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New Employers since December

Not surprisingly we did not have any new employers joining TfW over the Christmas period!

Hello Everyone

A **Happy New Year to you all** – and happy **new petrol prices too!** Last week's Evening News carried stories about how Cambridgeshire's petrol is even more expensive than the rest of the country; **£1.32 a litre!**

Many of you and your staff will be acutely feeling the post-Christmas pinch – every time you all go to the pumps! And so we think the time is right to help your commuters become wealthier! To help, we've got quite a bit on car sharing in this first newsletter of 2011 and we're going to be **promoting car sharing** more often than usual this year.

It's also the time for New Year's resolutions. And no doubt Santa brought many new bikes to many commuters this year. So see this newsletter for information on the 2011 Cycle Challenge and the Cambridge to Southend Bike ride.

And on the subject of new year resolutions, we're delighted to be helping commuters get thinner and fitter by promoting the **BIG SLIM CHALLENGE** – and they'll be helping to raise funds for **Kidney Research UK** at the same time! TfW is promoting this by helping employers who sign their organisations up to the BIG SLIM, to promote more cycling and walking at the same time.

Why not have your own resolution to review or develop your travel plan with TfW help this year. For some inspiration have a look at the short piece on the recent TfW survey to see the **fantastic results** some of our employers have achieved.

Finally, you'll not be surprised that as the public sector landscape changes TfW will be planning how our work will adjust. One thing is clear already; funding will be much tighter in coming years. The TfW Team and the TfW Steering Group will be looking at this in the coming weeks. We will keep you posted of any developments.

In the meantime, as always the TfW Team and myself are looking forward to helping you and your organisation gain a fitter healthier and wealthier workforce by encouraging a sustainably travelled, 2011!

Mark Webb

TfW Development Manager

Featured News

Annual TfW 2010 travel to work survey statistics



Further to our story last month about how well the TfW train season ticket discount scheme is going this has been borne out in the annual survey results, which show even more TfW commuters using the train! For the core group of TfW employers, this represents an increase from 3.3% in 2009 to 4.5% in 2010! For all participating TfW employers the results for 2010 were 4.97% trips by train. It's not surprising that we all like a discount!

We have compiled statistics on all of the travel modes contained in the 2010 survey. Employers with greater than 20 survey responses and with the highest (or lowest when it comes to drive alone commuting) percentages by travel mode and participation are given below.



Survey Participation	ENGLISH HERITAGE	94.12%
Drive Alone	FAUNA & FLORA	12.06%
Bicycle	UNEP WCMC	60.44%
Car Share	St. FAITH'S SCHOOL	30.28%
Motorbike	CITY OF ELY COMMUNITY COLLEGE	3.09%
Public Bus	JOHN LEWIS (CAMBRIDGE)	22.73%
Staff Bus	GRANTA PARK	3.89%
Train	EVERSHEDS	38.60%
Walk	EAST CAMBRIDGESHIRE DISTRICT COUNCIL	19.34%

Well done to all and please feel free to make your staff aware of your excellent performance! If you are interested in finding out how *your* organisation fared please contact the TfW team on 01223 715550.

The cluster of 10 employers located in and around **Station Road and Hills Road in Cambridge** did particularly well. Their results were taken as an average against all modes below, then compared with the full survey results! Fantastic!

	Cluster	TfW Full Survey
Participation	25.86%	17.94%
Drive Alone	24.73%	42.24%
Bicycle	25.86%	23.42%
Car Share	10.51%	9.79%
Train	17.70%	4.97%
Walk	8.74%	7.33%
Home	2.40%	1.94%

Travel for Work News – Car Share Special

Cut car travel costs by half – with this website....

Petrol is costing us £6 a gallon! *£6 a gallon!!* Increases in fuel duty and VAT have made a trip to the pumps in 2011 a major financial investment!



Fortunately there is a website that can immediately cut car travel costs in half and up to 75%.

Travel for Work is encouraging all employers to push (or nudge!) employees to visit www.camshare.co.uk to save them hundreds of pounds a year by sharing even a few journeys to work each week.

CamShare is free and allows people in Cambridgeshire to find others going their way, so that they can share the trip. They can either take turns with the driving, or give someone a lift in exchange for a contribution to the fuel costs.

“Petrol prices are already 14% up on this time last year, yet we drivers suffered a further 3.5p on a litre in the new year and the prospect of further rises to come in April,” said Mark Webb at TfW. “However, the typical commuter who can car-share every day saves around £800 a year, while those who manage to fill all their spare seats often save in excess of £2,000.”

Despite these huge savings there are still many drivers who are unaware of how easy it is to find people to share a journey. Employers can play a key role in both promoting car sharing to work and CamShare in particular. It is completely free to use, and only takes five minutes to sign up and search for suitable matches. You could be making a new car sharing friend tomorrow!

To register for free, go to www.camshare.co.uk

CamShare members and Prize Draw up-date

Travel for Work can help you with advice on how to promote car sharing and CamShare – get in touch to discuss.



For example every year we run several Prize Draws that help raise awareness of CamShare.

Congratulations to one of our four winners of the **October CamShare** prize draw. £20 John Lewis voucher won by car sharer Sara Croft of Addenbrooke’s Hospital.

Sara says:

“Sharing the cost and making considerable savings on parking and petrol is the major benefit.”

Car sharers Charlotte Powell & Sara Croft with Elmarie Swanepoel & Elaine Claydon of Cambridge University Hospitals’ (CUH) Estates & Facilities Division

Elmarie Swanepoel of the Hospital’s Estates Division says “The Hospital’s car share scheme attracts a healthy 12% of staff and we are hoping to introduce more of our staff to the benefits of this travel option to improve the environment for all visitors to the Campus”.

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

CamShare Tip of the Month: "What would it take for you to car-share?"



25% of drivers feel: "A guarantee that, if something goes wrong with my car-share on any day, I can still get home" would be all it takes to get them to car share according to a recent AA poll of 16,000 drivers.

Imagine how empty your car park would be if you could get a quarter of your single-occupancy staff to start sharing!

CamShare's first tip for 2011 is a really important one: set up a Guaranteed Ride Home scheme.

How much does this cost? For many companies - absolutely nothing. You just need to ensure that you have clear guidelines in place, so staff know when and how they can get home if needed.

It's quick and easy to set up a Guaranteed Ride Home. TfW have all the templates and guidance you need. Let us know if you would like any help. You can also visit <http://www.tfw.org.uk/services.php#ServicesCamshare>



Big Slim Challenge: Get thinner and fitter for yourself and Kidney Research UK

A new you in 2011?



Many of your staff will be sticking to their personal New Year Resolution challenge of losing weight and taking more exercise. Well we've got just the thing to help them keep on track.

Travel for Work is promoting the **Big Slim Challenge** to help raise funds for the vital work of **Kidney Research UK**. We are assisting employers who sign up to promote the Challenge to help them with initiatives that encourage their staff to cycle and walk more often to work and during the working day.

This will be a fun way to ensure that your staff enjoy reaching their own *personal weight-loss target* and by the end have a real sense of achievement knowing that they are also helping to fund research to save lives.



Right now, the lives of over 3 million people in the UK are threatened by chronic kidney disease. With a steady rise in unhealthy diets and lack of exercise, dramatically more people are diagnosed with high blood pressure and diabetes (the two most common complaints leading to kidney disease).

To find out more about the BIG SLIM Challenge and to sign up your organisation please contact Georgia McCormack by email on georgiamccormack@kidneyresearchuk.org

Cambridge vs York: The 2011 Cambridge Cycle Challenge – 14 March – 3 April

As you will remember Cambridge businesses (including many TfW employers) were victorious over rival city Oxford by encouraging more new cyclists during last year's first Cambridge Cycle Challenge.

This year businesses will take on York – let's see if we can beat them too!

This year's Challenge runs from Monday 14 March to Sunday 3 April 2011. It is a fun, free competition to encourage people working or living in and around Cambridge to rediscover the joys of riding a bike. It's all about participation - which organisation or department can get the most members of staff cycling for at least 10 minutes?

There will be lots of prizes to be won. So get a team together at your workplace, <http://www.cambridgecyclechallenge.org.uk/register/user> and get your bikes at the ready for the Challenge!

More info to follow in future TfW newsletters. <http://www.cambridgecyclechallenge.org.uk>

See also information on the **Cambridge to Southend bike ride** later in this newsletter.



'ways2work Award 2011 – will you get the national recognition you deserve?

Business in the Community (BITC) has re-branded and re-launched its 'Regional Sustainable Travel Award' into '**ways2work Awards**' to coincide with their new ways2work initiative.



Last year TfW employers the Wellcome Trust & the Environment Agency were successful winners. Why not join them in 2011?

The aim of the ways2work Award is to identify inspiring examples of innovation and action by organisations reducing the impacts of how they work and travel in relation to their work and through this to reward best practice and inspire others to take action. The deadline for Award entries is midnight on the 4 March 2011.

Please visit the Awards website

http://www.bitc.org.uk/awards_for_excellence/categories/ways2work_award.html for details and to download the Application pack. Please contact Ana Svab ana.svab@bitc.org.uk on 0207 566 8719 or Heather McInroy heather.mcinroy@bitc.org.uk on 07912 274 169 for further information.

And our Annual Travel for Work Awards ceremony takes place on 25th January – a special newsletter will be published in February with all the news from the event.

Travel Plan Plus here for another year!

We are very pleased to announce that Travel Plan Plus, our project running a travel plan network based around Cambridge Science Park, has been given the go-ahead to continue until April 2012.

TRAVEL PLAN PLUS



This is excellent news and will allow the team to further embed the initiatives that were begun in the first 7 months of implementation. The team will also be working on developing funding streams to take the project into a third year – no mean task as you can imagine in the current financial climate.

Other News – Cambridgeshire

Ely Questionnaire - Rail Station Survey – SURVEY CLOSES 31st JANUARY – so be quick!



Ideas are being sought from local people about potential access improvements for Ely Rail Station as part of a long term project examining future developments in this area.

Since Friday 7th January 2011 questionnaires have been handed out to travellers at the station and in Ely City Centre. The questionnaire is also available for completion online at <http://www.elystationsurvey.co.uk/> until 31 January 2011.

Cycle Cambridge – new routes & improved routes up-date

The following works are part of a programme being carried out by Cycle Cambridge, a partnership of local councils working together to get more people cycling in Cambridge and the surrounding area.

If you have any questions about cycling in Cambridgeshire, do get in touch with the Cycling Projects team at <http://www.cambridgeshire.gov.uk/transport/around/cycling/>

CYCLE



CAMBRIDGE

The Tins Path (Cambridge) and Milton & Impington route (started 10 January)

A new path between Milton and Impington is being built, and 'The Tins', a popular route linking Cherry Hinton with Romsey and Coleridge is being improved. Work began on January 10 and is expected to last 10 weeks; there will be some disruption and closing of paths during the construction phase.

Harston to Trumpington (started 17 Jan) Improvements to the existing cycle route between Harston and Trumpington are being carried out from Monday 17 January. A 700 metre length of the existing shared use foot and cycleway on the west side of the A10 will be widened and resurfaced. The work is expected to take ten weeks to complete. To help minimise disruption on the A10 and to protect the workforce, two-way traffic signals will be used at off-peak times.

In the future the improved route on the A10 will link up to a new foot and cycleway which will cross the M11 using an existing farm bridge; cyclists will no longer have to use the M11/A10 interchange. This will ultimately provide a high quality continuous foot and cycle route from Harston to Cambridge Rail Station via Trumpington Meadows and the

Busway.



Gilbert Rd (Cambridge)

Work on the existing cycle lanes which are being widened and resurfaced to provide a direct link into the city is due to be completed mid-Jan.

Cherry Hinton (Cambridge)

Improvements to the shared use path along Cherry Hinton Road started before Christmas. Work is continuing in the new year to create the new on road facility from Queen Edith's Way/Cherry Hinton crossroads to Perne Road.

Hills Road Bridge Cambridge

Cambridge Gateway

New cycle route over Hills Road Bridge opened just before Christmas. Work is currently underway on the new route from Brooklands Avenue junction leading to the station.

Electric Charging Points for the Eastern Region – Plugged in Places



Further to the East of England's EValu8 project winning up to £2.9 million of funding through the Government's Plugged in Places initiative, there is a new website <http://www.eastofengland.uk.com/business/plugged-in-places> for more information.

1,200 smart recharging points are scheduled to start being installed across the Eastern region in Spring – 86 of them in Cambridge.

Private and public sector organizations have committed to match-fund plug-in points at retail outlets, public car parks, railway stations, local businesses and residential streets. Prime locations have been identified for plug-in points to be installed across the East of England, particularly focused in hot-spots including Cambridge and Peterborough.

Buses Run on Busway For Final Signal Checks



BAM Nuttall is one step closer to finally completing construction. The final part of a three stage Busway safety audit before the route can open has now been carried out following the earlier completion of checks on traffic signals that give buses priority at road junctions. However, Bam Nuttall still need to complete all their work before a timetable for opening can be given.

More information on the Busway can be found here

<http://www.cambridgeshire.gov.uk/transport/thebusway/>

National News

Winter Weather and Travel Survey



Just a reminder that the survey into the impact of the weather on travel is still open.

How did the weather affect your Christmas and New Year journeys? Please tell the University of Central Lancashire (UCLAN) about them before you forget and circulate the link <http://www.surveymonkey.com/s/WinterTravel> to colleagues, friends and family for them to give UCLAN their experiences and opinions.

Salary Sacrifice – government bike to work schemes



Many employers were concerned about the HMRC new guidance last Autumn on the sale value of the cycle at the end of the hire period which is priced higher than had originally been the case.

However, the Independent Financial Advisers claim "the reality is different ... there is no erosion to the benefits of the scheme". Furthermore although the European Court of Justice ruled that employers must pay VAT on retail vouchers provided through salary sacrifice arrangements, the Cycle to Work scheme is clear and very different. It is well worth reading the full article at:

<http://www.ifaonline.co.uk/cover/feature/1899085/spanner-spokes#ixzz1AN4d2avu>

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>

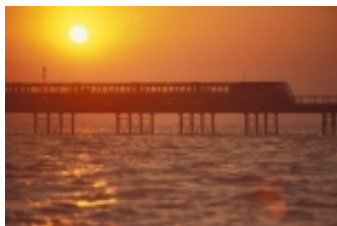
Diary Events – 2011

Cycling Event – Cam to Coast - Cambridge to Southend 26 March 2011



Starting in Cambridge, this 74 mile bike rides takes you through the beautiful Cambridgeshire and Essex countryside, through villages including Great Shelford, Ickleton and Thaxted. With various checkpoints on the way all the way through to the seafront at Southend, this is a new event not to be missed. Park and ride will be available at the start and there will be plenty of room at the finish for rider collection.

<http://www.bhf.org.uk/get-involved/events/view-event.aspx?ps=1001058>



Greetings from Southend Pier!

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

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!***

A shorter 10 mile ride from Cambridge to Whittlesford is also currently being planned at the same time for the less hard core cyclist! (More details to follow).

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.

Do take a look at this new website for information on walks in your area <http://www.walk4life.info/find-a-walk>

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

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