



TfW website

About TfW

Diary & Events

Links

Contact TfW

Please spread the word and forward this PDF to your friends

New TfW full members since April 2009:

- John Lewis (Cambridge)
- Wood Green Animal Shelters
- Atkins (Cambridgeshire Highways)
- Cambridge Newspapers Ltd
- HMP Littlehey
- East Cambs DC

Hello All,

How was **Bike Week**? We'd like to hear your stories. You'll see what some of our employers did in this newsletter. I was a bit miffed that on the day that we had our cyclists' breakfast I had to drive in! There's always next year for my croissant!

Whilst talking about bikes please take the County up on their fantastic offer of **Adult Cycle** training anywhere in the County for £5. This truly is a great offer and we know (having set the scheme up years ago) how effective ACT is in giving people a brand new and healthy travel choice. If you want to book ACT into your workplace please call us.

TfW Steering Group member, Cambridge Cycling Campaign has launched its **new cycle journey planner**. Please let your staff know about this and give it a test drive; the website developers are keen for feedback to keep improving it. We're very impressed so far and think it could be a very useful addition to your internet or intranet travel pages.

So much else of interest below do please read on – including the launch of our already successful **train discount** deal with National Express – First Capital joining in on 1st July.

Finally, I'd just like to draw your attention to the **new TfW employers** who have joined TfW since April (see list to the left of this column). We had been thinking the recession might make it difficult for us to recruit new members – but we've had 11 new members since November 2008 – pretty good really!

Mark Webb

TfW Development Manager 01223 715696

Featured News

Bike Week Success Stories



What a great time cycle commuters had in the sunshine last week! Well done to employers who held some fun events, rewarding their cycling commuters and encouraging others to cycle more often. Those we know about who held events were BAS, Cambridgeshire County Council, Cambourne Business Park, GO East, Huntingdonshire District Council, Mills & Reeve, MRC, Sepura, Thermo Fisher.

'A Bicycle Built for Two' - staff had a go at riding tandem bikes.

'Upright On One Wheel' - UK national unicycle champion instructed staff on how to balance on a Unicycle.

Outspoken Delivery a local courier company gave free lunchtime bicycle maintenance demonstrations at five workplaces during Bike Week. Natalie Barford of Mills & Reeve said "We had a great training session, all said it was fun and informative. I've been asked to invite Rob back for others who couldn't make the training".

See <http://www.tfw.org.uk/news.php#BWevents09> to find out more. And please do forward us your photos and details of your events for our website.

Cyclist's Get More out of Life - Competition results for your stories



And so you told us that cycling is an exciting, healthy and safe way to discover the environment. Winning stories of three commuter categories - novice; experienced and furthest distance round trip are as follows:

- Helen Tiddy 'A Wide Birth' - first - Novice Cyclist;
- Regular cyclist 'More Holes Please' - first - Longest Round Trip;
- Neil Younger 'Ride of the Unicorn' - first - experienced cyclist;
- Sarah Bedford 'The Joys of Slower Cycling' - runner up - experienced cyclist.

See <http://www.tfw.org.uk/news.php#cstories> for the full stories.

Subsidised Adult Cycle Training



If you have never cycled before or it's years since you were in the saddle, here's an ideal opportunity to get back on track.

An Adult Cycle Training session will give you confidence and improve your cycle skills. You can do it by yourself or in pairs. Each session is individually tailored to your needs. You could learn how to position yourself in traffic, discover the best ways to get to work or to go on leisure rides. It's up to you!

Training sessions cost £5 per hour and are available to people living, working or studying in Cambridgeshire.

To find out more or book a lesson, contact the Road Safety Team direct on 0345 045 5212, email simon.haydn@cambridgeshire.gov.uk or fill in the form below and return it to the Road Safety Team: <http://www.cambridgeshire.gov.uk/NR/ronlyres/1D79A6D7-0488-4117-AE38-CCBD69837A95/0/BookingForm.pdf>

Green Travel Employers Go On Safari



Going on safari would not usually be top of the list as a way to beat the recession! But a special breakfast safari has helped employers and their staff save money. The free breakfast event was run by the Cambridgeshire Travel for Work Partnership (TfW) on 10th June at the offices of the East of England Development Agency (EEDA), who were sponsoring the event.



There were 27 attendees from 21 employers at this very successful event. The travel plan 'safari' saw participants visit various 'stations' to hear about how to link commuting and business travel initiatives to recession-busting messages; for example promoting and facilitating car sharing, car clubs, bus and train transport, cycling and flexible working can all save commuters money as well as reducing CO2 emissions.

Delia Murren from the Environment Agency, said; "This was an excellent session. I was really impressed by how much good work is going on in so many organisations to promote green travel."

Other delegates reported how they were going to return to their workplaces to discuss if they could use car club cars instead of pool cars, or if more flexible working, such as 9 day fortnights and working from home, could be both good for the company and their staff.

Cycling was one of the most animated safari stations – with much discussion surrounding the future cycle way alongside the guided bus track. One delegate was heard to say "I had not realised that being a member of Travel for Work gave our staff so many good discounts at local cycle shops. I shall certainly be telling our employees about this."

The event showed that there are a surprising number of very low-cost ways an employer can encourage and implement sustainable transport options. And this meeting was all about giving employers practical solutions and raising awareness of the opportunities.

The meeting had earlier heard from Mike Salter, Transport Planning Manager at EEDA. He informed the meeting that EEDA's research had shown that congestion alone would cost the region £2bn per year by 2021 – added to this are the large carbon emissions from transport.

Click here for copies of the presentations from the various facilitators at the meeting: <http://www.tfw.org.uk/news.php#Bmtgjune2009>

TfW 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 2009. 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. 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.

TfW Train Season Ticket Discount Scheme



The Cambridgeshire Travel for Work Partnership is pleased to offer the employees of all full members of TfW a special discount rate on season tickets and bulk buy tickets purchased for travel to work by train. The season ticket discount is being made available on tickets purchased from National Express East Anglia and First Capital Connect. The bulk buy ticket option is only available from National Express East Anglia.



Season tickets may be purchased for valid travel from any National Express East Anglia or selected First Capital Connect Stations (North of Potters Bars) to either Cambridge or Huntingdon stations only.

National Express season tickets will be available from either the National Express call centre or Cambridge station ticket office from 15 June 2009.

First Capital Connect issued season tickets will be available from 1 July 2009 onwards from the call centre or Cambridge and Huntingdon stations.

Full details including instructions on how to purchase a season ticket, sample fares and route maps can be found by downloading this document:

<http://www.tfw.org.uk/documents/TfWTrainDiscountPromotion.pdf>

Other News – Cambridgeshire

EEDA's £75 Annual Cash Deal to Cycle to Work



East of England Development Agency

EEDA is an employer who recognises its staff who help to free up its car park and reduce congestion, with cash to their commuting cyclists. Those who regularly cycle to work are given an annual payment of £75 each to contribute towards bike maintenance, wear and tear and clothing. Emma Carpenter Environment Officer said "A cash bonus, recognising the value of cyclists to our business and goes some way to recompense them for their efforts".

Employers who don't charge staff to park their car are giving £thousands in-kind to their car using employees.

CycleStreets Cycle Journey Planner Launched



CycleStreets the UK-wide photomap and journey planner "for cyclists, by cyclists" has now been launched. Developed by Simon Nuttall and Martin Lucas-Smith from the Cambridge Cycling Campaign, it is a national version of the Campaign's previous online journey planner. It is now being developed as a project separate from the Campaign, but one which the Campaign will continue to make heavy use of.

The journey planner asks you to click on a start point and an end point for your journey. (You can also enter road names, places, and postcodes.) You'll then get a journey listing, showing the fastest, quietest or shortest route. The Photomap allows anyone to add photos of problems (e.g. enforcement problems, or lack of cycle parking) or good practice. Galleries – linking together specific photos – can be created. When adding a photo, you are asked to add a caption, and also specify the topic, e.g. cycle parking / enforcement / obstructions etc. With around 17,000 images added so far, this is becoming an increasingly useful campaigning tool, and there are plans to develop it further.

For a closer look click here: www.cyclestreets.net

Research Study on Commuting and Health in Cambridge



The Medical Research Council (MRC) Epidemiology Unit in Cambridge is currently undertaking a research study on commuting and health. The aim is to examine the effects of new transport infrastructure on how people travel to work and how commuting patterns are related to overall physical activity, health and wellbeing including sickness absence.

Following an initial phase focused on the Cambridge Science Park and the Addenbrooke's site, the study will shortly expand to include people who travel to work at many more locations across the Cambridge area. We believe the findings of the study will be of interest to local employers, so we hope that organisations involved in TfW would be willing to promote the study to their staff. This would involve minimal effort on your part, but is vital to ensure the study is a success. Please contact Dr David Ogilvie on 01223 769197 or at david.ogilvie@mrc-epid.cam.ac.uk if you could help or would like further information.

Walking Journey Planner for Cambridge



www.walkit.com is an online walking journey planner for Cambridge. You can enter an origin and destination and it will give you a map and directions for your route. You can also find out how long the journey will take, how many calories you could burn, and how much CO₂ you could save by not taking the car. Why not try walking to work?

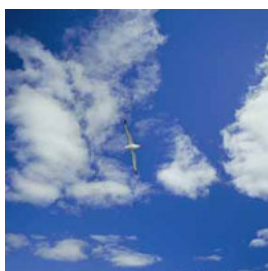
Guided Bus – Latest Newsletter



As you may have seen in the local news the last section of the Guided bus way between Cambridge and St Ives has now been laid and work is progressing in getting the bus way ready for operation in the late summer 2009. For further information on the current status and planned work over the next few months take a look at the June 2009 update: <http://www.cambridgeshire.gov.uk/transport/guided/whatis happening/newsletter.htm>

National

Carbon Management Makes Good Business Sense



Leading companies have developed a groundbreaking 'Guide to carbon management' for suppliers. The need to manage carbon emissions is not going to go away. In the UK, new climate change legislation passed in late 2008 means that pressure from customers and government to address carbon emissions is going to increase, not decrease.

Based on their own practical experience, a taskforce of eight leading companies have worked with the University of Cambridge Programme for Sustainability Leadership and Business in the Community to produce a 'Guide to Carbon Management' that sets out practical tools and strategic advice. Click here to download the document:

<http://www.cpi.cam.ac.uk/pdf/Carbon%20Management%20-%20A%20practical%20guide%20for%20suppliers.pdf>

Active Travel Workplace Toolkit

Sickness and absenteeism cost UK businesses £20 billion per year. To help improve health, reduce absenteeism and increase productivity, Sustrans has published a UK-wide Active Travel Workplace Toolkit to help organisations encourage their employees to walk, cycle and use public transport for their commute. Click here to access the various available resources: <http://www.sustrans.org.uk/what-we-do/active-travel/active-travel-publications/active-travel-workplace-toolkit>

Change Your World – 29 June to 4 July



Nearly one in four car journeys are less than two miles, so Sustrans is asking you to join with thousands of others and swap just one car trip between 29 June – 4 July 2009. Just walk, cycle, use public transport or car-share instead. Amazingly, if we all take this one easy action, together we'll reduce car traffic by 10% – healthier journeys, cleaner air and quieter streets. Sounds like good car-ma to us.

To enter, just click here <http://www.changeyourworld.org.uk/index.html> and let Sustrans know you're going to swap a car trip. As a thank you for changing your world, Sustrans will enter you into a prize draw competition.

Change Your World is brought to you by **Sustrans**, the charity behind the award-winning National Cycle Network, TravelSmart, Bike It, Safe Routes to Schools, Connect2 and all those other great initiatives helping people like you to walk, cycle or take public transport more.

Travel for Work Partnership
Box CC 1312, Castle Court
Cambridge CB3 0AP
TEL: 01223 715 550

