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**Hello All**, and welcome to the latest newsletter.

I am sure you will have seen the news of the 'interesting' launch of Google's **UK Street View**. Cambridge is on the system and it is amazing! We've been trying to work out if this might be a useful tool for travel planners – Google certainly think that it will be useful to provide directions to premises.

I hope they consider doing the same for the market towns and also to photograph the cycle routes – but I'd like to see the bike that could hold that camera!! (see website).

Do have a look. If you've not been on it yet it is worth looking at the short video that explains how it works. Also there is a 'business use' button that provides some ideas from Google on how you might deploy Street View. Click this link:

<http://maps.google.co.uk/maps?hl=en&tab=w>

As Spring has nearly sprung I am sure many of your thoughts will be turning to travel promotions. So you'll find details of **Walk to Work Week** and our **CamShare** and **BikeBUDi** Prize Draws in this newsletter. Get the dates in your diary now, and think how you could use initiatives in your workplace. If you want any ideas – give us a call.

If your cycle stands are looking worse for wear – or you're running out of stands – then our annual **Take A Stand** scheme is for you. Money is on offer to help you make that decision to improve or add cycle parking on site.

Much of my time at present is taken up with the **TRAVEL PLAN PLUS** EU project (see last newsletter). I am currently in the process of recruiting a Travel Plan co-ordinator and Administrative support for the project. More on this in the next newsletter.

**Mark Webb**

TfW Development Manager 01223 715696

**STOP PRESS:** The latest March 2009 update about the Cambridgeshire Guided Busway is now available from:

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

## Featured News

### Take-a-Stand Scheme - We're giving away £££s for cycle parking



TfW 's Annual Take A Stand Scheme is launched! Your organisation could benefit from a share of the pot of money to provide or improve cycle parking on your site. To apply for cash towards cycle stands/covers see the [application](#) form and scheme [guidelines](#) as well as installation [guidelines](#) and a list of [suppliers](#). **You have until 30<sup>th</sup> June 2009 to get your bids in.** For more details and advice call Lindsey on 01223 715694.

### CamShare Employer Promotions for 2009/10



**CamShare** – Cambridgeshire's free on-line car share matching service, will be holding **prize draws** throughout 2009/10 - see [Cambridge Travel For Work Diary](#). Anyone who registers their journey or checks their profile on [www.camshare.co.uk](http://www.camshare.co.uk) will be entered into the Prize Draws in May and September 2009 and January 2010.

**Bike BUDi**, CamShare's cycle journey matching element, will have its own prize draw during the month of June. This is for regular cyclists willing to buddy another rider; or new and returning cyclist wanting to know the best way to cycle to work.

Posters are being designed for your in-house promotions. So get the dates in your diary now – and link your CamShare, and BikeBUDi promotions to the prize draw dates.

## Petrolheads Save the planet



Staff and Councillors at South Cambridgeshire District Council (SCDC) put on green L-plates to drive Energy Saving Trust instructors round the bend, as they learnt how to cut fuel costs and reduce their carbon footprint by driving more efficiently.

After his session on the Council's Smarter Driving training days SCDC employee, Tom Barrance, is a convert; "For me the main thing was to look further ahead than before. If you anticipate and act, it gives you more time, and you don't over-react. Driving smoother is safer, more efficient and it can be faster, as it's less start-stop." John Koch added; "Driving in this way works on the premise that there is nothing to be gained from arriving at your destination five minutes earlier and you should allow slightly longer for your journey."



National figures show that driving smarter can make an average 15% cut in fuel consumption. That's a saving of £250 on the yearly fuel bill. SCDC Councillor Dr David Bard was enthusiastic and has already done the maths on his savings. "My consumption improved from 33.5 to 46.2 MPG on the trip home – all done by controlling braking, acceleration and timing gear change. On my average mileage this means a potential saving of just under one tank full a month!"

The most efficient driver was Cllr Jaime Dipple, " After the tuition I almost doubled the number of miles per gallon! I would thoroughly recommend this training to anyone interested in making savings and reducing their carbon footprint." Course organiser Cerise Bradford is planning smarter driving initiatives and an award ceremony for SCDC's participants.

For more information on organising a similar event for your company take a look at: <http://www.energysavingtrust.org.uk/business/Business/Transport-in-business/Smarter-Driving>

## Other News – Cambridgeshire

### Cambridgeshire Transport Commission – Interim Report



The Transport Commission looking at the County Council's proposals in its bid to the Government's Transport Innovation Fund (TIF) – including congestion charging - has produced an interim report highlighting key issues concerning the public during the first half of the consultation period. It will be updated once the survey closes and all evidence has been considered. See <http://www.cambstransportcommission.co.uk/default.aspx?SID=5> .

Travel for Work has made its own submission to the Commission; this can be found by clicking here <http://www.tfw.org.uk/documents/CambTransportCommissionMarch2009.doc>

### Buses - Changes to STAGECOACH and WHIPPET services in Huntingdonshire



Stagecoach and Whippet services are changing from 14 April 2009. A table produced by Cambridgeshire County Council's Passenger Transport team shows which services are changing and the impact of the change. This table is available here: <http://www.tfw.org.uk/documents/changes12April2009.pdf> . Timetables for services 8, 12, 21 and 28 can be obtained from the County Council's Passenger Transport team on 0845 045 0675 or email [passenger.transport@cambridgeshire.gov.uk](mailto:passenger.transport@cambridgeshire.gov.uk) . All other service timetables can be obtained from Stagecoach or Whippet directly please contact the operator, [www.stagecoachbus.com/cambridge](http://www.stagecoachbus.com/cambridge) [www.go-whippet.co.uk](http://www.go-whippet.co.uk) .

### Citi 4 Bus Extended to St Neots

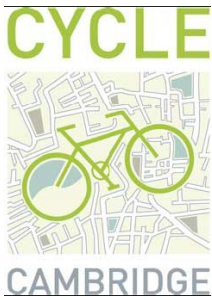
Cambourne residents will enjoy an improved bus service when new timetables are introduced next month. Stagecoach is extending the Citi 4 service from Cambridge - which currently terminates in Cambourne - with extra stops all the way to St Neots, including its railway station. The hourly service replaces the existing route 18 to St Neots from Cambourne which will now terminate in Longstowe, apart from a twice daily extension to Gamlingay. The new timetable comes into force on Sunday, April 12.

## PLUSBUS



Plusbus is a discount price "bus pass" that commuters can buy with their train tickets. It gives unlimited bus travel around town, at both ends of train journeys. With a Plusbus ticket you can travel anywhere on most buses around the whole urban area of town. Plusbus is available to 260 towns and cities across the UK, including Cambridge and Huntingdon. You can buy Plusbus at any train station ticket office or by phone calling 08456 007245. Take a look at [www.plusbus.info](http://www.plusbus.info) for further details.

## “Cycle Cambridge”



The “Cycle Cambridge” programme is a £7.2 million scheme to increase the numbers of people on their bikes in the villages around Cambridge and new developments to levels equivalent to those within the city.

Cambridge was awarded this prestigious national status as one of 17 Cycling (Demonstration) Towns. The project is being managed and delivered by Cambridgeshire County Council in partnership with Cambridge City Council and South Cambridgeshire District Council. Currently the works being undertaken includes repainting red surfacing and resurfacing cycle ways, as well as removing debris on 30 miles of rural cycle ways to provide maximum width.

Further updates on new cycling routes, facilities and events will be reported in future editions of TFW e-news.

## National

### Walk to Work Week 27 April – 1 May



**Walk to Work Week 2009** is not far away – are you going to get involved and get those walking numbers up?

To help you, posters, flyers, banners, gifts and goody bags are now on sale until 30 March; so order from [Living Streets](#) to make sure your Walk to Work Week is a wonderful one whatever you get up to!

To make sure your workplace is involved, [register](#) for FREE by 20 April. You'll be kept up to date with announcements and other information, including free supporting materials to help you run the five challenges nearer the Week. And let TFW know of your plans – we could do with some good case studies for the website and we'd be happy to help you get as much publicity for your events as possible (tel 01223 715550).

## Useful Tools from the Energy Saving Trust

The Scotland branch of the Energy Saving Trust has a number of useful tools on their web site for you to try including an on-line Eco-Driving test, a MPG Calculator along with tips on Eco-Driving. Take a look at the following web site <http://www.energysavingtrust.org.uk/scotland/Scotland/Transport>

## Car Clubs – London



Transport for London recently announced a £1m investment package to support the growth of car clubs across London over the next two years, to bring around a third of London residents within just a five minute walk of a car club vehicle. The funding will be used to identify and install on-street parking bay locations and signage, and help promote car clubs in London.

Car clubs offer pay as you go access to a car and are a cost effective way to give people all the benefits of using a car when they need to while reducing the number of vehicles, easing pressure on parking, and reducing congestion. Almost 53,000 Londoners are now members of a car club. Members typically save nearly £3,500 a year by joining a car club and reduce their car mileage by an average of 36 per cent. This in turn helps reduce carbon emissions. Businesses can also benefit by using car club cars instead of company owned pool cars – for Cambridge employers do get in touch with Streetcar to find out more (see below).

There is a Car Club in Cambridge – see [www.streetcar.co.uk](http://www.streetcar.co.uk)

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