



Carbon Commuting: Carbon Calculating

Increasingly business wants to calculate the carbon emissions from its activities. It is not yet clear if commuting will be included in a company's carbon count. Many TfW businesses are already thinking about how to approach this aspect of their travel plans.

But how and what to measure?

TfW has been involved in the work of the DfT's National Business Travel Network in trying to establish a standard for calculating CO2 emissions from the daily commute. Due to management changes at NBTN this work is currently on hold.

However, we hope to begin to pilot a model of carbon calculation from the 2008 Travel for Work Survey in October.

Would such information be of use to TfW employers? How would you use such information? And, does this information have value - eg. would you be prepared to pay for it? (Our thanks to employers who have already responded to this.)



Questions, questions at the TfW network meeting

Taxing questions on free croissants answered

Do Cambridgeshire businesses need to pay tax on free croissants offered to entice staff to bike into work? Professor Stephen Potter, a nationally acknowledged travel plan expert, answered this and other questions at the TfW employer network meeting in March.

There was a universally positive response to the meeting which "demystified" the tax issues surrounding travel plans.

The meeting also heard from Katarina McCartney of Addenbrooke's Hospital and Chris Jablonski of Huntingdonshire District Council on the benefits of tax-efficient 'cycle to work schemes' for staff - which together have seen over 50 employees become the proud users of brand new bikes.

A key message of Professor Potter's talk was that there are many tax efficient ways to implement Travel Plan measures 'but you must choose well' says Stephen. Professor Potter's short guide entitled 'Tax and Travel Plan Measures' and all the presentations are available from our website, www.tfw.org.uk

TfW is grateful to Mott MacDonald for kindly sponsoring this meeting.



Rob Hammond Chief Exec and Cllr Nimmo-Smith with attendees at the launch.

Council Lunch to Launch Travel Plan!

Cambridge City Council launched its new travel plan at a very well attended lunchtime event at the Guildhall in February. The Council used TfW's 'very useful' comments to improve what was already an excellent travel plan. TfW looks forward to working with the Council on implementation of the initiatives over the coming years.

110 cyclists benefit from Take A Stand

Cash from the TfW 'Take A Stand' initiative, has enabled seven Cambridgeshire employers to provide 110 new cycle parking places and half of them are covered.

All seven employers, Cambustion Ltd, Cambridge Academy of English, CityLife, St John's Innovation Centre, City of Ely College, The New School of English and Fenners Chambers have now joined the TfW employer network. We will be working with them over the next twelve months to implement initiatives that encourage cycling to work.

Success in the Take A Stand scheme means meeting standard criteria that results in sensibly spaced, good quality stands that can be used easily. Ideally we like to see the stands covered; no one likes to return to a wet bike seat!

"Many staff who start cycling to work get themselves a decent cycle," says Lindsey Rushmore at TfW. "Providing secure cycle parking is one 'easy win' for employers wanting to encourage staff to cycle to work and on business. Matched funding from the Take A Stand can really help."

If you are interested in receiving some funds from the 2008 Take A Stand scheme please contact Lindsey on 01223 712455.

Take A Stand grants are funded by Cambridgeshire County Council's Local Transport Plan and Cambridge City Council's Sustainable City Grant.

On yer bike - but how far?

How far will people cycle to work? We thought we'd find out and did some more number crunching of the 2007 TfW Survey - and the results are surprising.

Of the 1,500 one-way cycling trips registered by the survey

- 22% of journeys were over 5km (3 miles)
- 9% of journeys were over 8 km (5 miles)
- And the furthest cycling commute was over 60 km (37 miles) We checked!

Lindsey Rushmore at TfW says, "Businesses with some of the highest rates of longer distance cycling are in out of town locations such as Harston, Cambourne and Abington (Sagentia, Cambourne Business Park, and Granta Park respectively)."

Some of these employers are located near better quality cycle routes. But importantly, they are also 'cycle-friendly'.

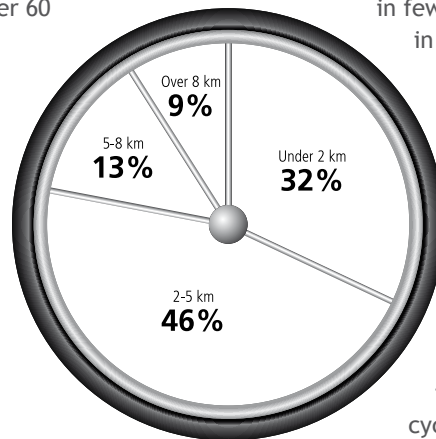
Sarah Hinton Travel Adviser for Sagentia Ltd at Harston says: "By providing cycle racks, showers and locker facilities, we actively encourage longer distance cyclists from Cambridge and outlying villages. And our virtual

'Bicycle User Group' provides a forum for cyclists."

TfW Steering Group member, Jim Chisolm of the Cambridge Cycling Campaign says, "Longer cycling journeys have a greater effect on reducing congestion as they result in fewer motor vehicle miles in a congested area."

By increasing physical activity, cycling is also helping tackle the looming obesity epidemic and increasing levels of diabetes and heart disease.

"Employers will find that investing in cycling promotion pays dividends! Fitter employees are more productive, happier and are less likely to take time off sick," says Lindsey.



Who cycles the furthest?

Send us details of your workplace cycling heroes - and we'll reward them with a Travel for Work Parker Pen.

7000 in travel survey!

The TfW's annual travel survey in October was the most successful to date. Over 7000 employees told us how they were travelling to work an increase of over 1000 on the 2006 survey.

For the second year running Mott MacDonald was the organisation with the lowest proportion of trips made by car at only 19%. Special mention should also go to new TfW employer Cancer Research UK on the Addenbrooke's site, which had the second lowest drive alone figure at just 21% of all trips. This was their first travel survey and is a great demonstration of what can be achieved in a new development.

20% of the commuting trips recorded in our survey were made using the bicycle. This compares very favourably with a national average of only 3%.

For year on year comparison we compare the results of seven organisations that have taken part in the survey since 2001. Among this group of organisations, the proportion of trips that are undertaken by those driving alone was 42%, down from 48% in 2001. Over this period we have also seen positive increases in the proportion of trips made by cycle (2%), bus (1%) and train (1.5%).

"The annual travel to work survey is an excellent way for employers to monitor the progress of their travel initiatives," said Richard Bettle at TfW. "It also allows you to compare your progress with other Cambridgeshire organisations, and it's free!"

Travel for Work Partnership 10 Years On

With the TfW 10 year anniversary year beginning last November we contacted two of the partnership's early managers, who are now living in Australia. Here we hear from Teresa Broadstock and in the next newsletter from David Meikeljohn.



Teresa Broadstock was the first TfW manager from 1997 to 1999. "The idea was to expand the already existing Cycle Friendly Employer's scheme to encompass all forms of travel to work," says Teresa.

A highlight of Teresa's early years was the visit of Glenda Jackson, who was then a transport minister, to present awards at a TfW event.

"Glenda was a real draw and many employers managed to complete their travel plans on time in order to get to meet her!" remembers Teresa. "She was terrific and gave her time to mingle with the employers, which was really appreciated."

Teamwork

"I have to express anything achieved during my time at TfW as 'we' rather than 'I' - as it was really such a group effort. The steering group all mucked in and were all committed to the project. Roger Cutting of Addenbrooke's used to give a very persuasive presentation - I think the TfW message is more effective when delivered employer to employer. Wyn Hughes [now at Addenbrooke's and the current

TfW Chair] also made an incredible contribution to the early TfW surveys - he practically camped out at Castle Hill to get them completed!"

Teresa went to Australia in 1999. "I approached our state government about setting up a program - along similar lines to TfW, in Melbourne. The response was positive. The TravelSmart partnership was established and a workplaces program was launched in 2001 very closely modelled on the TfW program. There was limited travel planning work going on in Australia at the time and building on the Cambridge experience gave Melbourne the opportunity to make rapid progress."

Teresa is currently taking a sabbatical from work, enjoying being with her young family.

A Moving Business Seminar

Twenty one Cambridge employers were rewarded for their efforts in trying to tackle Cambridge's transport problems at a seminar in May.



Glenda Jackson (centre) and TfW employers in an early TfW newsletter



Cambridge City Councillor Sian Reid at the launch of Streetcar in Park Street Car Park.

Car Club for Businesses

The Cambridge Car Club scheme has been launched by Cambridge City Council in partnership with Cambridgeshire County Council and operator Streetcar. Hire by the hour cars are now available in two locations in Cambridge - Queen Anne Terrace and Park Street car parks and will be spreading to other locations soon.

Individual membership is £49.50 a year and hire is £3.95 an hour for a VW Polo and £5.95 an hour for a VW Golf. Business schemes are flexible to suit your needs and can work out

cheaper than paying essential car user allowances or paying for pool cars. Making a car available during the day can take away the need for staff to bring their own car to work, thus helping to reduce congestion and parking pressures.

For more information about how car clubs work or to become a member visit www.streetcar.co.uk 0845 6448475. For more information about the scheme in Cambridge contact emma.boaler@cambridge.gov.uk 01223 457272.

diary

'Take A Stand' co-funding towards cycle stands/covers

1st April until 30 June

Bid window open until 30 June for employers seeking funding for cycle parking improvement. See <http://www.tfw.org.uk/tp-cycling.php>

Environment Week (Cambridge)

26th May - 8th June

Please call the Sustainable City Team on 01223 457046 for events or if you wish to advertise your business event during this week

Help a Heart Campaign June - all month

British Heart Foundation (BHF) themed month. Link your promotion of healthy commuting to this health campaign! See www.bhf.org.uk

New CamShare launch June

Keep an eye on www.tfw.org.uk for details

Green Transport Week 14th - 22nd June

Great event ideas for businesses in the Environmental Transport Association's Green Transport Week, see: www.eta.co.uk.

Bike Week & Bike2Work Week 14th - 22nd June

This national event has been running each year since 1923. See www.bikeweek.org.uk and www.tfw.org.uk/tp-cycling.php for ideas on activities and contact TfW to discuss your plans.

Travel Plan Awards Ceremony October

To be held in Peterborough. See TfW website for details later in year.

Travel to Work Survey Week 4th - 10th October



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.

Welcome to TfW

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

- **Cambridge Academy of English** - successful bidders to Take A Stand who are planning to promote cycling to their staff.
- **Cambridge Water Company** - developed a travel plan as part of Section 106 Planning Agreement.
- **Cambridgeshire Primary Care Trust** - TfW is working with the PCT to help them consider the best options for developing travel plans.
- **Cambustion Ltd** - successful bidders to Take A Stand and want to promote cycling to their staff.
- **Cancer Research UK (CRUK)** - implementing a travel plan as part of S106 Planning Agreement.
- **Domino Printing** - has joined as part of an environmental push and to help alleviate pressure on car parks.
- **Granta Housing Society** - developing a travel plan as part of their Environmental Management Scheme.
- **HSBC at St John's Innovation Park** - developing a travel plan with the help of Cambourne Business Park's Travel co-ordinator.
- **Huntingdon Regional College** - writing a travel plan to relieve pressure on the car park and to prepare for a possible move to new premises.
- **MRC - Human Nutrition Research** - Developing a Travel plan for environmental reasons.
- **World Conservation Monitoring Centre** - developing travel plan as part of their Ecosystem Assessment Programme.

tfw contacts

Mark Webb

Development Manager
Tel: 01223 712429
Email: mark@tfw.org.uk

Lindsey Rushmore

Travel Plan Adviser
Tel: 01223 712455
Email: info@tfw.org.uk