



TfW website

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New TfW full members since July 2010:

- The College of West Anglia
- MPW (Mander Portman Woodward) co-educational GCSE and A level college accepting up to 150 students each year

Dear All,

Welcome back from Summer – I hope you are all rested and tanned!

Autumn is always a very busy time at Travel for Work with the Annual Survey in October and preparations for the 6<sup>th</sup> Annual Travel Plan Awards in January 2011.

In this newsletter you will also read about the next FREE **Travel Plan Essentials Workshop**. Tony has just taken us through the format of the morning and I can promise you that the morning session, which will look at how to use surveys, mapping and marketing will be very useful, and very enjoyable. There is also plenty of opportunity to network over lunch. There are still a few places left so if you've been thinking about coming I'd encourage you to **contact Tony as soon as possible**.

As usual August saw a whole host of slow-news-day stories. Of interest to us here at TfW was the flurry of stores on **MAMILs** (Middle Aged Men In Lycra)! Apparently many middle-years men are not buying Harley Davisons any more – but spending not dissimilar amounts of money on top-notch cycles. But are they using them to get to work? Are you doing enough to nurture your MAMILs?? Well TfW is here to help you ensure the species thrives!

**Mark Webb**

TfW Development Manager 01223 715696

## Featured News

### Essentials Workshop



SmartLIFE Centre

**“What to do with data, marketing events & campaigns”**

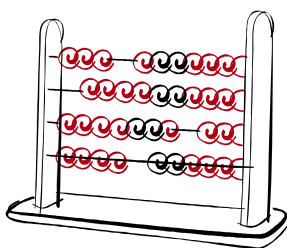
Free events are not worth going to– WELL, THIS ONE IS!

There are still a few places left for employers to sign up for the second Travel Planning Essentials Workshop, to be held between 8.30 AM and 12.30 PM on Monday, 20<sup>th</sup> September at the SmartLIFE Centre ([www.uksmartlife.org](http://www.uksmartlife.org)). Titled **“What to do with data and marketing events and campaigns”**, this is a FREE event only available to TfW members. Using TfW data resources, including postcode mapping and the travel survey report, this morning workshop is relevant to all TfW members; especially those new to TfW, participating in the TfW travel to work annual survey, preparing a travel plan or planning to run an event. Hear also from experienced travel planners about what they have done to promote sustainable travel within their own companies.

For more details, go to <http://www.tfw.org.uk/news.php#Essentials1>.

**INTERESTED?** Contact Tony Clayton on 01223 728547 or email [tony.clayton@cambridgeshire.gov.uk](mailto:tony.clayton@cambridgeshire.gov.uk) **NOW!**

### TfW travel to work Survey 9 – 15 October



The 2010 TfW annual travel to work survey will take place from **Saturday 9<sup>th</sup> October 2010 to Friday 15<sup>th</sup> October 2010**. In 2009, over 70 TfW employers took part, resulting in more than 10,000 responses.

#### WHY SHOULD YOUR ORGANISATION TAKE PART?

1. The survey is FREE to all Travel for Work (TfW) member organisations.
2. Employers that haven't taken part previously – benchmark current staff travel habits and use the findings to prepare your travel plan and run successful initiatives.
3. Employers that have taken part previously – compare results with previous surveys to track progress.

#### WHY USE THE TfW SURVEY RATHER THAN SOMETHING ELSE?

1. It's FREE!
2. TfW has a track record of running successful surveys since 1998.

3. Our questions are consistent – enabling you to compare results each year without having to run your own survey.
4. We provide guidance throughout the process and resources to help you promote the survey to employees.
5. We provide comprehensive survey reporting, summarizing and providing objective analysis of the results to help you continually improve.
6. Compare your results against the rest of the Partnership and Core Group of employers.
7. The more we know about your organisation the better FREE advice we can give you!

**INTERESTED?** As a full employer please don't assume your company is automatically taking part, you **MUST** contact Tony Clayton on 01223 728547 or email [tony.clayton@cambridgeshire.gov.uk](mailto:tony.clayton@cambridgeshire.gov.uk) by **FRIDAY, 24<sup>th</sup> SEPTEMBER.**

## Car Share Week 4 – 8 October – GeT involved!



This year we are joining in with national liftshare week and running our local CamShare Week. You could jump on board with several initiatives we're running and/or run your own promotions during the week. With over 2,300 members on CamShare it's even more likely your staff will find a good car share match. Promotional posters will be available on our website shortly.

### CEO CamShare Challenge

TfW will be asking Chief Execs at TfW employers to lead from the front by pledging to car share at least once during CamShare week. A separate mailing will be coming to employers with details – but you might like to start softening up your CEO!

### The CamShare Week Prize Draw!

SIX fantastic commuter prizes are on offer for car sharers and those looking for a car share throughout October! This will be well worth promoting during CamShare week:

- **FIRST PRIZE: *free car valet by Cambridge Valet Centre*** for those who **ARE** or **WILL BE** sharing their journey. To qualify, therefore, car sharers need to register their car share journey in a 'BUDI' team on [www.camshare.co.uk](http://www.camshare.co.uk).
- **SECOND and THIRD PRIZES** for car sharers in a BUDI team- **£20 John Lewis Voucher**;
- **FOURTH PRIZE *TfW branded emergency car pack***; **FIFTH and SIXTH PRIZES- £10 John Lewis Voucher** will be for all commuters who log-on/register with CamShare, search AND contact a possible match during the month of October.

Prize winners will be drawn early November.

### Banner in the Works!

If you are running a promotion in your workplace do **our free standing CamShare banner – seen photo opposite.**

Contact Lindsey on 01223 715694 with any questions.

## ££££s still available for Cycle Stands

# CYCLE



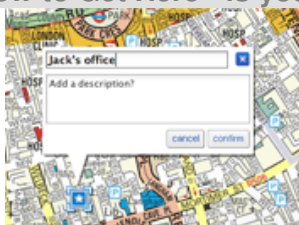
# CAMBRIDGE

Free racks and matched funding for installation of cycle parking for employees is still available to TfW employers from the Take A Stand scheme—so get your **application in to us by 7th January**. Application forms and guidance notes are available from <http://www.tfw.org.uk/news.php#takeastand10> Funding for Take A Stand comes from the Cycle Cambridge Team at the County Council

You may also be interested that Cycle Cambridge is also providing **full funding for visitor cycle parking**. Contact Clare Rankin on 01223 457108 for details.

Please note that new cycle parking may require planning permission. For example if you wish to provide a cycle shelter permission must be sought (although the decision may not yet be known) prior to your application. Contact Lindsey on 01223 715694 to discuss.

## How to Get Here - is your website getting visitors lost?



What information do you include within your website to enable staff and visitors to access your site? Do you include all sustainable means, or just road access?

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.

## I Bike Cambridge exhibition



Following the launch event at this summer's Big Weekend on Parker's Piece, [www.ibikecambridge.wordpress.com](http://www.ibikecambridge.wordpress.com) is returning to Cambridge Central Library to host a week of cycle style during London Fashion Week. There will be an exhibition of art, fashion and bicycles designed by local students from Cambridge School of Visual and Performing Arts, Impington Village College, The Netherhall Sixth Form College and Solar Eclipse Young Enterprise.

The exhibition runs from 14 - 19 September 2010 at Cambridge Central Library.

## Other News – Cambridgeshire

### Bike to your Local Nature Reserve



#### Bike to your Local Nature reserve

You could encourage staff cycling to work to celebrate a sunny British Autumn weekend by cycling out into Cambridgeshire with friends and family? A number of Local Nature Reserves are accessible by bike.

[www.cambridgeshire.gov.uk/environment/natureconservation/designatedsites/LNR.htm](http://www.cambridgeshire.gov.uk/environment/natureconservation/designatedsites/LNR.htm)  
From Ely or Chatteris, you might like to cycle to Mare Fen or if you live in Huntingdon, cycle out to Somersham, or use National Cycle Network route 63 to access Ring's End near March. There are lots of outdoor places that can be discovered in our county by bike!

### Safe sites to leave cycles sought!



The Cycle Cambridge team has launched the “**Cycling Sorted**” website to find out where cyclists would like to make improvements to cycling facilities in Cambridge and the surrounding villages.

Whether it's new cycle parking, removing an obstruction along a cycle route or general improvements to your current cycle route, the team want to hear suggestions.

We urge people to go to a new site that has just been launched, [www.cyclingsorted.org](http://www.cyclingsorted.org), to make suggestions of where new cycle parking is needed.”

## New Cycleway – Babraham to Sawston & Improvements to Whittlesford to Sawston



Work on a new off road cycleway connecting the villages of Babraham and Sawston has commenced and will take approximately 10 to 12 weeks to complete. The new one mile route will be used by pedestrians and cyclists improving facilities for commuters and leisure cyclists. The scheme will cost around £350,000 and is being funded from the contributions made by the developers of the Granta Park expansion.

Cambridgeshire County Council will open the route late November. See press release at [www.cambridgeshire.gov.uk/transport/projects/south/sawstontoabingtoncycleway.htm](http://www.cambridgeshire.gov.uk/transport/projects/south/sawstontoabingtoncycleway.htm)

An improved route between Whittlesford and Sawston started on Monday, 16 August, will be an off-road, two metre wide shared use path linking Whittlesford and Sawston. The crossing over the A1301 will also be widened.

## Staying Healthy at Work Week (10/10/10 – 17/10/10)



On going to press we've just heard of a new Healthy Workplace programme called "Staying Healthy at Work". The team at NHS East of England is organising a Staying Health at Work Week from 10th Oct to 17th Oct. Information available on:

[www.stayinghealthyatwork.co.uk](http://www.stayinghealthyatwork.co.uk)

## Other News – National

### European Mobility Week 16-22 September



European Mobility Week is upon us and employers will be interested to know that the County Council has produced a 'tabloid' greener travel paper that will be hitting the door mats of over 170,000 people in September. See [http://www.mobilityweek.eu/cities/participants.php?country=GB&city=gb\\_qvo9u3s1](http://www.mobilityweek.eu/cities/participants.php?country=GB&city=gb_qvo9u3s1)



If you've got any promotions going on in September why not link them to EM Week? It's a prime time for getting involved in a truly international sustainable transport event see

And for some top tips and ideas, have a look at Walking Works advice on getting staff walking <http://www.walkingworks.org.uk/walking-and-the-workplace/get-your-employees-walking>

### Employee Wellness Magazine



There's a really interesting new magazine-style website that has been launched that helps support Employee 'wellness programmes'. Travel initiatives, especially those that promote more physical travel and less stressful travel, can really help support such programmes.

You can sign up for a FREE monthly e-newsletter to receive the following benefits:

- FREE Advice from Leading Workplace Health and Wellbeing Experts UK
- Exclusive Video Interviews with Business Leaders
- Latest News from Workplace Health and Wellbeing Sector

<http://www.employeewellnessmagazine.com/>

### Training – Parking Management



**20th October 2010; Nottingham Trent University, Conference Centre**

Effective parking management saves employers money, and is one area that every successful Travel Plan must address. Parking provision is a major cost to employers and the average workplace parking spaces costs a company £400 per annum to maintain and about £1000pa if land rental or purchase costs are included. Therefore using a travel plan to manage parking demand makes excellent business sense.

This event will look both at the benefits, and the practice of implementing effective solutions to managing parking, and showcase some of the best practice examples from around the country. <http://www.acttravelwise.org/events/2010/10/20/717>

### Training – Workplace Travel Planning



**28<sup>th</sup> September; London - Introduction to Workplace Travel Planning**

A workshop-style introduction to the principles and practice of travel planning. TFW employees have been on similar courses in the past and they are well run and informative.

[www.ptrc-training.co.uk/event.php?id=177](http://www.ptrc-training.co.uk/event.php?id=177)

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