



TRAVEL
FOR WORK

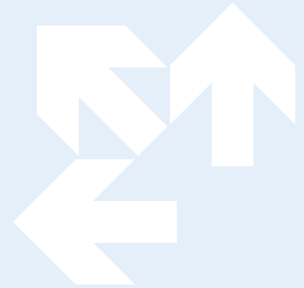
t f w news

Cambridgeshire Travel for Work Partnership

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TfW New Mapping Service Well Received



Wouldn't it be good to see where your staff live plotted on a map to help you decide which travel initiatives might work for your site?

Travel for Work is pleased to announce its new mapping service that will provide employers with this vital information. You will see at a glance how many staff live within walking and cycling distance of work, or if there are clusters of employees that could car share.

"We produce two A1 size printed maps," said Richard Bettle at TfW. "The first map shows where all your staff live. The second zooms in on your site. This shows footpaths, cycle paths, bus stops, train stations and plots your staff who live within five miles of your site. We also provide an electronic version of the maps that you can use in travel initiative publications."

Darryl Holdnall, General Manager of the University Arms Hotel in Cambridge, one of the first organisations to benefit from the new service said, "The maps have really helped me to understand the travel options available to my staff. I can now really focus my efforts to minimise the effect of the reduction in staff car parking."

Other organisations have reported that using the maps to raise awareness is very effective. They get staff members talking to their colleagues and their employers about their journeys to work. The maps show them that there are often alternative ways to travel to work that may not have previously been considered.

To find out how mapping could help your travel initiatives contact Richard Bettle on 01223 712429.

Babraham's Bunny Good Idea

Commuters at the Babraham Research Campus who walked, ran, cycled, bussed or car shared into work in early April found themselves rewarded with a creme egg from the Easter Bunny!

The chocolate give-away was part of Babraham's first 'Another Way Day' when staff were encouraged to see if they could travel to work by means other than driving alone. It was Jude Caldwell, travel plan co-ordinator at the campus, who donned a blue, furry bunny suit with floppy ears!

"I got the idea from Dawn Wise the travel plan co-ordinator at the Wellcome Trust, who has used chocolate to good effect on a number of occasions," said Jude. "But I'm taking full credit for the bunny costume!"

"A lady who had never cycled before came in with a regular cyclist, and she will carry on cycling we hope. Besides 'bike buddies', we know that more people were sharing their cars on the day," said Jude



Very Bunny! Jude suitably attired

This was the first time that the campus has organised a travel promotion event. "Many people apologised and said they were sorry they had "failed" on the day, so I know there is more potential," said Jude. "I think that we'll have even more success next time as a result of this experiment. I shall definitely do it again."

TfW is working closely with The Babraham Campus on implementing its travel plan. The campus has recently taken advantage of the TfW home postcode mapping service. The maps were shown at a staff meeting in March and generated much staff interest.

To find out more about Babraham's travel plans please contact Jude on 01223 496386.

NEWS IN BRIEF...

HDC to use hybrid pool car

As part of Huntingdonshire District Council's commitment to reduce its impact on the climate it has added a Toyota Prius to its fleet of Toyota Yaris pool cars.

Chris Jablonski, Environment Team Leader at HDC, said, "The Prius is a larger car and allows our employees to carry larger loads and more colleagues to meetings but it has similar emissions to the Yaris."

Train, 'PlusBus' comes to Cambridge

Cambridge is the latest city to join the PlusBus scheme. A PlusBus ticket is a combined train and bus ticket. Daily, weekly, monthly and annual tickets can be bought for travel in Cambridge. There is a financial saving and it is more convenient to buy just one ticket. PlusBus tickets are valid on Stagecoach and Whippet Coaches and cover an area similar to Stagecoach's Citi network. Employers with staff commuting some distance may wish to promote this in the workplace. More towns are joining PlusBus all the time. For more details visit www.plusbus.org.

New TfW Steering Group Member

Travel for Work is pleased to welcome Inger O'Mera to the Travel for Work Steering Group.

Inger is taking the place of Sue Smith in representing the Cambridgeshire Primary Care Trust (PCT) on the Steering Group. Sue was instrumental in setting up TfW and ensuring its continued success. TfW would like to thank Sue for her support over the past decade. We wish her well in her new role.



Mike Carter (Mott Macdonald), Mark Webb (TfW), John Bridge (CCCI), Terry Holloway and James Heffron (Marshall) at the breakfast meeting

Tackling Congestion in the Frost

A hardy group of breakfasteers braved ice and snow to attend the first joint breakfast meeting of the Cambridgeshire Chambers of Commerce and Travel for Work in February.

Chamber Chief Executive, John Bridge OBE, informed the meeting that a British Chambers of Commerce travel survey had established support for some form of intervention under certain circumstances as the congestion situation was becoming impossible. He also encouraged the Highways Agency to move faster towards the upgrade of the A14.

"In addition we know that businesses will find themselves best placed to cope with the massive development pressures in the county if they look now at how they can reduce their reliance on the transport infrastructure," said John. "I know that the team at TfW are most effective at helping employers reap the benefits of travel planning both for commuting and business travel," he added.

Councillor Linda Oliver, Cambridgeshire County Council portfolio holder for Environment, Waste and Business, told the meeting of the Council's support for the TfW partnership, being a Steering Group member and hosting the partnership. "As an employer, we have long standing travel plans for several of our sites, including our main Shire Hall site. This year we are working on plans for some of our other sites, and will be

undertaking a review of our travel on business.

Two of the TfW's network of employers gave interesting presentations showing that companies of any size, of any type and in any location, can benefit from putting enthusiasm into travel planning initiatives.

The first was Mott MacDonald, a national consultancy with 400 employees based near Cambridge railway Station. The company has been a member of TfW for four years.

Next was Marshall Group of Companies, which was one of the first companies to join TfW in 1998. The group is based at its Airport site on the eastern fringe of Cambridge, employing over 2,500 people.

We have put both companies' presentations on the TfW website. In the electronic version of this newsletter please visit <http://www.tfw.org.uk/cstudies.php>.

Breakfast in the Antarctic!

The next TfW Breakfast is on 12th June at the British Antarctic Survey and will have the theme of Travel planning and climate change. Look out for more details in your email in-box, or contact TfW.

Get your reward in September!

We are very pleased to announce the 2007 Cambridgeshire and Peterborough Travel Plan Awards.

Whether you have just started out on the travel plan process, or are maintaining an established travel plan you could be eligible for an award in 2007.

"The Awards are a great way to get publicity for your efforts, and can be very motivating both for you and your staff," said Richard Bettle at TfW. "So get in touch now to see

which award you could get."

The 2007 Awards ceremony will be held at the SmartLIFE Centre at Cambridge Regional College in September (date to be confirmed). We are hopeful that the Secretary of State for Transport, the Rt. Hon Douglas Alexander MP, will present the awards.

If you would like to apply for an award please contact Richard Bettle or Mark Webb on 01223 712429 or email info@tfw.org.uk

Sociable Sharers use Commute to Unwind

Regular car sharer Emma Joy says, "Car sharing is a great stress buster as we often chat about our busy day at work. Sharing also reduces my stress by helping me to get up in the morning and leave work at a sensible time in the evening!" she adds.

For employers, reducing employee stress levels by encouraging alternative travel choices to driving alone, such as car sharing, can be very good for business. "Sharers often have good work-life balance. They can therefore become more contented and more productive workers," says Lindsey Rushmore at Travel for Work. "You will find that your car parks are less stressed too!"

Suzannah Taylor, who shares with Emma to Cambridgeshire County Council's Shire Hall site, said, "I have formed valuable friendships with my car sharers. We would not have met without CamShare doing the matching. We get on very well, have had social events outside work and shared our troubles. I think car sharing is a fantastic way to meet new people."

Finding new friends is only one of the many benefits; saving money, reducing personal carbon footprints and making parking easier are all motivations for car sharing.

TfW's car share database, CamShare shows a continued upward trend in sharers. Lindsey Rushmore, who has been monitoring activity, said, "With nearly 800 registered users, it has never been easier to find a suitable match from the CamShare car sharing pool."

The increasing membership is an indication of the success of TfW's promotion of CamShare. Lindsey has been working hard with CamShare employers, organising five CamShare Prize Draws in 2006-07.

"The prize draws raise awareness and significantly increase the number



Sharers and friends: Emma and Suzannah with their CamShare pens

of searches taking place," says Lindsey. "Staff often only need to know that CamShare is available to help them make the decision to try sharing. Once they start sharing they're often hooked - perhaps on the stress relief!" she adds.

Lindsey will be organising prize draws throughout the coming year.

Nosy Parker! More Car Share Stories needed!

We're giving away CamShare Parker Pens to sharers who offer up their car sharing stories. Sharers do not have to have met through CamShare to contribute.



The Science of Travel Planning

An Area Travel Plan for the Cambridge Science Park will be launched shortly. Over the last 12 months companies on the park have been working with TfW, the Highways Agency, their consultants JMP, the County Council and the park managers, Bidwells, on the development of the plan.

Awareness has been raised significantly over the period and all businesses on the park are to be congratulated on their efforts to date; this included an impressive 1,200 park employees taking part in the 2006 TfW Travel Survey.

"We are very pleased to have got to this stage of the process," said Mark Webb at Travel for Work. "The next stage will see implementation of more initiatives and hopefully the employment of a travel plan co-ordinator to steer the process. We hope by the next TfW travel survey in October that many staff at the park will be able to access more

modes of travel to work."

TfW had proposed the Science Park for inclusion in the Highways Agency's Influencing Travel

Behaviour Programme (ITB). ITB aims to reduce congestion on the motorways and major 'A' roads run by the Agency, including the A14. The programme hopes to cut congestion through pump priming schemes that will influence travel

behaviour, promoting healthy and environmentally preferable travel choices to driving alone.

A further report on this Area Travel Plan will appear in the next TfW newsletter.



Welcome to new employers

TfW is pleased to announce that the following organisations have joined the network as full members in the last few months:

Anglian Water Group, Huntingdon and other sites - reducing its impact on the environment and pressure on car park are the main motivations at this organisation.

Babraham Research Campus, Babraham - implementing Travel Plan as part of planning condition. See article on the front page of this newsletter.

City Church, Cambridge - undertaking a travel plan as a result of seeking planning permission for an extension.

Forensic Science Services, Huntingdon - an organisation wishing to reduce its impact on the environment.

Hinchingsbrooke School, Huntingdon - who have applied for a 2007 Travel Plan Award.

HFL Ltd, Fordham - are looking to promote bus use to their site

NST Travel Group Plc, Stapleford - want to develop additional transport initiatives to alleviate pressure on car parking.

The Insolvency Service, Cambridge - want a site travel plan to complement their existing awards; 'Charter Mark', for excellent public services and 'Investors in People'.

University Arms Hotel, Cambridge - working on a travel plan in preparation for refurbishment and for green reasons.



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*
- Cambridgeshire Primary Care Trust*
- Council for the Protection of Rural England
- Government Office for the East of England*
- Huntingdonshire District Council*
- South Cambridgeshire District Council*
- University of Cambridge*

* funding partner

TfW welcomes new partner

The Travel for Work Steering Group is delighted to welcome new partner, Huntingdonshire District Council (HDC).

"We have been grateful for TfW's help in developing our own travel plan, and we know that the team is working with many of the larger employers in our district," said Chris Jablonski, HDC's Environment Team Leader. "We are looking forward to becoming more involved in running the TfW project."

HDC will join other local councils, Cambridge City, South Cambridgeshire and the County Council, on the TfW steering group. HDC has also become a funding partner.

diary

Heart Week

3 - 11 June

British Heart Foundation (BHF) themed week. Why not link promotion of healthy commuting to this health message? See www.bhf.org.uk

TfW Network Breakfast

12 June

At the British Antarctic Survey, High Cross, Madingley Road, Cambridge
Theme: Travel Plans and Climate Change.

Please visit www.tfw.org.uk or call Richard Bettel on 01223 712429 if you would like more details.

Bike Week & Bike2Work Week

16 - 24 June

Contact TfW for ideas to participate in this national event, which has been running since 1923. See www.bikeweek.org.uk and www.tfw.org.uk/tp-cycling.php for ideas on activities for Bike Week.

Green Transport Week

16 - 24 June

If you want to do more than promote cycling this week look into the Environmental Transport Association's Green Transport Week, see: www.eta.co.uk.

Travel For Work 10th Anniversary Conference and Travel Plan Awards Ceremony

September

Date to be confirmed
Being held at the SmartLIFE centre in Cambridge.

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