



TfW website

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Please spread the word and forward this PDF to your friends

New TfW full member since October 2010:

- **ACE Nursery School** Parkside and Day School Priory Road Cambridge (parent co-operative and registered charity)



TP+ & TfW in the Fun Run 'CamShare Car'

Hello Everyone

Travel planning in the new world order

The **Comprehensive Spending Review** has seen the demise of the A14 improvements. For the existing road network there will be **very limited resources** to do other than maintain the current infrastructure. And providing significant support for new transport services will more than likely not be viable.

Added to this picture is the latest report of the **Peak Oil Group** (including Virgin, Arup and Stagecoach). This predicts that 'peak oil' (the point when the maximum rate of oil extraction is reached, and after which the production enters terminal decline – and hence energy and petrol costs increase) will dramatically affect the UK economy even by the end of this parliament.

And yet our area continues to show signs of resistance to the full effect of the economic downturn with many companies are taking on new staff. And house building is starting up again in Trumpington and there are proposals to begin the first phase of the Northstowe new town and the University development in north west Cambridge.

These facts lead to additional pressure on already full road space. Travel planning is again coming into its own as a cost-effective measure to help keep a lid on congestion. The success of TfW's support for businesses implementing effective travel plan measures is yet again evidenced by the first findings of the **2010 travel to work survey** – do please see the article below. Our aim must be to get more employers joining in.

Children in Need

The Travel for Work and Travel Plan Plus team took part in the **Cambridge Science Park Fun Run for Children in Need**. As you will see from the photograph (left and below) we were lucky to get round in one piece! It was a fantastic event, made even better by the beautiful November sunshine. If you'd like to **sponsor the Travel for Work and Travel Plan Plus Team** see the item below for the link.

Mark Webb

Featured News

Get your REWARD! Annual Workplace Travel Plan Awards 2011

We're looking for even more applications for renowned **Cambridgeshire & Peterborough Travel Plan Awards**, now it its 6th year. Applying is very easy and your Award will promote travel initiatives to your staff, give praise to management and provide excellent company publicity.

Awards are available from early stage of **commitment** through to **development, implementation** and **excellence** for well established travel plans.

Our key speaker and national figure is Phillip Darnton, Chair of www.dft.gov.uk/cyclingengland who will present your award at a special ceremony to be held in Peterborough on 25 January 2011.

2010 Award winner Delia Murren Environment Agency said ***"It helped to raise the profile of the travel plan with my senior management. I also appreciated having an official photographer as we do use the pictures in our own internal publications."***



Awardees celebrate Jan 2010

Application forms and Information on levels of award is available at www.tfw.org.uk/services.php#TPAwards. For further information please contact Travel for Work on 01223 715694 or e-mail info@tfw.org.uk. The **deadline for your application is Friday 3 December 2010** and your invitation to attend the Award Ceremony will be sent to you on 23 December.



'Works in Print' original art

Awards Prize Draw!

An additional Workplace Award of three originally designed cycling prints for TfW & Travelchoice by **Works In Print**, who design original art for your workplace see <http://www.worksinprint.com/>

The prints will be presented to the winner of our free prize draw, drawn randomly from all awardees attending the Travel Plan Awards Ceremony.

The Numbers are Crunched!! Annual TfW 2010 travel to work survey results out

Another successful TfW Survey in October saw exactly 9000 valid respondents from 97 TfW organisations – a participation rate of 18% of the potential survey population.



Tony Clayton – undertaking TfW survey & results

Average rates of **23% cycling and 42% driving alone** were again very impressive – we will post fuller results on our website shortly. Some company results were very impressive change indeed – and overall the survey again shows that the TfW travel planning approach is working for you.

And yet there is still work to do – of all **Drive Alone journeys** an incredible **16% were less than 5km** – a reasonable distance to cycle.

Since the survey closed on 29th October TfW's Tony Clayton and Travel Plan Plus coordinator Gary Armstrong in the Science Park area, have been working tirelessly on the large task to 'cleanse' the data. All companies who arranged **Survey Prize Draws** should by now have received the names of their lucky winners – Please let us know if you are still waiting for a Prize Draw result.



Gary Armstrong – undertaking TP+ survey & results

Tony has sent **all Survey Data Sheets** – with your results – all participating organisations – please let us know if you've not receive yours.

We will be working over the coming weeks to get your fuller **survey reports** and our analysis of your results. If you need this sooner rather than later (perhaps because you are applying for a **Travel Plan Award**) please get in touch and we'll see what we can do.

Do please let your **staff know of the survey results** – they took part and will want to know. And we are looking forward to working with you to maintain your good results and to look at how it may be possible to improve other results.

TP+ showing good progress

The survey results are also out for Travel Plan plus, our EU supported project running a travel plan network. TP+ has set up a travel plan network based around Cambridge Science Park.

And after only 7 months of implementation the results are impressive; for 14 companies who took part in both 2009 & 2010 surveys there was a **4% increase in cycling**, a **2% increase in walking** and a **6% decrease in Drive alone**.



New Addenbrooke's Road – opened 27 October with new walking & cycling routes



Official Ribbon cutting by County Cllr Roy Pegram & Dr Gareth Goodier CEO of Cambridge University Hospitals

Lindsey Rushmore from TfW attended the opening of the £25M "Addenbrooke's Road". The road serves Cambridge Biomedical Campus which includes Addenbrooke's, MRC, CRUK and the University (all TfW employers) and its hinterland of proposed development.

It will also reduce traffic in Trumpington High Street by 15% and long Road by 20% - making cycling along these routes easier, and keeping buses on time.

The dedicated cycle lanes and footpaths along the new road offer alternative quicker and quieter routes between Trumpington, the Shelfords and the City – so do incorporate them within your cycle commute or on business.

- It is predicted that the new access road will carry 21,500 vehicles a day in 2023 when all the developments in the area are completed.
- Some 10,200 vehicles are forecast to use it between Clay Farm and the Hospital site.

There is a You Tube video of speeches at the opening event:

http://www.youtube.com/watch?v=aQxJcLJYIMI&feature=mfu_in_order&list=UL

Travel for Work News

178 new CamShare members and October's Prize Draw



John Lewis
Cambridge



A BIG thank you to TfW employer, John Lewis proud and the Cambridge Valet Centre for supporting our CamShare prize draw by donating generous prizes. Their generosity helped to attract 90 new car share members in October, and 88 in September. Both months showing a fourfold increase on previous months!

Congratulations to our winners of the October CamShare prize draw.

- First prize – free car valet service at your workplace by www.cambridgevaletcentre.com
- £20 John Lewis voucher won by car sharer Sara Croft of Addenbrooke's.
- £10 John Lewis voucher won by car sharer Ruth Martin of IQ Cambridge. Ruth says it's been, **"Enjoyable to have company in car, share the driving, save money and the environment."** An update on winners and their photos will be included within our next newsletter.

To start journey sharing log onto www.camshare.co.uk and see our website for more information at <http://www.tfw.org.uk/news.php#CamshareNov10>

£££s and FREE Cycle Stands still available.. but not for long



MPW College received support for 10 cycle stands for their staff

Free stands 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 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.

New Cycle Shops Discounts poster



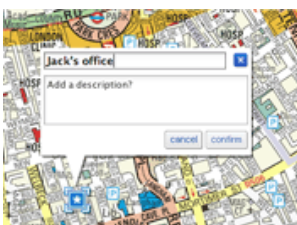
We've updated our Cycle Shop Discounts poster for use by TfW full employers

There are now 20 outlets offering discounts on cycles and accessories there have been a few changes to shops' contacts and details.

Please note the Halfords' discounted deal has changed – please see poster for details.

To download and print off new posters please visit <http://www.tfw.org.uk/services.php#Discounts>

How to get here ! Display Board Posters and website info made easy!



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.

Pudsey car shares to fun run



The Travel for Work and Travel Plan plus teams took to their car to take part in a fun run at the Cambridge Science Park on 19 November. But the car was made out of cardboard, sporting CamShare.co.uk logos and was raising money for Children in Need.

No lap records were made but the team had a good time raising money for a good cause. If you'd like to sponsor our efforts please go to the Cambridge Fun Run Sponsorship webpage.

<http://sponsor.camfunrun.org/TravelPlanPlus1?action=display>

On the Horizons... Climate Change Charter and travel to work



Cambridgeshire Horizons staff have been working very hard to cut their carbon emissions by 10% from our 2009/2010 baseline. The four baseline areas they are concentrating on are: Travel to Work, Travel for Work, paper and utilities and they are close to reaching the 10% reduction by travel to work alone.

With the help of TfW they are creating a travel plan and already have staff working from home, at touchdown centers and car sharing. And they are doing very well – their 2010 survey results show 30% of staff are cycling to their offices in 20% car sharing and only 34% driving alone and a fantastic 91% participation rate!

TfW Annual Report 2009-10 Published



Over the last month we published our Annual Report for the last financial year to the website.

Do please take a moment or two to have a look at this very readable report on the activity and effect of Travel for Work. Please download from <http://www.tfw.org.uk/news.php#AnnualReport0910>

Other News – Cambridgeshire

Winter Gritting to Treat Some Cycle Paths



Good news for some cycle/footways this winter – the County Council is trialing a quad bike and brine sprayer to treat the primary on and off-road network of cycle routes within the Cambridge ring road, with the knapsack sprayers used for selected footways across the county – see the press notice released before Cabinet resolved to agree the winter policy

<http://www2.cambridgeshire.gov.uk/db/pressrel.nsf/cac74a2aba838b5d80256b56004e53ab/9acdd44597bd76ae802577c00045a996?OpenDocument>

New Cycleways for Cambridge necklace villages



Bar Hill - Dry Drayton



Sawston – Babraham cycleway opening

Over the last few weeks 'Cycle Cambridge' has opened a number of new cycle routes to help boost cycling in Cambridge and the surrounding areas. Commuting cyclists will want to try-out the following:

Bar Hill to Dry Drayton – The existing shared use foot and cycleway between Bar Hill and Dry Drayton has been resurfaced and repaired to make a better link between the two villages for pedestrians and cyclists.

Sawston to Whittlesford – The two metre wide off-road route includes two new bridges and a widened crossing of A1301. Improvements have also been made to the existing shared use path from the level crossing near Spicers to Whittlesford Parish Church.

Sawston to Babraham – This new mile long route connecting the two villages is two and a half metres wide. The high quality link provides a much needed facility for local businesses Babraham Research Campus and Granta Park. Funding was provided by the developers of the expansion of Granta Park.

New Bit Common Cambridge – Around 1,000 cyclists a day now benefit from an upgraded route across New Bit Common in Newnham, between Vicar's Brook and Coe Fen. Sections of the route have been widened and resurfaced, and a new cattle grid has been installed at the Trumpington Road entrance. The cycleway is part of Route 11 on the National Cycle Network and the upgrade allows both cyclists and pedestrians plenty of room to use the route.

Lode to Bottisham – The high quality off-road route linking Lode and Bottisham benefits leisure cyclists, including those wanting to use new routes being developed between Cambridge and Wicken Fen. Check out where these routes are at

<http://www.cambridgeshire.gov.uk/transport/around/cycling/>

Buses: Cambs County Council contracted bus services under threat – Your comments wanted



The County Council is reviewing contracts of subsidised bus services and is proposing changes. The services included are nos 1B, 14, 15, 21, 22, 30, 31, 32, 45, 46, 47, 56, 101, 110, 115, 116, 117, 129, 152, 12, 204, 390 415, 901-904 C2 City Circle.

The County's Passenger Transport Team is encouraging feedback from you and your staff if you use any of these services, on the changes they are suggesting. Closing date for responses is **Tues 7 Dec 2010**. See the website

www.cambridgeshire.gov.uk/transport/around/Tenders+for+contracted+bus+services.htm for a table which shows the changes that have been suggested for each contract.

Half Price Bike lights – That’s really nICE!



Cambridge on Ice

The Cycle Cambridge team and Ben Hayward Cycles will be at **Cambridge on Ice on Parker’s Piece** from 4-7pm on Wednesdays 24 November, 8 and 15 December,

Visit them on and you can get hold of a set of half price bike lights reduced to £4.99 and get them fitted for free. You’ll also receive a discount voucher to ice skate for just £6.50 (Monday to Friday only).

There will also be free maps, cycling information and reflective bike goodies to help you 'be safe and be seen' this winter.

Visit the Cycle Cambridge facebook page or the events pages on www.cambridgeshire.gov.uk/cycling for further info.

The Best Bus Driver in Cambridgeshire



Stagecoach is working closely with local action group COPE to reward their best bus driver. Advise your bus commuters to keep hold of their tickets each time they travel with a really great driver, and pop it in the post to Stagecoach. The driver with the most tickets wins the award! See <http://www.stagecoachbus.com/bestbusdriver.aspx>
Post tickets to: Best Bus Driver Award, 100 Cowley Road Cambridge, CB4 0DN
There is no closing date for your tickets. Stagecoach have A3 posters to help promote the Award, contact Stagecoach on 01223 420 544.

Cycling Sorted – improving routes in and around Cambridge



'Cycling Sorted' is a website project run by the **Cycle Cambridge** www.cambridgeshire.gov.uk/cycling team to find out where you 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, they would like to hear about them. See www.cyclingsorted.org/about

National News

AA Members Car Share Regularly



Latest research says 1 in 5 AA members are car sharing at least once a week! Others would be encouraged to car share if:

- A guaranteed lift home was provided by their workplace if their car sharer was suddenly unable to take them home
- Clear information about who else is travelling their way
- Being able to travel with someone they know

When your staff register with www.camshare.co.uk they can also see who else is travelling their way and may know who they are. **CamShare** member Ruth says of the system ***"It's an easy way to meet possible car sharers in a controlled environment with support available if you have any concerns."***

It is good practice to have a **guaranteed ride home** service if you promote car sharing - so do promote this. This can be provided by using a local taxi firm. Experience shows us that this facility is hardly ever used – so it won't break the bank. But it is vital to encourage potential car sharers to give it a go.

To see the AA news article visit www.theaa.com/public_affairs/aa-populus-panel/1-in-5-aa-members-car-shares-regularly.html

National Bus Promotions – greener journeys



Greener Journeys is the first-ever national consumer marketing **campaign** to persuade people to get on a bus. Local operator Stagecoach has joined with other major bus companies in the UK to make it easier and more attractive for you and your staff to try the buses.

Therefore if your workplace travel to work survey shows your bus journeys are below the **Greener Journeys 2014 target of 13%** then click www.greenerjourneys.com to find out how to help remove 1 billion journeys from our roads by 2014.

There is useful bus information including a journey planner – Traveline - that can be linked to your on-line travel pages. Also you may like to be kept informed by signing-up to receive their newsletter <http://www.greenerjourneys.com/corporate/news-and-events/newsletter>

Tammy Liu, in TfW's 'Travel Plan Plus' team, has won 10 free bus tickets and she is keeping a blog of her experiences – see www.travelplanplus.org.uk/blog

Latest up-date on Salary Sacrifice – government bike to work schemes

Several businesses have noted that the tax office (HMRC) has made some changes to the cycle to work scheme.



HMRC have provided new guidance on the sale value of the cycle at the end of the hire period which is priced higher than originally. Our colleagues at the ACT Travelwise Association have clarified this issue and conclude the cycle to work scheme is back on track – see this very helpful article that explains everything very clearly.

<http://www.acttravelwise.org/news/1633>.

Also do have a read of HMRC's "simplified" guidance and fair market value table available via our website at <http://www.tfw.org.uk/tp-cycling.php#cycleshopdiscounts>

Ways2work – new business travel & commuting website



Ways2work from the National Business Travel Network (NBTN), raises the profile of the impacts of how we work and how we go about our work. The website was launched 12 November, created by businesses for businesses, and is a wealth of knowledge about travelling more sustainably and less often for work www.nbtn.org.uk/ways2work. Do have a look at the website to see some of the top companies who are travel planning.

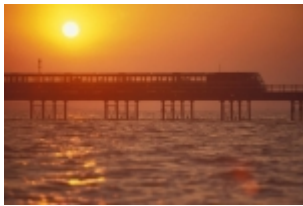
Diary Events – 2011

Cycling Event – Cambridge to Southend 26 March 2011



Oh we do like to be beside the seaside – oh we do like to cycle from Cambridge to Southend!

Travel for Work is promoting this major new cycle ride next year. The event is being organised by British Heart Foundation in partnership with Cycle Cambridge and Cycle Southend. It will raise funds for www.bhf.org.uk



Southend Pier

Why not make it an employer event and build a willing team of cyclists to ride 65 miles from Midsummer Common Cambridge to Southend sea front on **Saturday 26 March 2011**. They can use their cycle to work to get ready!

But this is not a race and many moderately fit people will be surprised that they can cycle 65 miles given enough time. More details to follow in later TfW newsletters and on our website at <http://www.tfw.org.uk/diary.php> But get it in your diaries now and let your cyclists know. It will be great fun and we hope for a great turn out -see you there.

Don't miss the highlight of the Walking Year 9 – 13 May 2011



National Walk to Work Week 2011 is taking place on **9-13 May 2011**. Whether you're organising the Week in your workplace or just taking part yourself, put the date in your diary now! Want to get others on board in your workplace? Go to Living Streets website <http://www.livingstreets.org.uk/take-action/our-projects/walking-works/> and they'll put you on their Leader List, making sure you get early access to all their event updates.

For other Diary Events in 2011 check our website <http://www.tfw.org.uk/diary.php>

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

