

## News & Updates

Welcome to the Ninth Edition of the TP+ Newsletter. Over the summer months, the TP+ team have been actively organising initiatives, events and promotions which will kick off in September. In this issue, you'll find information on these initiatives along with articles we think will be of interest.

- Success of the TP+ Electric Pool Bikes with new discounts
- NEW bus map for the Travel Plan Plus Area
- Car Sharing Cost Savings Calculator
- CamShare week including ideas on how to promote car sharing
- Launch of the Try It Challenge
- Spotlight on Taylor Vinters Solicitors
- Bikeability Training
- The 2nd TfW Travel Planning Essentials Workshop
- Cambridge Cycle Challenge results

All the latest news on the project can be found at [www.travelplanplus.org.uk](http://www.travelplanplus.org.uk)

## Electric Pool Bikes jump starts green commuting

Following the launch of the Electric Pool Bike Scheme on the 22 June 2010, commuters working in the TP+ Area have been queuing up to borrow the bikes to travel to local business meetings, run errands during the day and to try out their commute to and from work.



Tom Craig, CTC

The electric bikes, located at the Cambridge Science Park Innovation Centre can be used FREE of charge by employees working across the Cambridge Science Park, Cambridge Business Park, Cambridge Regional College, St John's Innovation Park and Taylor Vinters.

"Commuters working in the area can hire an Electric bike, free of charge - so instead of driving into town and paying high parking prices, book out a bike and enjoy the assisted cycling," said Gary Armstrong, Coordinator for the Travel Plan Plus Project.

One of the first users was Ian Wilson from Emotion AI Ltd who said "I had a meeting in the centre of Cambridge and to avoid congestion and parking at peak time, I borrowed the TP+ electric bike and was able to get to and from the meeting quickly and easily"

Tom Craig, from Cambridge Temperature Concepts, added, "I rode a TP+ electric bike to get to the central library in Cambridge. The bike was great - I was laden with books and it was really warm weather, but I still didn't get tired or sweaty. A perfect runabout."

As well as running errands and travel to local business meetings, users can borrow a bike to try their commute to work. They are ideal for helping the lone car driver move from a car to a regular push bike. "I live fairly close by and have been meaning to try cycling to work, so I tried out a TP+ electric bike for my commute and really enjoyed it. I am now inspired to go out to buy a bike and cycle to work," said Ekta Ahuja from Oxygen Healthcare Ltd.

Commuters wishing to book out the pool bike, should contact Tammy Liu.

**NEW Cycle Shop Discounts:** Buy an electric bike from the Electric Transport Shop and you'll receive free lights and a lock. For more details, visit <http://www.travelplanplus.org.uk/services/discounts.html>

## NEW! TP+ Area Bus Map

Travel Plan Plus has commissioned a designer to create a bus map for the TP+ area. This includes Cambridge Science Park, Cambridge Business Park, St John's Innovation Park, Cambridge Regional College and Taylor Vinters Solicitors. The flyer includes timetable frequency, real-time bus information and an in-depth map of the bus routes from the TP+ area going to and from Cambridge City Centre. You can download your own copy by visiting <http://tinyurl.com/362blno>

Alternatively, drop in to the TP+ Commuter Centre to pick up a copy.

For detailed bus timetables, visit <http://tiny.cc/qe5j9>

Next time you need to hop on a bus, put this handy TP+ bus map into your pocket and bus service confusion will be a thing of the past!



## Travel Plan Plus Team

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## Car Sharing Cost Savings Calculator

Do you know you could save enough money, through car sharing, to buy a flat screen television or fund a holiday?

If you live 25 miles from work and car share with at least one person for five days a week, by the end of the one year you can potentially save over £630. With the increase in petrol prices, the savings can be even more!

To help you calculate your car sharing cost savings, TP+ have developed a Car Sharing Calculator. Save the Excel worksheet by clicking on

<http://tiny.cc/uhkgr>

Input the current petrol price per litre and how many mile per gallon your car uses. Click on the tab below – *2 people sharing, 3 people sharing, or 4 people sharing*. You'll see the savings and wonder why you waited so long to car share.

## Upcoming Events

**TP+ are organising various events and initiatives during the autumn, so put these dates in your diary now!**

### TP+ Bicycle User Group Meeting—14 October 2010

The next BUG meeting will be held at St. John's Innovation Centre (room 1 & 2) from 12.30-2pm with FREE lunch available to all attendees. We'll be discussing updates on cycling issues, cycling safer, cycling in the winter, cycling maintenance and a presentation from Nigel Bailey, Oakland, about cycling from Cambridge to London. Please RSVP to Tammy Liu

**TfW 2nd Travel Planning Essentials Workshop - 20 September 2010**  
**CamShare Week: Various events throughout the TP+ Area - 4 to 8 Oct**  
**Travel to Work Survey- 9 to 15 October**

### TP+ will be running commuter stands at

AD Little, Building 320, Takeda, Broadcom, NAPP, and Taylor Vinters. If you are interested in a stand at your organisation, contact the TP+ team For an editable commuter stand poster, download it from <http://www.travelplanplus.org.uk/services/display-board-downloads.html>

## CamShare Week Ideas

CamShare Week is from 4-8 October.

If you would like to promote car sharing during this week, but just not sure what to do, take a look at some great ideas to get your staff sharing their commute

- ◆ Give away free car washes to anyone that car shared that week
- ◆ Organise prize draws or incentives to people that car share such as Matchmakers chocolates, travel mugs or vouchers
- ◆ Provide favourable parking spaces for car sharers
- ◆ Persuade your CEO and/or senior managers to car share to lead by example
- ◆ Promote car sharing by using posters, which are available from [www.liftshare.co.uk](http://www.liftshare.co.uk)
- ◆ Organise a Postcode breakfast, please visit <http://tiny.cc/a0oft> for more information.
- ◆ Send out a motivating email each day of the week and advertise CamShare week on your internal website



### Interested in Bike Maintenance?

Outspoken will be at Cambridge Science Park in the Autumn teaching a basic bike maintenance course on the 16 September. For more information, see <http://www.outspokentraining.co.uk/pdfs/Example%20Basic%20syllabus.pdf>.

The course costs £20 per person.

*"I would definitely recommend this course to people like me that knew nothing prior to the course and just lived on hope!"*

Jenny Warr, RSC

If you are interested in taking part, please email Tammy Liu.

## Try It Challenge

### Calling all Commuters to the Travel Plan Plus Area

In September the Travel Plan Plus team are launching the Try It Challenge, which will provide commuters to the Cambridge Science Park, Cambridge Business Park, St John's Innovation Park, Cambridge Regional College and Taylor Vinters Solicitors, the Travel Plan Plus (TP+) area with a FREE personal commuter travel choice consultation. This will include FREE incentives to encourage commuters to try a greener and healthier way to get to work.

To raise awareness of the initiative, we are looking for commuters to the area who currently travel to work using an unusual form of transport, or would be willing to do so, for one day. What do we mean by 'unusual'? For example travel by tandem, recumbent cycle, electric car or bike, skateboard, skates, pogo-stick, uni-cycle, segway, etc. Alternatively if you know of someone who has access to another form of transport (horse, canoe etc.) then we would welcome their participation as well!

We'd like to photograph them on their commute and write a short piece for inclusion in our newsletter and other marketing material. As a thank you, we would like to invite all participants to a FREE breakfast in September.

So if you would like to take part or know of someone who may be interested, please contact the TP+ team.

Further details on the Try It Challenge can be found at

<http://www.travelplanplus.org.uk/services/personal-travel-planning.html>

## Spotlight on Taylor Vinters

**Taylor Vinters Solicitors is committed to supporting staff to travel to work greener, safer and healthier**

As a recipient of the Certificate of Commitment from the annual Travel Plan Awards run by Travel for Work Partnership, Taylor Vinters is dedicated to supporting staff to travel sustainably to work, initiatives including providing seat covers and high visibility jackets to staff that regularly cycle to work and actively promoting car sharing. Travel Plan Plus was invited to set up a lunchtime commuter stand in their Cambridge office in May, which was visited by over 30 staff, and many walked away with freebies, information and a candy bar. Last month, they generously gave Travel Plan Plus a high visibility jacket to give away as a prize at the last Bicycle User Group event, which was won by Erica Wise from the Royal Society of Chemistry.

Taylor Vinters promotes strong social and community responsibility. "We are actively seeking to provide our staff with the information and means that will assist them to 'go greener' in their daily commute to work. We believe that this initiative will benefit our staff and the environment both physically and financially. We are presently looking into setting up a cycle to work scheme for our staff" said Jane Isaacson, Facilities Manager for Taylor Vinters.

On 25 July, a Taylor Vinters team took on the challenge of the London to Cambridge Cycle Ride, and have raised over £500 for leading disability charity, Papworth Trust.

Richard Moon, lawyer in the Personal Injury team explained, "It was an interesting day during which we discovered a previously unknown range of mountains in Essex. The highlights of the day for me included every single downhill bit, a stop for strawberries and lemonade at the home of Andy Moran, our Financial Director, my colleague Laurence Weeks being reduced to speechlessness by the effort of it all, and of course, knowing that we were raising money for a fantastic cause."



## Speeding Update

As you may know, TP+ has been working with Cambridge-shire Constabulary on the speeding problem in the Cambridge Science Park ring road. A Special Constable Inspector came to the park between 12.30pm to 1.20pm on 4 July to evaluate the situation. During this period he stopped 15 vehicles that were speeding between 36-42 mph and issued a speeding ticket to one vehicle that was speeding at an alarming 55 mph. Most of the stopped motorists knew that the speed limit is 30 mph.

Contrary to what many people on the Cambridge Science Park believe, students from Cambridge Regional College (CRC) are **not** the main offenders. However, CRC Security are in contact with the Police regarding setting up a Speedwatch scheme and would be happy for any CSP employers to join in.

The police have indicated that they will continue to undertake random speeding evaluations over the next few months.

If you would like to get involved with the Speedwatch initiative, please contact the TP+ team.

## Why Bikeability Training is a good idea?

**More and more people across the TP+ area are taking advantage of the subsidised Bikeability training which will boost confidence and improve your cycle skills. Training currently only costs £5 per hour per person, so take up this offer before the funding runs out.**

But don't take our word for it, read the comments from recent training participants



"My own personal experience was positive. John was very good, although he knew I was an experienced cyclist and the main reason for taking part was to assess the training provided. John took me to unfamiliar roads and routes and there were a few points I learned on road craft that I now use daily. The main one, to be more assertive in lane positioning to stop traffic pinning me against kerbs or vehicles. Also, I learned to overtake stationary vehicles, when to signal with general awareness, to look behind safely and being more conscious of potentially hazardous situations. I would certainly recommend the training to, specifically for the less confident, I think that there are great benefits to be had"

Paul Danes, Amgen

"I'd just like to say that I found the tuition fantastic - from both Simon and John. Extremely patient, supportive, motivating and with exactly the right level of instruction. Brilliant! Thank you! I am definitely up-skilled!"

Jo Montgomery, Napp

"I found the whole experience very useful - I already cycle to work but I still picked up some useful tips and it was also reassuring to find, that on the whole, my cycling was safe, so when I am being "beeped" at, I know its not me!"

Louise Dexter, Napp



Louise Dexter, NAPP

To find out more or to book a session, contact the Road Safety Team direct on 0345 045 5212, email [simon.haydn@cambridgeshire.gov.uk](mailto:simon.haydn@cambridgeshire.gov.uk) or fill in the on-line form:

<https://forms.cambridgeshire.gov.uk/customer/servlet/ep.app?ut=X&type=264622>

## Cambridge Cycle Challenge: Cambridge 132-Oxford 117

### Cambridge wins again!

We were not surprised that the light blue's 132 new cyclists beat the dark blue's 117 new cyclists in the 2010 Cambridge Cycle Challenge which was run from 7 to 28 June. In addition there were some impressive statistics from the challenge

Thirteen organisations from the TP+ area took part and congratulations go to the following three employers who won certificates in their relevant categories:

- ◆ Cambridge Silicon Radio (CSR) Sports and Social Club (Coordinator Peterson Q): 2nd place in the 500+ Category, 14% of staff cycled
- ◆ Cambridge Consultants (Coordinator Vicky Larmour): 3rd place in the 200-499 Category, 21% of staff cycled
- ◆ Toshiba Research (Coordinator Sabine B): 3rd place in the 29-49 Category, 71% of staff cycled

### Cambridge Cycle Challenge Stats:

- 99 organisations took part
- 2,422 people registered
- 163,388 miles cycled, equivalent to cycling around the world over 6 times!
- 2,419 people in Cambridge logged a trip, 132 of whom hadn't ridden a bike in the last year
- 21million kj of energy burnt (equivalent to 1,451 pounds of fat)
- 38,357 kg of CO2 saved



Sabine from Toshiba



Peterson from CSR

**TOSHIBA**  
Leading Innovation >>>



**Cambridge Consultants**

Thank you to all organisations that took part and to everyone that got a friend/colleague to try cycling during the challenge. You can continue tracking how many miles you have cycled along with seeing how much weight you lost and CO2 you saved on the cycle challenge website ([www.cambridgecyclechallenge.org.uk](http://www.cambridgecyclechallenge.org.uk)). Keep cycling!

## Essentials Workshop

Workshop Two will be held at the SmartLIFE Centre on Monday, 20 September 2010. The half-day event, starting at 9.00 am, will cover interpreting data using a variety of TfW resources such as the annual travel survey and marketing events and campaigns. This FREE event is available to all TfW members, including refreshments and buffet lunch. Interested? Please email or call Tammy Liu.

## News Snippets

- Train discounts for TfW members has now been extended to Ely Station. National Express and First Capital Connect are giving 10% discounts on season tickets. Purchase from Ely or at <http://tiny.cc/9y6v9>
- For the latest update regarding what is going on with The Busway, visit <http://tiny.cc/6c1ph>
- See our new website [www.travelplanplus.org.uk](http://www.travelplanplus.org.uk) News, updates, events, information and TP+ team blog is all up and ready to be read!
- Cycle safety around Cambridge Rail Station and Hills Road Bridge is now undergoing improvements. The Cambridge Gateway will improve public transport and provide a safe, route for pedestrians & cyclists.
- European Mobility Week is coming up, from the 16 to 22 of September. This event is to encourage public awareness of the need to act against pollution caused by transport. Visit [www.mobilityweek.eu](http://www.mobilityweek.eu)
- There is a new cycle and pedestrian path from Babraham Park & Ride to Wandlebury Park

Run by:



On behalf of:



Cambridgeshire  
County Council

With support from:



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