

TfW

Cambridgeshire Travel for Work Partnership

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Get ahead of the pack

If you ever needed an incentive to begin a travel plan then read on...

Travel for Work often reminds employers of the increasing pressure that the new development in this region will place on the transport infrastructure. A recent consultation document* produced by the national government regional offices (GO-East) highlighted the issues that are facing the eastern region – those that impact on transport were:

- From 1981-2001 the population grew at twice the rate of England as a whole and is expected to grow by another 10% by 2021
- The region will need to accommodate the demands of nearly 500,000 new houses by 2021
- 33 billion miles were travelled in the region in 1999. This represents an increase in traffic on all major roads of 18% between 1990-1999

Added to this the Government's recent White Paper on Transport has come down heavily in favour of widespread road charging to help beat congestion.



Massive increase

Around Cambridge the new town of Northstowe, plus other developments, will see a massive increase in the number of people living and working in the area. By 2016 the County Council estimates that a further 50,000 jobs will be

generating commuter trips in and around Cambridge City.

Whilst this growth is good for the local economy, it is best to be prepared for the impact it will have on local travel.

Some of the new commuting will be taken up by the County's proposed guided bus scheme – and improvements to the A14 will have some effect.

Reap the benefits

Even so the smart money is on employers getting transport way up the business agenda. Many organisations that have done this have already been reaping the benefits of implementing effective travel plans

The help is here!

Begin that workplace travel plan TODAY! This will see your organisation in its best competitive state for the future – and ahead of the pack! Get in touch before the rush!

* 'Taking it On', May 2004.

Take a dip in the pool?

Many TfW employers are thinking about pool bike schemes to encourage staff to cycle on local business trips. But how do you get people to use them?

Ask yourself some questions...

Are the bikes attractive?

Try to provide modern well-maintained cycles in a variety of sizes and with men and women's frames. One or two folding bikes may be useful too. They can easily

be put in the back of the car or carried on the train.

Can the bikes carry papers etc to meetings?

Get good racks and panniers – you can even get brief cases for bicycles to carry papers and laptops now!

Are they safe?

Arrange regular maintenance with a local cycle shop – ask TfW for ideas

More help..

TfW has a more detailed briefing note on how to set up a pool bike scheme. Contact us for more details.

And finally

Perhaps your staff are worried about getting on a bike? You might consider providing them with Adult Cycle Training – this may also encourage them to commute by bike – a double whammy! See article on page 2.

Do take a stand!

The Travel for Work Partnership has launched the 2004 Take a Stand Scheme.

Take a Stand is run by Travel for Work with funds from Cambridgeshire County Council and Cambridge City Council. It provides matched funding to local employers wishing to improve the lot of cycling commuters by providing modern cycle parking.

200 new cycle parking spaces

Lindsey Rushmore, Projects Officer at Travel for Work, said: 'In 2003 we handed out £8,800 that helped five local employers provide over 200 new cycle parking spaces. We are encouraging Cambridgeshire employers who are thinking of providing or improving cycle

parking on their sites to apply for some Take a Stand cash in 2004.'

Successful bids

Companies that successfully bid for money to provide cycle stands in past years include: Aperio Limited, Arbury Road Veterinary Practice, Marshall Aerospace, St John's Innovation Centre and the charity, Traffic International.

Employers wishing to bid to this year's scheme, or find out more about Travel for Work, should contact Lindsey Rushmore. But you'll have to be quick the closing date is 30 September!

Caught in the ACT

Adult Cycle Training (ACT) just gets better! In the last 12 months we have trained over 90 people on 186 sessions; around half had never cycled before! That's 45 people who now have a new and healthy travel choice!

People like Jo Fowler a Communications Officer at Tfw employer, South Cambs District Council: 'I always imagined myself as someone who just could not cycle. But in Bike Week 2003 I took the plunge and with trainer Martin's help I discovered that I was someone who *could* cycle! I now cycle regularly as part of my journey to work. I feel fitter, happier and more ready to work than I ever did before. I can't recommend it highly



enough. Go for it!
There are probably plenty of

people in your organisation
like Jo. There will be others

who can cycle but who need skills and confidence to cycle with traffic.

Why not advertise Adult Cycle Training to your staff – contact us for posters. Or, better still, why not offer free cycle training? Tfw can arrange for special rates and trainers to come to your site.

We have just trained four new instructors and are now even better placed to meet your needs. Get in touch to discover how to get your staff on their bikes!

Your organisation could benefit from a BUG

A bicycle user group (BUG) helps you develop a pro-bike culture, can offer helpful input into travel plans and help you to meet targets.

Who has BUGs?

At *Granta Park* the management consulted Travel for Work about how to provide safer cycling routes to the Park. A BUG was set up that helped make decisions on improving cycle access. Tfw has now arranged for cyclists to have rights of way on a road previously closed to them. The BUG still flourishes at the park. The *Countryside Agency*

initiated a BUG to help resolve cycling issues for staff at their new building, which had virtually no cycle facilities. Following representation the landlord offered to address the BUG's concerns.

Bike focus group

And new Travel for Work employer, the *Wellcome Trust* at Hinxton Hall, has set up a Bike Focus Group (BFG). The

BFG (with apologies to Roald Dahl!) is a two-way information exchange. It was very active during Bike Week setting up a 'Bike Buddy' scheme to encourage rookie cycle commuters.

Many members of BUGs are so keen to promote the joys of cycling that they will take on much promotional work for an organisation. They can also become active social clubs –

organising summer rides, and Bike Week events etc.

A cycling voice

So you can see that by giving a voice to cycling employees, a BUG can save much management time, allowing resources to be put into initiatives that will *work*.

It really is worth getting the BUG! For detailed advice contact Lindsey.

What a week!

Travel for Work is delighted to report that more of its network employers than ever before were involved in Bike Week 2004.

“We began reminding employers about Bike Week towards the end of 2003 and kept up the information during the early months of 2004. Many employers were well organised for Bike Week,” said Development Manager, Mark Webb.

Sonia Hansen, Development & Community Manager at Huntingdonshire District Council (HDC) used Bike Week to promote cycling as part of the Council’s new workplace travel plan. A lunchtime session of cycle training gave three officers a new lease of cycling life! Sonia also arranged a cycle trip to Grafham Water and a cyclist’s breakfast at Pop Bellies Cafe. “It was a great week,” said Sonia, “and we have seen a real increase in cycling as a result.”

Mott Macdonald and Cambridgeshire County Council also provided cyclists’



breakfasts. ARM UK gave a Tour de France Breakfast with French coffee and croissants!

South Cambs District Council organised a Bike to Work Day with breakfast. Strategic Development Officer, Cameron Adams said, “Although we have now moved to Cambourne we were impressed that 16 employees

made it on the day. We have calculated that if all 16 were to cycle throughout the year it would save 0.5 tonnes of CO₂!”

Cycle security

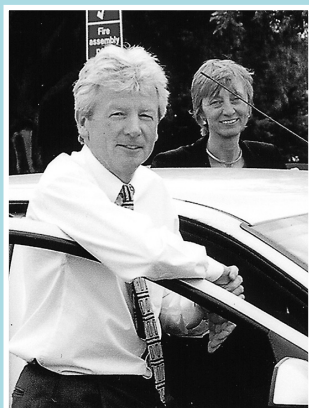
Paul Milliner and Sarah Irish from Cambridge University ran two Cycle Security Coding events. Some 120 staff had their bikes marked with security codes. “Demand far exceeded the number of bookings available – and we have now planned regular coding sessions through the year,” said Paul.

TfW Development Manager, Mark Webb, gave three lunchtime talks on the joys of cycle commuting at three local TfW employers.

TfW knows that employers who put effort into Bike Week had an enjoyable week. We are sure that it will reap long-term benefits in encouraging employees to cycle more often. If you’d like advice on how to set up cycle promotion events at your workplace do get in touch with TfW.

‘CamShare’ lanes could save time!

You may have seen press coverage of government plans to designate motorway lanes for use by drivers who share their cars



There were both pro and anti opinions expressed. The AA and the RAC were generally in favour, seeing it as a possible congestion beater. However the environment groups such as Friends of the Earth, although in favour of encouraging less car use and car sharing, felt that such initiatives could be used as justification for new road-

widening schemes.

If such initiatives happen at some time in the future TfW’s car sharing system, CamShare, could become even more popular!

Will it work here?

Could such an idea work in Cambridgeshire? What do you think? Write or email TfW to let us have your views.

Get something for free

TransportEnergy is a non-profit organisation providing several services to assist organisations producing travel plans. At Travel for Work we extol the very real virtues of...

A Travel Plan Resource Pack for Employers –

(now also available on CD-Rom). If you’re travel planning without one of these you’re missing a real trick. It’s full of helpful advice and best practice.

Travel Plan News –

a fantastic quarterly newsletter to keep you up to date with new initiatives and advice for travel planners – again a *must have!*



Telephone Hotline...

...provides up to two hours of free advice with a consultant

On-site advice –

a scheme which gives any organisation implementing a travel plan up to five days free on-site advice from a specialist consultant.

For more information on all these initiatives call the hotline on **0845 602 1425** or visit the website **www.transportenergy.org.uk** or contact TfW and we can arrange this for you.

Car driver changes gear

Debbie Gosman, of the Countryside Agency, used to drive the whole way to work. When you live in Norfolk and work in Cambridge what choice do you have?

But parking became difficult at work and a new train service seemed a timely solution. However, the station is not close to Debbie's home – and has very limited car parking. So Debbie considered a radical alternative: cycle, train and walk!

'To start with I was worried about an 18 mile round trip by cycle. But once I started I was surprised how quickly my stamina and fitness improved,' says Debbie.

Be prepared

She tells us it's important to be well prepared. 'Get a good

touring bike for longer journeys. Keep it well maintained, especially keep the tyres well pumped up! I take a change of clothing but I find I don't need a shower – although there's one at work.'

Positive lifestyle choice

The change from driving has been a very positive lifestyle choice. 'My commute has improved the balance between my work and home life,' says Debbie. 'It's so much more convenient. I can work on the train; I spend less money on petrol and it's certainly less stressful.' But the big benefit for a busy

working mum, is that the cycling and walking provides Debbie with a convenient way to fit exercise into the day. 'My blood pressure has improved and I feel so much healthier'.

Debbie's example has encouraged her daughter to cycle to school regularly – the only child in the village to do so!

Let us know

We'd like to know about how others have tackled the journey to work. Do write and let us know of your commuting experience, or anyone in your workplace.



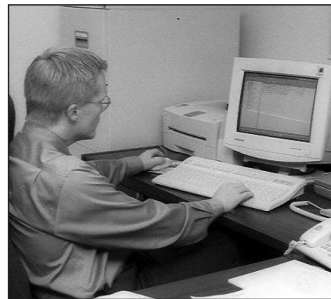
Tele-Breakfasting

Twenty breakfasters pitched up on Wednesday 12 May 2004 at the Quorum on the Science Park, for an enjoyable meeting over bacon butties, Danishes and coffee.

The theme of the meeting was teleworking and work-life balance. Judy Swillman, from Steer Davies Gleave, didn't turn up! She was speaking via video-link about the benefits of video conferencing. There were some gremlins but after five minutes the group was able to converse very effectively with Judy. She told us how Steer Davies Gleave (SDG) had used video to significantly reduce the cost of regular meetings; meaning expensive consultants were able to spend more time working and less time travelling!

Work-life balance

Jackie McCarter from Cambridgeshire County Council



then detailed the reasons that the County Council has introduced work-life balance initiatives and the process they had gone through.

The Council's incentives for such initiatives were both external (eg. maternity regulations, flexible working regulations etc) and internal (eg. recruitment and retention of staff, travel for work plan etc). Jackie said it was imperative to get senior

management 'on side' to have any chance of success. The County has found that where work-life balance is in place managers report an increase in productivity. Retention of staff is also anecdotally improving.

The County has made its many work-life balance policies available to TfW employers. If you'd like copies of these, to save you re-inventing the wheel, do let TfW know and we'll get a set out to you.

Networking

The next TfW network meeting will be a TfW Tea! at the offices of Mott MacDonald, Station Road Cambridge at 4.30 on Wednesday 15 September 2004. Put it in your diary now!

It must be catching – the bus!

The County Council announced that bus figures were up. A million more journeys were made by bus in 2002 compared to 2001 taking the figure up to 16 million journeys.

Bus facts Number 1

A double-decker bus carries the same number of people as 20 fully laden cars and takes up one seventh of the road space
Source: TravelWise

Bus facts Number 2

Buses, coaches and trains in Britain are seven times safer than cars in terms of fatalities per passenger kilometre.

Source: Confederation of Passenger Transport 2003

Let's move to the country

TfW steering group member, South Cambridgeshire District Council, moved earlier this year to new offices at Cambourne Business Park. This obviously meant employees had to up sticks! What did the employer do? It updated its travel plan and looked at what it could do to make the change process as easy as possible.

Consultation

Cameron Adams, Strategic Development Officer at the Council, says: "We consulted staff prior to the move to help develop the new plan. As a result we have improved the incentives that recognise the fact that our employees have had to make significant changes to their daily routines. The incentives also help meet

the Council's wider corporate commitment to promote sustainable development."

The measures include:

- car-sharing incentives, including separate parking for car-sharers and a guaranteed lift home policy
- provision of council bus services from Cambridge and Ely
- improved cycling facilities
- flexible home working initiatives
- improved business mileage allowances for cyclists, car-sharers and motorbike users
- interest free loans to purchase bikes, scooters and annual season tickets
- the provision of four brand new Brompton folding bikes for business and commuting use.

The plan has a forward from John Ballantyne, the Council's Chief Executive. In this he explains why the Council is fully behind the plan, which affects Councillors and officers alike. It also includes a detailed Action Plan and identifies a series of targets that need to be achieved.

Reducing single car use

"The overall aim is to reduce single-car use. Being at Cambourne we are obviously putting a great deal of effort into encouraging car sharing. We are using Travel for Work's improved Camshare system. And in September we are also organising 'postcode lunches' with other employers at the Business Park," said an enthusiastic Cameron.

A cross-departmental steering group has been established and is responsible for implementing, monitoring and reviewing the plan.

New, improved CamShare!

TfW is very pleased to announce that CamShare is now much improved following a detailed assessment of the website and its workings.

"CamShare has always been a very cost-effective car sharing tool", said TfW Development Manager Mark Webb. "And now it is even more effective and user friendly".

No matter how effective, however, the CamShare system will only function if enough car users register to find sharers!

"We are therefore asking current CamShare employers to promote registration on the system so that we can see many more people sharing cars to work. In doing so they will be saving money, easing congestion, making new friends and saving the planet! Not bad for a commute into work!" said Mark. "We are also now encouraging new employers to join CamShare."

Mark said, "As joining CamShare is such good value we are suggesting that employers provide incentives such as prize draws and designated car share parking spaces to encourage car sharing. Car park management can also be designed to encourage more sharing."

To find out more about the new improved CamShare and the help we can offer contact TfW NOW!



The Travel Choice is yours!

Tim Carter TravelWise Officer at the County Council explains

In December 2002, Cambridgeshire County Council was granted funds from the Department for Transport (DfT) to support Travel Choice – (TfW Newsletter 15). The project, which finished in July this year, was in partnership with Addenbrooke's Hospital and Travel for Work. It was one of 14 projects that set out to discover if providing new employees with one-to-one travel advice was effective in securing a change in travel patterns.

Results were interesting!

A parallel project at the County Council was also established amongst employees with access to the Shire Hall car park. Results were interesting! Contrary to our original thoughts, the largest change was seen in the car park group

at the Council, with fewer car-alone trips being made after three months. Personal intervention surprisingly had less impact on new recruits at both organisations.

However, one factor that could contribute to these results is the differing style and amount of travel information provided to new recruits by the two employers before the project. Addenbrooke's was already providing new recruits with comprehensive travel information and incentives as part of its Access to Addenbrooke's travel plan. Being already in place this had the effect of reducing the impact of the project.

And at the County Council initiatives such as flexible working are increasingly popular, whereas shift working and site-based work make this less effective at the hospital.

Even so, the project concluded that one to one travel planning was a useful method of providing travel choice for employees. The effect is greatest with employers in the early stages of travel planning, or when targeted at specific groups, such as car park users.

Wealth of information

The Travel Choice Project has produced a wealth of information and experience in this area. The DfT will be considering the findings of all the projects at a national conference in September. The Travel Choice team will be producing guidance on how to set up such schemes in the near future. Watch the TfW website for this.

If you'd like talk about initiating individual travel planning in your organisation do contact Travel for Work.

And then there were three

Travel for Work is very pleased to welcome **Richard Bettle** our new Travel Plan Advisor. Working with employers in the southern half of the county he will assist them in writing and implementing effective travel plans.

Richard was previously working at the Building Research Establishment (BRE) in Watford where he has been working on projects for major BRE clients.

STOP PRESS!

Annual Travel for Work Survey 2004 takes place from *Mon 4 October to Friday 8 October*. This is a free survey for TfW employers – we do the number crunching – you get the report! Please contact us to let us know if you would like to take part.

TfW Tea

Wednesday 15 September
We will be holding our next TfW network meeting – this time a tea hosted by Mott MacDonald at their offices in Station Road, Cambridge. Places are limited so do please let us know as soon as possible if you'd like to attend.

At the sign of the Black Pig

TfW is deeply involved in drafting copy and approving designs for a new website. We are very excited about this development that is being undertaken by the Black Pig Design Company (www.blackpig.co.uk). There is much work still to do – and

we do not envisage the new site being ready until late autumn at the earliest. In the meantime after a long period of problems the existing TfW website (www.tfw.org.uk) continues to hold much useful information and advice for employers.

Diary



Travel for Work Network Tea

15 September
at Mott Macdonald,
Station Road, Cambridge
TfW 01223 712429
or email mark@tfw.org.uk



In Town Without My Car!

22 September
Department for Transport,
www.dft.gov.uk
European Mobility Management Awareness (EMMA) Day
22 September
www.emma-day.info

Annual Travel for Work Survey

4-8 October
TfW 01223 712429 or
email mark@tfw.org.uk

International Walk to School Week

4-8 October
National TravelWise Association and Living Streets
020 7820 1010
jo@livingstreets.org.uk
www.walktoschool.org.uk

European Mobility Week

16-22 September
www.mobilityweek-europe.org/

TravelWise Week

20-27 September
National TravelWise Association
www.ntwa.org.uk

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

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