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Please spread the word and forward this PDF to your friends

New TfW full members since October 2009:

- MRC Cognition and Brain Sciences Unit
- Ridgeons Ltd

Hello All,

Firstly may we wish you all a prosperous and most sustainably travelled New Year from the Travel for Work Team.

We're not slowing down as you can see from this jam packed newsletter. We're really looking forward to the New Year as we will see TfW back up to full strength with the arrival of **Tony Clayton** to the team – more on Tony in the next newsletter.

The TRAVEL PLAN PLUS project moves on and Gary will be welcoming *Tammy Liu* as project administrator.

I'd draw your attention the **Cycle Guarantee Scheme**. You can sign up to this during the quiet time over the Christmas period – details below.

We've met with the Cycle Cambridge team to discuss plans for 2010. The good news is there will be even more emphasis on encouraging the cycle to work in the new year... so watch this space for more details.

We look forward to working with you all and supporting your great efforts to encourage more sustainable and healthy travel in 2010

Happy New Year from Mark, Lindsey and Gary!

Featured News

cycle to work guarantee

Can we double or treble the number of people cycling to work?



Lord Adonis, the Transport Secretary believes we can and with cross Govt departmental support has set up the Cycle to Work Guarantee Scheme. Many of you are already eligible to receive the additional kudos of being listed on this website as doing your bit to help your people cycle to work. And even if you don't meet all five criteria you can sign up to 'work towards' meeting the guarantee.

We'd like to see a much bigger TfW employer presence signed up to the guarantee. So we're asking you to join TfW employers Cambridge City Council, Cambridgeshire County Council and NHS Cambridgeshire, who have already signed up.

Joining is FREE and very simple please follow this link <http://www.cycletoworkguarantee.org.uk/index.php> which also includes some very helpful advice on how to become an even more cycle friendly employer.

CPRE Chief Exec to present TfW/Travelchoice Travel Plan Awards 2010



TfW is delighted to announce that **Shaun Spiers** (left), Chief Exec of TfW Partner Campaign to Protect Rural England (CPRE) will present the 2010 Travel Plan Awards on Tuesday 19th January 2010. The event will take place at the SmartLIFE centre; all applicants for the TP Awards will have been contacted about the event – if you have not please contact Lindsey on 01223 715694.

See our website for more information about the Awards
<http://www.tfw.org.uk/services.php#TPAwards>

To help your cycle promotions... Adult Cycle Training ONLY £5 per hour



And to help you meet your guarantee how about promoting and/or subsidising some Adult Cycle Training. If its years since your staff were in the saddle, here's an ideal opportunity to get back them on track, road or cycle lane!

An Adult Cycle Training session will give people confidence and improve cycle skills. Each session is individually tailored; learn how to position yourself in traffic, discover the best ways to get to work or to go on leisure rides. It's up to you!

Training sessions cost **only £5 per hour** and are available to people living, working or studying in Cambridgeshire. How about organising a group session – perhaps you could subsidise the event for your staff?

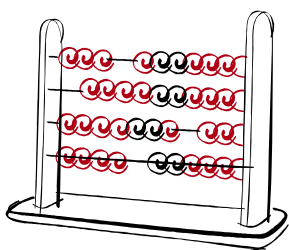
Lessons can be easily booked online direct with the Bikeability team by filling out the form on-line:

<http://www.cambridgeshire.gov.uk/transport/safety/education/adult+cycle+training.htm>

For more information call on 0345 045 5212, OR email

simon.haydn@cambridgeshire.gov.uk

2009 Annual Travel to Work Survey



We received a record 10,694 valid responses to the 2009 Travel to Work Survey (up from 8,163 in 2008) from 74 different organisations and 350 separate work locations. This represents a 24% participation rate on a potential survey population of 44,651.

A summary of the survey results can be found here:

<http://www.tfw.org.uk/TfWAnnualSurveyResults.php>

The data has now been processed and we are now in the process of preparing the detailed reports for distribution in the new year. If you require your results sooner rather than later please let us know and we will fast track your report for you.

Driver Training - We Mean Business



A Driving for Work Road Safety Course, run by Cambridgeshire & Peterborough Road Safety Partnership, is being repeated 5 times on dates in Jan/Feb.

Work related road accidents are the biggest cause of accidental road deaths, and due to new legislation, companies can be exposed legally for not managing the safety of their employees who will be driving for work (this includes more than just deliveries, including simply driving to meetings etc.).

For more details see the website:

<http://www.cambridgeshire.gov.uk/transport/safety/education/work+related+road+safety.htm>

To book places on one of the free courses being held locally, contact by e-mail wemeanbusiness@cambridgeshire.gov.uk or call 01480 376091.

Take A Stand County Wide – deadline extended to 29 January 2010



Employers based in Cambridgeshire are able to share in a funding pot for new, improved or replacement cycle stands/covers/security.

Please contact Lindsey on 01223 715694 and download the application form from <http://www.tfw.org.uk/services.php#ServicesTakeAStand> to improve facilities for your commuter cyclists.

CamShare & ETA discounts



Please note from November 2009 ETA have **no longer accepted affiliate sign-ups over the phone**, so please make sure you have the correct link to our website www.camshare.co.uk from your website so your CamShare members may easily obtain their 3 months discount with ETA on-line.

Cambridge Gateway & Hills Road Bridge Safety Scheme



In January a planning application is to be determined by Cambridgeshire County Council for the project to create a new bus, pedestrian and cycle link to the Cambridge train station area and they are available to view, see website below.

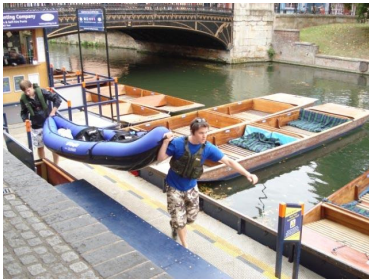
Construction is due to commence in January/February 2010

The project includes changes to the Hills Road/Brooklands Avenue junction by building a new road exit to accommodate the bus and cycle route and a new foot and cycle lane from Hills Road Bridge through the new CB1 development to the Station area.

To find out more see Cambridgeshire County Council's website

www.cambridgeshire.gov.uk/transport/projects/cambridge/cambridgegateway

Splish Splash I was going to work!



What's the most unusual form of commute that you know? Well we've had horses before now – but I don't think we've ever had canoeing!

Earlier in the Autumn two commuters from East of England International swapped their A14 commute for a cross-country paddle to work. Employees Matt Rand and John Dow canoed to raise money for Cancer Research UK.

Nice one, lads, but I don't think we'll see canoeing as a regular choice of travel mode in the TfW Annual Travel survey – but this might change if sea levels do rise!

Matt and John undertake the last stretch on foot!

For more information on this story see <http://www.tfw.org.uk/cstudies.php#PaddlingPair>

Car-sharing club doubles its fleet as demand swells



Cambridge Car Club provider Streetcar has seen its membership increase by 50 per cent in 9 months. Streetcar is now increasing its fleet in Cambridge from 11 to 20 vehicles.

Brett Akker, co-founder of Streetcar, said: "We're delighted to be able to expand our service in Cambridge. Our phenomenal success in the city and across the UK has shown that people really want the flexibility and convenience of owning a car, without the costs and hassle that go with it.

And some employers have adopted Streetcar cars as an easy alternative to the traditional pool car; TfW employers NAPP Pharmaceuticals being one example.

Travel for Work is meeting with Streetcar in the new year to discuss how to expand the car club option to more employers. If you'd like to know more do please contact TfW on 01223 715550

Other News – Cambridgeshire

The Busway Newsletter



We are sure you were all as disappointed as we were to hear of the delay in the opening of the Busway.

The Busway team at the County Council have recently issued their latest newsletter. So, for information on the current status and planned work over the next few months take a look at the December 2009 update:

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

National

Minister Goes *On the Buses!*

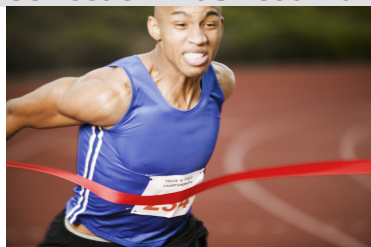


Sadiq Khan, Minister of State for Transport, wants to better understand the needs of bus passengers through first hand experience and see for himself what standard of service they are receiving across the regions. He has decided to carry out his own personal 'mystery traveller' bus tour.

During the tour, he intends to both identify and commend good services and to shine a light on those services that fall below the quality passengers have a right to expect. Highlighting issues that might be preventing people from making the bus their first choice of transport will be an important part of the tour.

You can send suggestions to the Minister for his bus tour, at the email address ministerialbustour@dft.gsi.gov.uk or tweet to the [DfT Twitter account](#).

Correction – It's not a Marathon!



Our apologies to those of you out there training for the Cambourne Marathon that we inadvertently announced in our October Newsletter No 20!

This is in fact much more achievable – I know I've done it! -10km event. The 2010 event takes place on Sunday 11th April. Click here for more details <http://www.cambridgefestivalofrunning.com/race.htm>

See you there!!

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