



## EVENTS

car share

Postcode Breakfast (using staff home postcode maps) - promoting car sharing and greener travel options—Huntingdonshire Regional College

"There is such a thing as a free lunch" Car Share Promotion—Babraham Research Campus

Travel Information Sessions—promoting car sharing to staff working shifts —Travel Plan Plus area, Hinchingsbrooke Hospital

Liftshare/CamShare day/week—running employer specific events, including breakfasts, prize draws, incentives to car share, information sessions during national/local campaign week—National and local events

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Green Travel Day (free breakfast for participants)—Environment Agency

Think Green – **week of travel events** including walk, cycle, bus, and car share to work—Addenbrookes Hospital

Virtual Race Across Antarctica—internal charity team event to complete 6,000 KM over 10 weeks using active travel modes including travel to work with daily intranet updates —British Antarctic Survey

Travel Plan Launch Events (for various sites)—Cambridgeshire County Council

TP launch & general

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Bike Week—running employer specific events, including cycling breakfasts, cycle training, maintenance sessions, quizzes during national/regional campaign week—National and local events

Bicycle Smoothie Maker 'Blender Vender'—promoting bike week and healthy lifestyles—Cambridgeshire County Council

Cambridge Cycle Challenge—participate in sustainable travel specific events—Local events

Opportunities Without Limits (OWL) - weekly cycle surgery/repairs and shop—Addenbrookes

walk bike

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Lunchtime Healthy Walks—promoting healthy lifestyles—Cambourne Business Park

Walk to Work Event—Addenbrookes



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## **INFORMATION AWARENESS**

Bicycle User Groups (BUG) - Mott MacDonald, British Antarctic Survey

Travel Information Notice Boards—John Lewis

Travel Information Intranet/Internet Pages—John Lewis/Anglia Ruskin University

New Starter Guides—Anglia Ruskin University/Papworth Hospital

New Starter Travel Induction (as part of overall staff induction)—British Antarctic Survey

Staff-Friendly Travel Guides—Anglia Ruskin University (STAR)

Public Transport Map—promoting accessibility of bus travel—Cambourne Business Park

Promoting External Journey Planning Websites (eg [www.transportdirect.info](http://www.transportdirect.info), [www.cyclesteets.net](http://www.cyclesteets.net), [www.walkit.com](http://www.walkit.com))—Anglia Ruskin University

Benchmarking (TfW annual and bespoke travel surveys) - Multiple TfW members, including Ridgeons, Cambridgeshire Constabulary, Cambridge Crystallographic Data Centre

Staff Home Postcode Mapping—Eversheds, John Lewis, Marshalls



TRAVEL  
FOR WORK

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## INCENTIVES

Cycle Shop Discounts—TfW members

Train Season Ticket Discounts—TfW members

Cycle Loan Schemes—eg Cyclescheme, Ride2Work—Hinchingbrooke Hospital, Hunts DC, Addenbrookes

TAKE A STAND— bicycle infrastructure funding—City of Ely College, Royal Society of Chemistry

Car Clubs (eg Streetcar)—Mills & Reeve, Cambridge City Council, NAPP

Preferential Car Share Stalls—Sepura, Huntingdonshire Regional College

CamShare Prize Draws—TfW & employer specific events

Public Transport Subsidy—Cambridge City Council

Loans for bike purchases—John Lewis, Babraham Research Campus

Emergency Puncture Repair and Pumps—Papworth Hospital

Lockers, Lock-ups & Showers— Wellcome Trust

Flexible working (home working, flexible hours)—Cambridgeshire County Council

Guaranteed Ride Home (supporting car sharing) - Babraham Research Campus

Congestion bonus (staff travelling by public transport)—Arbury Vets



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## **CONFIDENCE BOOSTING**

Adult Cycle Training (Bikeability) - confidence building training sessions for staff groups or individual based training for staff —Wellcome Genome Campus

Cycle Maintenance Training—run by experienced in-house staff or through an external organisation such as Outspoken—Mills & Reeve

## **REDUCE DRIVE ALONE TRAVEL**

Pool bikes—Travel Plan Plus (Electric Pool Bikes!), Cambridge City Council, Mott MacDonald

Pool vehicles—Cambridgeshire County Council

CamShare Private Car Share Groups—establishing matches within an organisation—  
South Cambridgeshire District Council, Babraham Research Campus, Granta Park

CamShare Public Membership—individual users finding matches by signing up to CamShare—Mills & Reeve, Hinchingsbrooke Hospital

Teleconferencing/Videoconferencing Facilities—training course for staff to promote the facility—  
British Antarctic Survey

Pool Umbrellas—promoting walking for work and leisure—Cambridgeshire County Council

Staff Bus—Wellcome Trust Genome Campus, Granta Park

**PLEASE FEEL FREE TO CONTACT THE TFW TEAM FOR MORE INFORMATION!**

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