difficult to maintain? OR is it becoming more essential as a good travel plan can save commuter costs (eg. cycling, walking, car sharing etc are a lot cheaper than driving alone).

The next TfW Breakfast meeting will be entitled '**Travel Planning in a Recession**'- details will be in the next newsletter. But we'd like your thoughts now on:

- your ideas on promoting sustainable travel in a recession
- how to make the business case for maintaining travel plans in a recession
- any barriers/issues you've experienced as a result of the recession
- what you'd like to hear about at the meeting.

2009 is *The Guided Bus* year – Cambridgeshire County Council has just released the busway January newsletter and we include a link below to this. We will keep you posted as soon as we hear more details on fares, stops and promotion events.

We look forward to working with you in 2009.

Mark Webb

TfW Development Manager 01223 715696

Featured News

'Bosom Buddies' Annual July Jolly – Marshalls Cycling Event



Fun is the main aim of the "Bosom Buddies" – London to Cambridge Cycle Ride team, from Travel for Work employer, Marshalls. The annual ride has been led by Athena Wu who enrolls her team with Bike Events, organiser of fund raising and recreational cycle rides. Athena has led the 'Bosom Buddies' for the last 10 years with over 100 Buddies making the 60 mile trip.

Besides the 'fun' the ride helps improve staff fitness and has increased the number of staff commuting to Marshalls by bike.

Find out how you can run your own employer event under 'Promoting Cycling – Marshalls Bike Event' at ... <http://www.tfw.org.uk/cstudies.php#marshallsbikeevent>

2009 Events Calendar



With the New Year here it's time to look forward and plan your travel plan promotional events for 2009. To help you we have done the donkey work: please view our website at www.tfw.org.uk/diary.php for useful dates of themed weeks and days and some tips on what you could do. We'll up-date you with TfW promotions as we plan them.

Do also let us know of your plans and ideas for promoting sustainable travel, (we can pass these on and may be able to help too!).

Cambridge Festival of Running

Cambridge Cambourne 10K
(online entries now open)
Cambourne, Cambridgeshire
Sunday 5th April 2009

Do you or any of your staff run into work? Comments on the TfW 2008 travel survey show some employees do this regularly. With New Year resolutions some of your staff may be thinking about starting running. Save them money at the gym and on the daily commute by encouraging them to run to work!!

Let them know now about where the showers are, how to get hold of a locker, if available. Suggest setting up a running club?

And this year there is a wonderful local event <http://cambridgefestivalofrunning.com/race.htm> which includes a 10km run Cambridge Cambourne in April. Why not register a company team to run the race? Plenty of time to get ready – even if you've never run before.

TfW New Year Competition Entries Extended until 13 February 2009



Pre Christmas was a bit too busy for you all and so we have made our seasonal Quiz a New Year Quiz by extending the deadline to **13 February 2009**.

Have some new year fun answering a few questions, check out our website for the answers, and you could win a WH Smith gift card (£10) or a Pizza Express voucher (£10).

Download the competition from our website www.tfw.org.uk/diary.php and answer the questions below by e-mail to info@tfw.org.uk Remember to include your name, company, telephone and e-mail address with your entry. Good LUCK!

- 1) Who were the main speakers at the November 2008 TfW breakfast meeting?
- 2) How many employers were awarded a Certificate of Commitment at the Travel Plan Awards in 2008?
- 3) TfW provide a mapping service - what is the paper size of the two maps?
- 4) How many employers took part in the TfW survey in October 2008?
- 5) What is the website address for Camshare, Cambridgeshire's on-line car sharing scheme?
- 6) When in June 2009 is Bike Week and Bike2Work Week?
- 7) Name the website address for Cambridgeshire electronic bus departure times?
- 8) Name the two main train operators in East Anglia?
- 9) When is Walk to Work Week in 2009?
- 10) Where can you register on-line as a Bike BUDI?

Other News - Cambridgeshire

Guided Bus – January up-date



As you may have heard, the Guided Busway opening has been postponed until late summer 2009. The works on Hills Road Bridge have faced complications and regrettably work will continue into the summer. Please find the January 2009 update about the Cambridgeshire Guided Busway available from:

<http://www.cambridgeshire.gov.uk/transport/guided/whatis happening/newsletter.htm>

Buses – X5 Cambridge to Milton Keynes



You may like to let your staff know that 17 brand new coaches have entered service on the popular X5 Cross County coach route. The new coaches boast a greener engine, free Wi-Fi, power sockets, air-conditioning and comforts of air-con, toilets and leather reclining seats. X5 coaches now run to and from Cambridge, Parkside bay 16 (not Drummer Street) to Milton Keynes via St Neots and Bedford, see <http://www.stagecoachbus.com/cambridge/timetables.php?depart=cambridge&arrive=oxford&service=175>

Cycle Security 'Immobilise'



Keeping your bike - Its a good idea to register your bike for free at www.immobilise.com. What's more Ellen Muirhead Cycle Safety Officer is able to carry out on-site employer Immobilise cycle security registration for staff contact (01223) 823327 ellen.muirhead@cams.pnn.police.uk Doing this should help you retrieve your stuff if it is stolen. If you would like posters/flyers and stickers phone Parkside Police Station on 0845 456 456 4 and ask for the Community Safety Unit.

Walking & Cycling – New Foot and Cycleway between Abington and Sawston



Local businesses in Abington, Babraham, and Sawston will soon be benefiting from new foot and cycleways. Cambridgeshire County Council secured £450,000 towards transport improvements when Granta Park was given permission to expand in 2006. This fund covers the provision of an off-road foot and cycleway alongside the Sawston to Babraham road retaining the existing verge as a buffer to motorised traffic. The first section of the route from Sawston to Babraham should start this Summer and is expected to be completed within 8 weeks. Work on the link from Babraham to Abington via the footbridge over the A11 should follow on from the completion of the Sawston to Babraham route. <http://www.cambridgeshire.gov.uk/transport/projects/south/sawstontoabingtoncycleway.htm>

Cambridge Park & Ride Extended Service, 2 for 1 offer and Fare Changes

The Cambridge Park and Ride service is now running a late service six nights a week Wednesday (Monday to Saturday). All five routes have extended departure times from City Centre and Grafton Centre after 8.00pm.



Additionally all five sites are now open on Sundays, operating a 15 minutes service between 9am – 6pm.

Fare Changes

From Monday 5th January Stagecoach increased the cost of several of their weekly, 4-weekly, 13-weekly and annual tickets, which affects Park & Ride. And from early February £2.50 will be charged on the bus for a return ticket with the ticket from the ticket machines remaining at £2.20. More details can be found on the County Council website at <http://www.cambridgeshire.gov.uk/transport/around/parkandride/>

Addenbrooke's Access Road



Works are well underway to build a new access road from Hauxton Road to Addenbrooke's Hospital in Cambridge. The access road and works to the junction at Shelford Road and Hauxton Road are on schedule to be completed by Autumn 2009. The January briefing note updates you on the construction progress and the future programme which you can find at

http://www.cambridgeshire.gov.uk/transport/projects/cambridge/addenbrookesaccessroad/regular_updates.htm

Congestion Charge – New Traffic Commission Head



A new website has just been launched to keep you up to date on the work of the Commission.

<http://www.cambstransportcommission.co.uk/Default.aspx>

Annual Reuse Conference and Awards Ceremony



Eastex matches up potential partners, linking donors with recipients to allow organisations to pass on excess materials. This helps to reduce waste disposal costs and lower the cost of buying in raw materials.

This Valentines' season Eastex have teamed up with Envirowise and will be holding a reuse conference on February 10th 2009. To book a place please register at <http://www.envirowise.gov.uk/eastex> or email: dip.patel@envirowise.gov.uk

VENUE: The Forest Centre - Marston Moretaine, Bedford. MK43 0PR

DATE AND TIME: 10th February 2009 - 9.45 am until 3pm

National

ECO Driver Training Course



The Energy Saving Trust has developed a **one-to-one training course** to teach company employees to drive more efficiently, **reduce fuel consumption** and **save money** by implementing smarter driving techniques. Find out more by following this link <http://www.energysavingtrust.org.uk/business/Business/Transport-in-business/Smarter-Driving>

Adopt an Active Lifestyle at Work



You will no doubt have heard on the news and perhaps seen the TV ads about 'Change 4 Life', an ambitious new NHS campaign that will help mums, dads and families eat well, move more and live longer. The aim of the campaign is to kick start a lifestyle revolution for every family in order to halt the rising tide of obesity.

As Travel for Work employers you are already encouraging your staff to take more exercise, from walking to the bus stop to walking and cycling into work. You might like to link in your initiatives to this health campaign – as many members of your staff will already be aware of it.

Find out how Nicki Waterman the Sun's fitness expert suggests you get to the office <http://www.nhs.uk/Livewell/fitness/Pages/Activelifestyle.aspx>

Run an event and download a poster from <http://www.nhs.uk/change4life/Pages/PartnerTools.aspx>

Fit for Business



Another health campaign, this time targeted directly at employers is 'Fit for Business' (FFB). This is designed to support organisations looking to embed health and wellbeing into their company ethos – as TfW employers your travel plans can help feed into such initiatives.

FFB offers support to all types of business related employee wellbeing initiatives from guidance and goal setting on; Getting Active, Healthy Eating, Mental Health and Wellbeing, Smoke Free Workplaces, Drugs and Alcohol Awareness. For more information visit our website <http://www.tfw.org.uk/documents/FFBArticleTfWwebsite.doc>

Road Humps Generate Electricity



Smart road humps which generate electricity are to be tested in the capital.

In what is believed to be a world first, Ealing Council will trial the hi-tech sleeping policemen, which use the pressure of passing cars to create power. The electricity can be used to run street lights, traffic lights and road signs. See article <http://www.thelondonpaper.com/cs/Satellite/london/news/article/1157157082541?packedargs=aid%3D1157157082541%26suffix%3DArticleController>

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