



Welcome to the latest *good going* newsletter. In this edition we announce our new patron - Fruit Aid and give details of this year's Christmas Park and Ride scheme. There is a fantastic Text & Go competition to enter and we also highlight the recent developments of the transport Beacon award. The latest cycle route takes in a ride around the south east of the city and we provide information on adult cycle training.

### Fruit Aid joins *good going*

Fruit Aid, a new juice bar in Westgate Arcade, has become the latest *good going* patron. By showing your pledge card you will be entitled to a 10% discount on all smoothies and salads (excluding other promotions).

Owner Steve Willingham is strongly behind the *good going* initiative and believes that their range of organic foods and healthy drinks fits perfectly with the sustainable message.



(Picture shows Fruit Aid staff Alan and Laura)

See overleaf for a full list of *good going* patrons and their offers.

### Travel Plan Awards

Travelchoice recently held the fourth annual Cambridgeshire and Peterborough Workplace Travel Plan Awards.

The event was held at Peterborough City Council's Town Hall offices and star attraction was Alastair Humphreys (pictured below), who gave a speech on his four year cycle ride around the world.

Local companies received certificates and awards according to the progress they have made in adopting policies and providing facilities that encourage their staff to travel to work on foot, bike, by public transport or through car sharing.



### Improving Accessibility

As part of Peterborough City Council's Beacon Award for Improving Accessibility the City Council is involved in a number of events. Improving accessibility is about improving everyone's ability to access key services such as health, education, employment, healthy foods and leisure.

On September 17 in London, Peterborough held a workshop on the My Travelchoice project, which offered personalised travel information and advice to 33,000 households in Peterborough over three years (2005 -2007).

The City Council will be holding the next event on 26 November. The day represents an opportunity for other local authorities and organisations, such as health trusts, job centre's and bus operators to find out what Peterborough is doing to improve accessibility.

"We hope that we will be able to pass on some of our excellent practices to other authorities" said Lewis Banks, Beacon Coordinator. "The day represents an ideal opportunity for Peterborough to learn what other councils are doing, so as to improve access for residents and visitors in Peterborough." For more information on Beacon schemes visit [www.idea.gov.uk](http://www.idea.gov.uk).



### Be Safe Be Seen

Now that the nights are drawing in, ensure that if you're cycling you are as visible as possible. If you haven't already, invest in a good set of bike lights, a high-vis jacket and reflective arm and leg bands.

If you would like more information on road safety visit [www.peterborough.gov.uk](http://www.peterborough.gov.uk). Alternatively, contact the Peterborough City Council Road Safety team on 01773 453417.

### Christmas Park & Ride

This year's Christmas Park and Ride services have been announced. There will be a Saturday and Sunday service operating which will be **free** of charge.

The Saturday park and ride service begins on 1 November and runs until 27 December. Sunday services run from 30 November to 21 December.

The following services operate from Diligenta car park in Lynchwood and from Perkins car park.

#### Saturday services (Stagecoach);

**Lynchwood** - starts 08:05 and the last bus back from Queensgate is at 18:12. Buses run every 12 minutes.

**Perkins** - starts 08:09 and the last bus back from Queensgate is at 18:14. Buses run every 8/12 minutes and this includes the Citi 7 service.

#### Sunday services (Veolia Transport);

**Lynchwood** - starts at 10:05 and the last bus back from Queensgate is at 17:00.

**Perkins** - starts at 10:00 and the last bus back from Queensgate is at 17:01.

There are also additional services on the 33, 46 and 101/102 bus services. For further information, please call 01733 747474 or visit [www.travelchoice.org.uk](http://www.travelchoice.org.uk)

### Adult Cycle Training

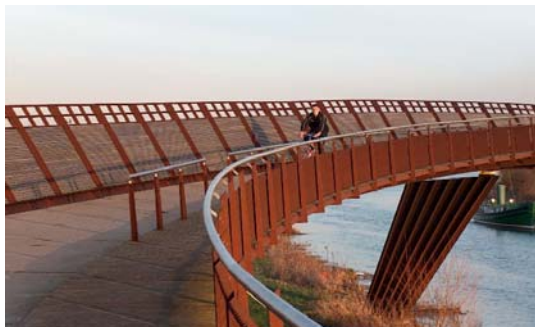
We would like to apologise to those people who have been waiting for the dates of our adult cycling training. However, there is good news! From early December Travelchoice will be launching a series of adult cycle training workshops. If you require further information or you would like to register your interest then please contact the Travelchoice team on 01733 747474 or email [travelchoice@peterborough.gov.uk](mailto:travelchoice@peterborough.gov.uk)

## A Place to Cycle

### Fengate - Stanground

This cycle route takes you around Fletton and Stanground and should take an hour. Starting out from the Key Theatre, the journey begins at the embankment heading out of the city towards Fletton on the National Cycle Route number 63.

As you travel along the embankment and underneath Frank Perkins Parkway, you will eventually ride along an off-road cycle route. As you cycle along the route you will pass the Greyhound Stadium and Peterborough Rugby Club, both to your left.



After a short ride you will come to the end of the cycleway and reach the Shanks Millennium bridge (pictured above). It was built in the year 2000 to provide an off-road link between Peterborough and Whittlesey. The bridge itself has won many awards, including being a winner in the Royal Fine Art Commission 2001 Building of the Year Awards.

Cross the bridge and continue along the track, which now forms part of the Green Wheel. Take a right and head back towards Peterborough. You will then come to Stanground Wash Nature Reserve, known for its distinct habitat enclosed by parallel floodbanks. At this time of year you are likely to see a variety of bird species, including Redshank, Snipe and Sandpiper.

When ready, continue along the Green Wheel back towards the city centre. You will join the Great Eastern route to the north of Stanground. Follow the route, which runs parallel to the road, and you will reach the Embankment and the end of this route.

If you would like a map of all cycle routes in Peterborough why not purchase a cycle map for just £2. They are available from the Travelchoice Centre in Queensgate bus station, the Tourist Information Centre in the Cathedral grounds as well as most Peterborough cycle shops.

### Photography competition

Congratulations to Adam Brough, Helen Parker Bishop and Belinda Ellis who were announced as winners of the Travelchoice photography competition held in September. A big thank you to everyone who took part.

## Text & Go

There is no need to wait at bus stops in the cold and rain, unaware of when your bus will arrive. Bus information is available at any time through your mobile phone – **simply Text & Go.**

Each bus stop in the City has a unique 7 letter code beginning with PET. You can find all the codes on-line at [www.travelchoice.org.uk](http://www.travelchoice.org.uk) or pick up a Text & Go leaflet from the Travelchoice Centre in Queensgate bus station.

### How does it work?

1. Send the 7 digit code on the bus stop in a text message to 84268.
2. You will receive a free reply with the next scheduled departures.

For your chance to win a two week bus pass just answer this question: **What is the unique 7 letter code for Stop 3 at Serpentine Green?**

Email your answer by 1 December to [travelchoice@peterborough.gov.uk](mailto:travelchoice@peterborough.gov.uk). Alternatively send your answer, including your name and address to Travelchoice, Midgate House, Midgate, Peterborough, PE1 1TN.

### Travelchoice Week

Travelchoice Week took place from 16 to 22 September. Celebrations began with a School Run Challenge to see which mode of transport was the quickest, cheapest and greenest in the commute to school. The Voyager School took part in the challenge and PE teacher Chris Emmerson won with a time of just 13 minutes on his bike.

On Saturday 20 September Travelchoice held an exhibition in Cathedral Square which gave people the chance to test power-assisted bicycles, get their bike security marked and maintenance checked and even win a new bike. Colin Ho (pictured below) was the successful winner.



## good going patrons

### Fruit Aid

10% off all salads and smoothies (excluding other promotions)  
Tel: 01733 560992

### First Choice

**(Serpentine Green and Queensgate)**  
5% off all UK breaks, UK coach tours and worldwide cruises.

Tel: 01733 553303 Serpentine Green  
Tel: 01733 890048 Queensgate

### On Yer Bike

10% off all full priced accessories.  
Tel: 01733 561550

### Orton Meadows Pitch & Putt

10% off a round of Pitch and Putt.  
Tel: 01733 237478

### Milletts

10% off all full priced merchandise.  
Tel: 01733 341374

### The Pizza House

10% discount on all evening meals. (between 6pm–11pm)  
Tel: 01733 567929

### Lakeside Bar & Café, Ferry Meadows

10% off all purchases.  
Tel: 01733 370293

### Stylistics Hairdressers

15% off all hair & beauty treatments (not to be used in with any other offers)  
Tel: 01733 565622

### Café Nova

20% off all purchases (not to be used in conjunction with other offers)  
Tel: 01733 890563

### Bristows Cycles

10% off purchases over £10 (excl. repairs)  
Tel: 01733 231755

### Flag Fen Archaeology Park

20% discount on standard entry  
Tel: 0844 414 0646

### Railworld

1 free entry with 1 full adult ticket  
Tel: 01733 344240

### Activity World

£1 off child entry. Tel: 01733 558774

### Motorsavers

10% off any bike or cycle accessories  
Tel: 01733 565059

### Peterborough Ladies Cricket Club

First lesson free  
Tel: 01733 863824

### Great Performance Ltd

10% off the world's most accurate pedometers  
Tel: 0845 868 1886 or visit [www.digiwalker.co.uk/goodgoing](http://www.digiwalker.co.uk/goodgoing)

### Sustrans On-line shop

20% off merchandise ordered by phone. Visit [www.sustransshop.co.uk](http://www.sustransshop.co.uk)  
Tel: 0845 113 0065

### Activity World

£1.00 discount on child's admission. Visit [www.activityworld.co.uk](http://www.activityworld.co.uk)  
Tel: 01733 558774

### Wareley Motor Repairs

20% off CO<sub>2</sub> testing, services & repairs.  
Tel: 01733 312384