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**Welcome** to the latest TfW Newsletter. We hope you find it a useful and good read – let us know either way!

### **Travel Plan Networks**

I've mentioned in previous newsletters that TfW is working with the County Council to manage the UK element of a large EU project called TRAVEL PLAN PLUS. This exciting project will establish four large Travel Plan Networks in the EU; the other sites are in Hungary, Spain and Sweden. See [www.travelplanplus.eu](http://www.travelplanplus.eu) for more details.

The project will test how easy (or difficult!) it is to help organisations to work together on travel initiatives and the benefits of working in this way. We will test how effective these networks are and make recommendations to policy makers on how to facilitate travel plan networks in future.

The site we are looking at is the north Milton Road area adjacent to the A14.

We are keen to explore this network concept in other areas too – and have for a number of years been trying to establish networks in key locations in the County. If you think your organisation could benefit from working more closely with your neighbours, or if you are already doing this – we'd be very pleased to hear about it and to assist you in creating more travel plan networks.

### **Diabetes – employers role**

I'd just like to draw your attention to the news item below on the increase in diabetes. Employers have a key role to play in helping their staff take more exercise that can help reduce susceptibility to diabetes. Travel plans can really help with this – and we're here to help you with this. Help is also available from the **Change for Life** ([www.nhs.uk/change4life/](http://www.nhs.uk/change4life/)) and **Fit for Business** ([www.fitforbusiness.org.uk](http://www.fitforbusiness.org.uk)) websites.

### **Mark Webb**

TfW Development Manager 01223 715696

## Featured News

### Bus times to your mobile!



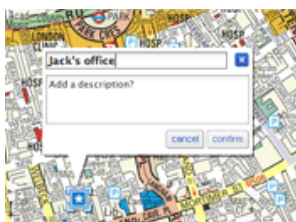
**Would you like to receive bus times to your mobile** but don't know your bus stop's unique code?

Then go to [www.cambridgeshirebus.info](http://www.cambridgeshirebus.info) and search by postcode (make sure your pop-up blocker is switched off). Alternatively you can look on your bus stop flag – this should have the code displayed.

Or you can send an email to Jokelien Vles [jokelien.vles@cambridgeshire.gov.uk](mailto:jokelien.vles@cambridgeshire.gov.uk) Passenger Transport Marketing Officer, with your postcode and the name of your bus stop and she will send you the corresponding unique bus stop code.

Once you have the bus stop code you can text it to 85007 and you will receive real time and/or timetable times for that bus stop.

### How to get here



What information do you include within your website to enable staff and visitors to access your site? At TfW we've listed some useful website links you may like to use on your workplace web pages – see <http://www.tfw.org.uk/links.php#Howtofindus>

If we've missed any good ideas please let us know. Also if you think your 'how to get here' pages are particularly good do let us know so we can tell others.

## CamShare



TfW has agreed to remove the old CamShare website address [www.camshare.info](http://www.camshare.info) which is no longer effective. Please check your current website links and document information has the new address [www.camshare.co.uk](http://www.camshare.co.uk).

The CamShare monitoring pages to which CamShare managers have continuous access, have been re-branded and will go live early in March 2009. New features added include:

- **Forum** feature to enable you to communicate with fellow Car-share Managers, to post questions, ideas, solutions etc.
- Additional **marketing tips** and help.
- **Case studies**, top tips, next steps and up and coming events.
- **Benchmarking feature** so you can see how your scheme is doing in relation to others in your industry.
- **Scheme of the month**; where *liftshare* (who manage CamShare) will inform you of the best performing/most interesting or inspiring scheme for that month.

### \*\*\*Notification of Essential Maintenance\*\*\*

*liftshare* aim to make the changes to the CamShare system overnight during the weekend of Saturday 28 and Sunday 1 March; as a result you may experience some downtime when users will be unable to access your car-share scheme. Please contact Liftshare ASAP if this is likely to cause any issues to your scheme.

## TfW New Year Competition



The TfW Christmas and New Year competition obviously proved to be far too difficult and time consuming! Either that or you were all out enjoying yourselves during the festive season!

Anyway due to the lack of entries we will hang on to the prizes and bring them out again in a later promotion. Remember you have to be in it to win it!!

## National Business Travel Network (NBTN) Event 23 March



The National Business Travel Network was established a few years ago by the Department for Transport. With the East of England Development Association (EEDA) they have organised an event to launch an East of England Travel Plan Forum.

This takes place on Monday 23<sup>rd</sup> March (am) at the SmartLIFE Centre near the Science Park in Cambridge - TfW will be presenting a session on "Travel Planning in a Recession" and will also be exhibiting in the foyer.

To book (free) place (including lunch) contact Chris McGachy by e-mail on [mcgax@vodafone.net](mailto:mcgax@vodafone.net) or by telephone on 07932 730310 or use the online booking link – at <http://www.nbtn.org.uk/events/book.aspx?e=14>.

**NB** in view of this event TfW has decided to postpone its early 2009 Breakfast Meeting mentioned in the last newsletter. This will now be arranged for later in the year.

## Other News – Cambridgeshire

### Congestion Charging in Cambridge? - chance to give your views



There are just a few days left to give your opinion about the proposals to tackle congestion in and around Cambridge including potential congestion charges and plans to improve public transport, walking and cycling facilities. Your views can be given by clicking on the online questionnaire at <http://www.cambstransportcommission.co.uk/Default.aspx> before **Friday 6 March** to give your opinion. All responses will be considered by Cambridgeshire's Transport Commission. **STOP PRESS** – The first public hearing will be held on 4<sup>th</sup> March 2009 from 6pm at the Guildhall, Market Square, Cambridge.

### Potty about Pot Holes?



The recent cold weather has led to a massive repair job for the County Council. The Council is encouraging people to ring or e-mail to report the pot holes in pavements, cycle lanes and highways. Residents can either call 0345 045 5212 or click on [www.cambridgeshire.gov.uk/transport/roads/potholes/](http://www.cambridgeshire.gov.uk/transport/roads/potholes/) to report problems. Although the council does have roving highway inspectors the public's help is important to in helping the Council schedule their work.

## National

### Increasing diabetes – decreasing physical activity

You will have probably seen the recent news items on the **UK explosion in diabetes which is linked to growing obesity rates**. From 1997 to 2003 there was a 74% rise in new cases of diabetes. Experts say that this is directly linked to increasing obesity. Key advice is to encourage more physical activity. Workplace Travel plans are a key component to helping people fit physical activity into their busy daily lives. And the benefit to the employer is that you keep your valuable staff healthy and fit and working for you. See <http://news.bbc.co.uk/1/hi/health/7905734.stm>

### Walking Posters



Promote walking in your workplace and at events with free, cheery new posters. The first in a series of seasonal A3 posters is now available, as well as a handy poster challenging the barriers to walking. You can also order packs of A7 pledge cards which help your employees get in the walking habit. To see the new materials, or to place an order, visit the resource page <http://www.walkingworks.org.uk/walking-and-the-workplace/useful-resources>

### Road Traffic Falls for the first time in 30 years

Road traffic has fallen for the first time in 30 years after high fuel prices and the recession prompted millions of drivers to leave their cars at home. The average motorist drove 90 fewer miles last year than in 2007. The fall last year was steepest between July and September, when petrol prices peaked at £1.20 a litre. But, perhaps surprisingly, the reduction in traffic continued in the final three months of the year, when petrol prices dropped below £1 a litre. Rising unemployment will have contributed to the drop in traffic but some transport observers believe that this is the beginning of a longer-term trend towards lower levels of mobility.

An AA poll in December found that 52 per cent of people were cutting back on car use and 67 per cent had changed the way they drove to try to conserve fuel.

Taken from the Times Online 6 February 2009 by Ben Webster Transport correspondent.

### Newsletter

## Smartmoves

For Travel Planning news from around the country have a look at the very informative latest issue of Smartmoves. You can download for free by clicking <http://www.nbtn.org.uk/downloads/7835-DfT-Smartmoves-5.pdf>

### Training – Car Park Management



ACT TravelWise Masterclass - Parking Management, Canterbury, April 24<sup>th</sup>  
The event will be held at Canterbury Christ Church University. For more information please call Sophie or Rory on 020 7348 1970. <http://www.acttravelwise.org/home>

### Training – Green Marketing



#### Green Marketing Conference

A National Conference is being held in Peterborough on 12th of March 2009 for any organisation wanting to achieve success without unnecessary exploitation of the planet. For more information click <http://www.businessinvestors.co.uk/media.html#gmc>

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