

Moving Times

The sustainable travel e-newsletter for the West Midlands

Get on your bike with Herefordshire Council

Herefordshire Council has just recruited a team of adult cycle trainers to encourage more people in the county to cycle to work.

The idea behind the training is to help people who may not have ridden a bike since they were children to gain confidence in cycling, especially when they are travelling on roads and need to know how to negotiate roundabouts and other junctions.

Janette Barrett, Herefordshire Council's sustainable travel officer, said: "Many adults would love to cycle to work, not just to save money but also to improve their health, but lack the confidence to do so.

"Cycling to work is a great way to achieve the 30 minutes of moderate exercise recommended for all adults. Regular cycling can help control body weight and to reduce the risk of heart disease. It can also reduce stress and anxiety and improve sleep quality. "People travelling to work by car, often for only short journeys, are the main cause of congestion in the city so these sessions can make a real difference and help to cut our carbon emissions as well. I would encourage anyone wanting to cycle to work to get in touch and we can assess their current ability and book suitable sessions for them," she added.

One recently recruited adult cycle trainer is Sylvia Koster and she has been helping a variety of people to gain confidence in cycling, including 53-year-old Heather Stanton who has never ridden a bicycle before.

Sylvia is one of a team of four cycle-trainers along with Jonathan, Martin and Tom, spread throughout the county.

The adult cycling training sessions are free to anyone over 18 years of age who wants to cycle to work.

People do not even have to have their own bike as the trainers can provide one for the sessions.

Training sessions are run on a one-to-one basis and tailored to individual needs and will focus on choosing the best routes, bike security and guidance on buying a bike.

For more information please contact Herefordshire Council's Sustainable Travel Team on 01432 260 514

Did You Know?

Eight out of ten cars on the road only carry the driver. If everyone car shared just once a week, traffic in the rush hour would fall by 10%. Car sharing is a great way of cutting congestion. It can also help reduce stress, help spread the cost of travelling to and from work and help you to reduce your carbon footprint.

If you take a day off from driving just once a week, you could help cut the number of cars in rush hour by 20%. It could also reduce your work's car parking requirements by 20%.

A Sheffield Stand, the most favoured by cyclists, can cost as little as £50 to purchase and install. These stands are U-Shaped, very resilient and a number of stands can fit into a section of pavement or a set aside area. As a result they are very popular and will increase the number of employees cycling to work, cutting their car use and improving their health.

The annual cost to businesses in the West Midlands of providing a single car parking space ranges from £500, to as much as £2000 in Birmingham City Centre (based on rent, rates and maintenance). Reducing the number of car parking spaces through adopting sustainable travel into your workplace means that the money spent on providing a parking space could be spent on other means – cycle stands, bus, rail or metro travel cards, or showering facilities.



Heather Stanton (left) with adult cycle trainer Sylvia Koster.



Sylvia helps Heather learn how to negotiate bends while cycling.



Sylvia cycling into work.

Find out what's in store for the future of UK travel

On 13-14 November 2008, the West Midlands Regional TravelWise group will be hosting the ACT TravelWise National Conference.

The 2008 conference "Travel Planning – Ten Years After – Past, present and what's in store for the future!" will look at the past ten years of travel planning, since the publication of the Department for Transport's White Paper 'A New Deal for Transport – Better for Everyone'.

Delegates will enjoy an exciting update on travel plan success stories to-date and the positive impact these have had on industry and employees. We will also look at new initiatives and the benefits these will have on businesses, as well as sharing best practice tips, with speakers from business, as well as national and local government. Highlights will include Bill Giles, the former BBC weatherman, talking about the real effects of transport on climate change; and Carl Chinn, the famous local historian,

speaking about the historical significance of transport on the regional and UK economy.

The ACT TravelWise Gala Dinner and Awards Ceremony will be taking place on the evening of 13 November and all delegates will be automatically invited to this prestigious event, as part of their delegate fee.

The event will cost £325 +VAT (for ACT TravelWise members) and £395 +VAT (for non-members).

For further information on the conference or for details on joining ACT TravelWise please visit www.acttravelwise.org or call: 0207 348 1970

Build a better business case for travel plan measures

If you are developing a business case for travel planning in your organisation, or need travel to work data to inform your travel plan initiatives, then mapping software – called Accession – could be the answer.

The Accession software maps out and calculates how long journeys to and from your organisation take your employees. In several Local Authorities in the West Midlands, the map can be produced for free by the Travel Plan Advisor. It covers walking, cycling or public transport travel times, and is an excellent way to gauge average rush hour journey times, and help you decide which staff travel initiatives will be most effective.



Public transport travel times can be mapped for your workplace.

The database contains every postcode in the West Midlands as well as every public transport route.

For an even more personalised map of your workplace, you can also submit all your employees' postcodes and we can produce an overview of all their public transport journey times. The information is an invaluable tool to publicise to staff the relative speed of public transport compared to their car journey.

To find out if your Local Authority can help you map your workplace journeys with Accession, contact **Richard White** at **Sandwell MBC** on **0121 569 4894**.

Cut fleet car costs and save your employees money with smarter driving techniques

While we try to encourage employees to think twice about making unnecessary car trips, it's a fact of life that business car journeys are sometimes unavoidable. Not only do these journeys put extra pressure on the environment, they can cost businesses dearly in fuel costs, due to the rapidly rising cost of petrol.

According to the RAC, "motorists could save themselves up to £100 a year and reduce their impact on the environment by adopting more eco-friendly driving practices. Better driving techniques and improved journey planning could benefit drivers financially. Motorists are currently wasting £2.2bn in petrol a year".

As well as choosing fuel efficient, or hybrid pool cars for your fleet, there are a range of simple driving techniques – such as more gentle acceleration that staff can adopt, to save your fuel costs.

TravelWise have developed a 'Smart driving' leaflet, with useful hints and tips for your employees, to help encourage them to drive more efficiently. To request copies for your business, or for a PDF version for your intranet site, email: travelwise@dudley.gov.uk with 'Smart driving' in the subject header.

Please provide us with your name, company name, address, email address and number of copies (or whether you'd like an electronic version).