



## NEWS IN BRIEF...

### TfW Employers continue to beat congestion!

The 2006 Travel for Work Survey has shown once more that employers can really reduce the effects of congestion on their business.

"Twenty two organisations took part in our survey this year, and over 6,000 of their employees responded," said Mark Webb, Development Manager at TfW. "This was the best ever response rate in the eight years we have been running the survey."

"Many of the organisations that took part in the survey are helping their staff avoid congested rush hour traffic, making their commute more reliable and enjoyable," says Richard Bettle at TfW. "Many staff will be getting fitter by cycling and walking. Employers find that these staff are happier, wealthier and healthier and are therefore more productive."

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## Stand and deliver!

Cycle Friendly Employers Get £8,000 Cash Boost. Ten cycle friendly employers in Cambridgeshire shared £8,000 to provide high quality bike facilities for their staff.

Dr Wyn Hughes, Chair of TfW, presented cheques to employers at a ceremony sponsored and hosted by Cambridge University Press (CUP) on 8 December. CUP's secure facility for 176 cycles (shown above) was part funded by a previous round of 'Take A Stand'.

Wyn Hughes said, "Travel for Work is delighted to help employers in this way. We are here to support local employers who encourage staff to commute in healthy and environmentally friendly ways, whether by public transport, car sharing, walking and of course cycling. Take-a-Stand is just one of the practical things we can do to help.

The next round of 'Take a Stand', which is funded by Cambridgeshire County Council's Local Transport Plan and Cambridge City Council's Sustainable City Grant, will take place in 2007.

Present to receive their cheque from Wyn Hughes (centre) were from left to

right Amanda Taylor, *CUP*; Sally Clilverd, *Cotton Hall Foundation*; Stephen Dowling, *Mills & Reeve*; Fiona Curzon, *Brunswick Nursery School*; James Heffron, *Marshall Group*; Marianne Carter, *Birdlife*; Lesley Scobell, *Cambourne Business Park*; Geoff Cooper, *DTZ*; Rosie Lesik, *Colleges Nursery School*; front: Erica Safford, *Indigo Learning*. Tony Partridge of *Oakington Business Park* also received a cheque.



*Observe the 1 metre rule – ideally cycle stands need to be 1 metre apart.*

## NEWS IN BRIEF cont'd...

At consultant firm Mott Macdonald just over 20% of commuters drove alone to work. This was the lowest figure for the whole survey.

Both the University of Cambridge and the Government Office for the East of England (GO-East) notched up an impressive fourth yearly reduction in drive alone commuting; the University achieving 23% and GO-East, 25%.

Roger Brett, travel plan coordinator for Go East, said, "We have also seen an increase in car sharing year on year since 2004. We have a flexible car parking policy that is actively managed and this has ensured we are able to be an exemplar in this field".

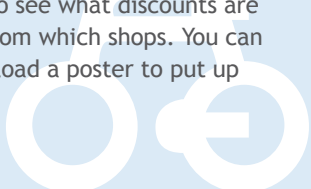
Taking part in the survey for the first time were the Cambridge Housing Society and Wildlife Trusts HQ. Emma Pollard from the Wildlife Trusts said, "The survey has allowed us to understand how our employees travel to work and will enable us to assist them in getting to work in the most sustainable way possible."

Each October the TFW survey provides a useful measure of the success of travel plans. We are also able to carry out 'one-off' surveys at any time of year. For more information about surveys please call Richard Bettle on 01223 712429.

For a fuller look at the 2006 survey results visit [www.tfw.org.uk](http://www.tfw.org.uk)

## New TFW cycle shops discounts

TFW welcomes discount offers from two new shops – *Cambridge Cycle Centre* in Shelford and *Grafham Cycling* at Perry, Grafham Water in Huntingdonshire. Full TFW members are now eligible for discounts at 10 cycle shops. Check out our website at [www.tfw.org.uk/services](http://www.tfw.org.uk/services) to see what discounts are on offer from which shops. You can also download a poster to put up at work.



[www.tfw.org.uk](http://www.tfw.org.uk)



# Employers to chew over congestion at breakfast

**Congestion is bad for business. Traffic is set to increase and much needed road improvements, especially on the A14, are some time off.**

**So what can be done to combat congestion now?** Tfw and the Cambridgeshire Chamber of Commerce are inviting employers to chew over ideas that could reduce congestion, save commuters time and money, help the environment and help the local economy at a special breakfast meeting on Friday 9 February 2007 sponsored by the Marshall Group of Companies at Cambridge airport.

"We are delighted to be joining with the Chamber to run this event," said Mark Webb, Development Manager at Tfw. "We are hoping to show employers that they can have a positive impact on congestion and the great news is, as many employers on our network already

know, travel initiatives can greatly benefit the health of the company, the health of commuters, as well the health of the environment."

Marshall of Cambridge and law firm, Mills & Reeve, will explain how and, importantly, why they have decided to implement schemes that help their employees get into work each day. John Bridge OBE, Chief Executive of the Chamber and Councillor John Reynolds, Cabinet Member for Community and the Environment at the County Council will also speak at the event.

To find out more contact Tfw on 01223 712429 or go to [www.tfw.org.uk](http://www.tfw.org.uk)

## Winning ways with camshare!

CamShare employers have, on average, 4% more car sharers than those without the scheme, the 2006 Travel for Work survey has revealed. The 22 employers taking part in the survey had, on average, an impressive 11% of employees car sharing. However, the results for the nine CamShare employers showed that they had an even better average of 15% of commuters car sharing!

"This is a most impressive result," says Lindsey Rushmore who manages CamShare at Tfw.

During 2006 Tfw funded and

promoted CamShare using money from the County Council's Local Transport Plan. "The four prize draws and other publicity have raised the CamShare profile creating a further 351 registrations and hundreds of searches for car sharers," said Lindsey. "It has been fun and the results show that it was all worthwhile. Well done to company Travel Plan Co-ordinators who helped to promote the prize draws."

We are currently considering how to continue to promote CamShare and car sharing in 2007. If anyone has any bright ideas we are always keen to hear them!

## STOP PRESS!

## Start LIVING SPORT in 2007

Living Sport, is being launched in Cambridgeshire, on 17th January. It will begin with a call to businesses to make a New Year resolution to encourage their staff to be more physically active during the working day. It hopes to prove to employers that a more active workforce equals a more productive workforce. During the year Living Sport will also have initiatives aimed at encouraging walking, cycling and running to work.

You can find out more about Living Sport and register online at [www.livingsport.co.uk](http://www.livingsport.co.uk) or email [info@livingsport.co.uk](mailto:info@livingsport.co.uk)

## And then they were 10!!

Travel for Work is ten years old this year! A celebratory conference is being organised that will reflect on the past and also look to the future of travel, transport and working life.

"We are planning a very exciting event in September at the smartLIFE Centre at Cambridge Regional College," said Mark Webb at TfW.

The day will include the presentation of the 2007 Cambridgeshire and Peterborough Travel Plan Awards.

We want to put together a celebratory newsletter. If you have any anecdotes and photos of your engagement with TfW over the years please get in touch by calling 01223 712429 or e-mail [info@tfw.org.uk](mailto:info@tfw.org.uk)

## Get ready, get Stern, GO!

The Stern Review on the Economics of Climate Change and the The Eddington Transport Study were both published at the end of 2006. Business has been quick to notice that there will be implications for it as a result of these studies.

Even before Sir Rod Eddington's report was published, The British Chamber of Commerce and Industry's Travel Survey had found that 87 per cent of business supports road pricing, provided certain guarantees were in place.

TfW advises employers that it is good for business to get prepared now, today, for this new economic and environmental landscape.

"Travel plans can make a real contribution in reducing companies' carbon emissions," says Mark Webb at TfW. "Reducing the need for travel, especially alone in cars, can prepare business for the prospect of initiatives such as road charging and carbon trading,"

Travel plans are also good for business. "Companies implementing travel initiatives are already better able to compete in our growing county," adds Mark.



**Paul Cook, Head of Transport Policy and Strategy for the County Council talks to TfW about what the Council is doing to look into ways of tackling congestion in the longer term.**

### TfW: What is the Long Term Transport Strategy (LTTTS)?

Paul Cook: "The LTTTS sets out our long term vision for transport up until 2021. Its main objective is to create a transport system that is accessible to all. The LTTTS forecasts that the number of daily trips made in the Cambridge sub-region will be in excess of 500,000 in 2021. This is an increase of 15% or 70,000 trips per day on current levels."

### What are its main recommendations?

"The work we've done shows that even with lots of improvements to public transport, walking and cycling facilities, we still need to do more to manage demand for travel into the area. It is only with the introduction of demand management measures that we can have an impact on reducing the number of car trips coming into the area. This could be a whole range of things including more bus lanes, rising bollards or some sort of congestion charging. We're looking into all of the options and no decisions have yet been made."

### How is the strategy being actioned?

"As many people will know, the Government is keen on the idea of a national road pricing scheme. It has created the "Transport Innovation Fund". Councils can bid for money from this fund to investigate road pricing and see whether it could work in their area. We are using some of the Government's money to do this. But it's not just road pricing we're looking at. We're investigating all the different options for tackling congestion.

# Tackling the growing challenge of congestion

### Are businesses being consulted? Can they contribute individually?

We spoke to lots of businesses at briefings and workshops during 2006. We listened to their views about tackling congestion. As our investigations continue we'll keep businesses up to date with where we are.

### What are the milestone dates for the study?

This current investigation will be completed by early 2007 and the findings will be considered by the County's Cabinet in Spring 2007. However we don't anticipate that there will be a firm proposal for any one specific scheme at this stage.

### What is your advice to business in Cambridgeshire?

I think all businesses understand that even when the A14 improvements are complete the projected increase in traffic will still continue to give us all a headache! Businesses will be putting themselves in the most advantageous position by looking now at

workplace travel initiatives that help reduce impact on the road network, such as promoting the local bus route and cycling.

I know that Travel for Work will be able to assist anyone who wishes to begin this process.

### How can I find out more?

If you want to know more about our study into ways of tackling congestion please contact the Transport Policy and Strategy team on 01223 718510.



## diary

### Travel for Work/ Chamber of Commerce Breakfast

Fri 9 Feb at 7.45am

At Marshall of Cambridge.

Please visit [www.tfw.org.uk](http://www.tfw.org.uk) or contact TFW. Book your place with Maria Briggs, 01223 209817.

### Sustainable Transport Events

National & Cambridgeshire local programme can be found at [www.tfw.org.uk](http://www.tfw.org.uk) under diary and events January 2007.

### Bike Week

16 - 24 June

At your workplace perhaps!

Please visit [www.tfw.org.uk](http://www.tfw.org.uk) for ideas on activities for bike week.

TRAVEL  
FOR WORK

Helping  
business  
get there

Travel for Work is a Partnership run by the following organisations:

- Addenbrooke's NHS Trust
- Cambridgeshire Chamber of Commerce and Industry
- Cambridge Cycling Campaign
- Cambridge City Council
- Cambridgeshire County Council
- Cambridge City and South Cambridgeshire Primary Care Trust
- Council for the Protection of Rural England
- Government Office for the East of England
- South Cambridgeshire District Council
- University of Cambridge.

## How's the health of your company?

Are you considering the health aspect of your travel plan?  
You may find a couple of national initiatives of interest -

There are a couple of national health initiatives in which businesses are involved in or considering travel plans may be interested.

- The Department of Health's *Small Change, Big Difference* campaign encourages people to make minor changes in their lifestyles to give them a better chance of living longer, healthier lives. Employers are encouraged to get involved in creating a healthy workforce.
- Secondly the British Heart Foundation's *Think Fit!* campaign is aimed directly at employers and

supports them in providing a work environment that encourages staff to take regular exercise.

Travel plans that encourage more cycling and walking as part of the commute to work are clear winners in moving an organisation towards becoming a healthy workplace. Employers will notice that fitter, healthier workers are more productive, and less expensive as they take less time off sick.

Visit [www.tfw.org.uk](http://www.tfw.org.uk) for links to both these campaign websites.

## Get directly active!

Sustrans, the sustainable transport charity, has produced a guide to developing effective directions for visitors and staff. With useful ideas, best practice examples and helpful links it is worth getting.

The TFW website provides you with useful links to local transport information to use in your directions.

Sustrans also produce a useful newsletter called 'Active Travel'.



To download copies visit [www.sustrans.org.uk/publications](http://www.sustrans.org.uk/publications)

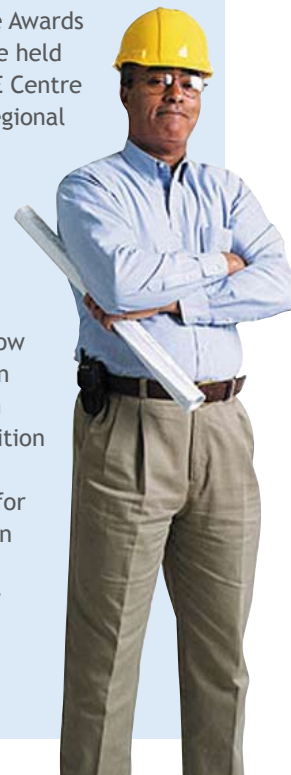
To get copies of the 'Active Directions' booklet and to get on the Active Travel mailing list email [activetravel@sustrans.org.uk](mailto:activetravel@sustrans.org.uk) or telephone 0117 915 0328. Or you could contact TFW.

## 2007 Cambridgeshire and Peterborough Travel Plan Awards

Whether you have a well-established travel plan or are just beginning, now is the time to start thinking about the 2007 Cambridgeshire & Peterborough Travel Plan Awards.

This year the Awards ceremony will be held at the SmartLIFE Centre at Cambridge Regional College, as part of Travel for Work's 10th Anniversary celebration.

If you would like to discuss how your organisation could receive an award in recognition of your efforts please look out for more information in March or get an early start by calling Richard Bettle on 01223 712429.



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