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Hello All,
And welcome to another TfW newsletter:

TfW at the Transport Commission – As many of you will know the County Council established a [Transport Commission](#) to look at its bid to the government's Transport Innovation Fund (TIF).

The Commission is interested in *workplace travel plans* and TfW has been asked to give evidence to the Commission in June. They are keen to know what currently helps employers to implement travel initiatives and what are the barriers? It would assist to have ideas on this from your business perspective: –

What helped your organisation to begin to implement travel initiatives?
What were the incentives/motivations?
How easy/hard has it been?
How important was/are TfW tools/services/people?
What do you see as the barriers to employers implementing travel initiatives?

If possible please respond as soon as possible and **by 15th June** at the latest.

TRAVEL PLAN PLUS (TP+) (see previous newsletters for detail) **–Travel Plan Co-Ordinator Post**

The wheels are now in motion and this post will be advertised from Monday 1st June. Please keep an eye on the County Council's recruitment pages at [jobsincambes.com](#) (REF Ct86). Once details are out please feel free to send them on to any one you feel might be interested.

We and the County Council, on whose behalf we are managing the project, are very excited by this development. I have already been talking with Bidwells about office provision for the co-ordinator and the admin assistant, who will be recruited later.

On yer bike!

With Bike Week upon us we are looking forward to hearing of your local employer events. Do let us know what you are doing and send in photos – we'll give a really good spread on our website. And if we get enough good stories we'll even consider putting out a press release to get you some great green publicity!

Breakfast on us! (10th June)

We're pleased to say that we had a fantastic response to our latest TfW Breakfast on 10th June titled [Travel Planning in a Recession](#) (hosted and sponsored by [EEDA](#)). We are technically full – but do call if you really want to come and have not got round to it yet and we'll see if we can squeeze you in! Please contact Gary on 01223 715695.

Mark Webb

TfW Development Manager 01223 715696

Featured News

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



Reminder, if you could benefit from a share of the pot of money to provide or improve cycle parking on your site see <http://www.tfw.org.uk/services.php#ServicesTakeAStand> for an application form and scheme guidelines as well as installation guidelines and suppliers for the "Take A Stand" scheme. You have until 30 June 2009 to get your bids in. For more details and advice please call Lindsey on 01223 715694/715550.



Welcome to Bike Week employer events 2009. If you haven't already done so there is still time to organise an event or find an event near you to promote to your staff.

- **Bike Buddy PRIZES** – register to find a BUDi with www.camshare.co.uk during June and you will be entered into a free prize draw. There is a promotional poster to download from our website for display at your workplace.
- Looking for a Cambridge based route for a lunchtime/evening ride – try out the **Nature Reserve Cycle Trail** – route map available in Bike Week to download from www.cambridgeshire.gov.uk/cycling.
- Improve your on-road cycle skills: **1-1 Cycle Training** is available in Cambridge at a discount. Courses are subsidised to £5 per hour for people living, working or studying in Cambridge 'Cycling Town' area. Contact 0345 045 5212
- **Outspoken** – a local cycle courier and cycle training company are able to deliver FREE cycle maintenance demonstrations at Cambridge based workplaces. Contact 01223 715694 for more information.
- Lunchtime adult beginners/easy ride Thursday 18th June 12.30 – 1.30, **free Bike Ride around Cambridge** hosted by Cycling Officers. Bring your own bike or hire one from Station Cycles. Start outside Station Cycles, Cambridge Rail Station Car Park. E-mail or phone Mike Davies mike.davies@cambridgeshire.gov.uk 01223 699913
- Deadline for your **commuter stories** wanted Fri 29 May 2009 see our website for more details <http://www.tfw.org.uk/news.php#cstories>
- Whatever you decide to do register your event on www.bikeweek.org.uk and remember to send TFW your pictures! We have free branded bike week goodies such as balloons, wheel spoke reflectors and stickers available for your event.

Many events are taking place in Cambridge and surrounding villages see www.cambridgeshire.gov.uk/cycling for more details.

Travel Plan Awards



The next awards ceremony is taking place in Cambridge w/c **18 January 2010**, with the deadline for applications expected to be in early December. This means that you have longer to prepare your application and work on your travel plan. However, as summer is the best season to work on travel plan initiatives, we recommend that you start working on your travel plan now. Holding a Bike Week event may add points to your next award. We're happy to help and advise on what you need to do to meet the criteria.

For information on the award stages or criteria and advice on applying contact 01223 715550.

CamShare Prize Draws May & June



Please promote June CamShare prize draw within your workplace using newly designed posters for the occasion. Those who search and contact a match for either a car sharer or bike buddy in June will be entered into a free prize draw. Check out our website for details and to download A4 & A3 posters <http://www.tfw.org.uk/news.php#camshareprize>

We will be awarding winners of the May prize draw on 12th June with WH Smith vouchers (£30); Pizza Express vouchers (£30); Halfords vouchers (3 x £20).

Other News – Cambridgeshire

New Bus and Cycle Way in Cambridge's Milton Road

As part of the works for the new Guided Busway the County Council announced the opening of the new bus and cycle lane on Milton Road in Cambridge. [Click here for more details.](#)

Guided Bus photos



You'll recall that the Guided Bus team gave TFW and others a ride on the new guided busway in April. The BBC have put up some interesting photos of this trip that give you a flavour of the trip. Click here to see [the gallery.](#)

If you've been on one of the new buses, or indeed on the busway itself we'd like to know what you think.

How far will *you* go?

Calculating the cost of commuting to work doesn't sound very exciting. However it can be a good way of striking a chord when it comes to promoting alternative modes of travel. Click on this link to find out the cost of your commute...

www.job-job.co.uk/commuterwatch

National & International

Sustrans – cycling charity



In a bid to make cycling accessories fashionable a new range of chic cycling accessories has been launched by Topshop this summer, specifically for young women. The range of accessories includes a pannier bag which doubles as a hand bag, retro cycling caps, reflective trouser cuffs and saddlebags.

For general help and support specifically for women, Sustrans has launched a website www.bikebelles.org.uk which has helpful tips on buying a bike, staying safe and looking good.

Urban Bike Stations – The future of Cycling?



Spotted in Brisbane: www.cycle2city.com.au claims to be the first full-service facility for bicycle commuters in Australia. Brisbane City Council and Queensland Transport teamed up to fund construction of the facility, which gives cyclists a place to store their bikes and change into business attire.

Since opening last June, Cycle2City has signed up 400 members who have access to secure bike parking, air-conditioned locker rooms, showers, laundry service and free bike maintenance classes at the in-house maintenance and repair workshop. Members are encouraged to commit to using the facilities five days a week (at AUD 120.00 for one month or AUD 660.00 for six months), but three-day-per-week 'permanent casual' memberships and daily use options are also available.

Cycle2City is just one element of Brisbane's commitment to encouraging citizens to replace driving with cycling—the city's mayor has also announced that AUD 100 million will be spent on new bikeways over the next four years. As the number of cycling commuters grows around the world, so will the need for products and services that help make a smooth transition from four wheels to two. Bike-loving entrepreneurs—get going!

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