



Welcome to the latest edition of the Smarter Choices e-newsletter. This quarterly newsletter is designed to inform and promote current and future initiatives that will encourage more sustainable travel within the county. If you have, or know of any schemes or events that you think would be of interest, please send me the details ([andrea.cahillane@suffolk.gov.uk](mailto:andrea.cahillane@suffolk.gov.uk)) and I will include them in the next newsletter.



## First Suffolk Walking Strategy Launched

The first [Suffolk Walking Strategy](#) has been launched.

Active for Life: Suffolk Walking Strategy 2015-2020 aims to make walking the default choice for journeys of 20 minutes or less on foot and for walking to be seen as fun, beneficial, easy, inclusive, accessible and safe.

Walking is free and environmentally friendly with significant social, and physical and mental health benefits. It is ideal for people of all ages and fitness levels who wish to become more active. Walking has been shown to reduce the risk of chronic illnesses, such as heart disease, type 2 diabetes, respiratory diseases, stroke and some cancers, all of which are key causes of premature deaths in Suffolk.

Alongside the Walking Strategy, partners within Suffolk are hoping to make 2016/17 the '**Suffolk Year of Walking.**' Building on the success of this year's 'Suffolk Year of Cycling,' the intention is to develop a countywide celebration of walking and encourage new walking opportunities.

As part of the Year of Walking, a partnership made up of local councils, voluntary groups and others is calling on local groups and organisations, with an interest in walking to come forward with ideas to get Suffolk people involved. To find out more, contact Alexandra Blowers on 01473 260080 or via email [Alexandra.blowers@suffolk.gov.uk](mailto:Alexandra.blowers@suffolk.gov.uk).



## Cycling to school set to rise

More families are expected to be cycling or walking to school due to improved footpaths and cycle facilities, as well as the current successful [Bikelife Suffolk](#) training in schools.

Suffolk Highways have been carrying out improvement works around 11 schools during the school summer holiday. The works have included improved crossing areas, footway construction, improved cycle facilities, road markings, parking restrictions, speed limit signing, and bus stop facilities. [Click here](#) for more information.

The works are being carried out to provide better facilities for pupils travelling to school as passengers, on foot or by cycle as part of the recent [School Organisation Review](#).



Cyclist training is usually the first time children get guided education about being a road user. They are introduced to skills that they will continue to use as they become older and become drivers and motorcycle riders.

The Road Safety Team manages the delivery of Bikeability in many Suffolk schools. Referred to as "Cycling Proficiency for the 21st Century," Bikeability is a practical cycling course delivered at 3 different competency levels. It covers bike handling skills, observation and forward planning, risk management, and sharing the road with other road users.



If your school would like to start running Bikeability, or have questions about any cyclist training please contact [suffolkroadsafe@suffolk.gov.uk](mailto:suffolkroadsafe@suffolk.gov.uk)

## Lowestoft Local Links

**Bounce** – The popular travel challenge returns to Lowestoft!

This summer Bounce returned to Lowestoft to challenge local people to walk, cycle, catch the bus or car share around the town. The aim was to encourage people to think about how they travelled, and to substitute short car trips for a more sustainable option.

People were asked to log any trip that they made on the [Bounce](#) web-site, and each time they did this they found out how many calories they burned for that journey and how much CO2 and money they saved by leaving their car at home and travelling sustainably. Points were also earned for making more sustainable trips and every time a trip was logged on Bounce the participant was entered into a prize draw to win some fabulous rewards.

For the 2015 summer challenge 29% of all trips that were logged represented a change away from car use, with increases in walking, cycling, catching the bus and car sharing. Prizes were awarded to individuals and workplaces that had earned the most Bounce points and [Elite Interiors](#) were just one of winners. Mark Sherwood of Elite Interiors said, "As a company we try to reduce our environmental impact whenever we can and this proved to be a great scheme for our staff to get involved with, and get fit at the same time".



For more information on the Bounce travel challenge please contact Steff Jones on 01502521406 or email her at [steff.jones@suffolk.gov.uk](mailto:steff.jones@suffolk.gov.uk)

## Essex and Suffolk Water – Champions of the Travel Plan!



In 2014 [Essex and Suffolk Water](#) relocated their customer service centre (and 150+ of its staff) to a purpose built site on the shores of Lake Lothing in Lowestoft.

As part of the relocation they were required to produce a Travel Plan with the aim of encouraging more staff to walk, cycle, use public transport and car share for their commute to work. The organisation wholeheartedly committed to implementing their Travel Plan and after 12 months had achieved between a 6% and 25% point decrease in the number of staff travelling to work alone in their car. But how did they do it?

- Introduced travel information boards in all staff rest areas
- Provided all staff with a personalised travel plan for their commute to work (ahead of the relocation) & implemented this in their 'new starter' policy for all new employees
- Provided sufficient secure cycle parking for all cyclists
- Ensured there were showers, changing facilities and lockers for cyclists and walkers
- Hosted Dr Bike cycle maintenance sessions for staff to get their bikes checked for free
- Participated in workplace events to promote local events such as the Bounce Travel Challenge and national events link Cycle to Work Day
- Promoted their Cycle to Work scheme to enable staff to get discounted access to bikes
- Provided up to date information on bus timetables and season ticket discounts
- Introduced dedicated car share bays for employees who shared their journey to work

For more information on how you could introduce a Travel Plan at your site please contact Steff Jones on 01502521406 or email her at [steff.jones@suffolk.gov.uk](mailto:steff.jones@suffolk.gov.uk)

## Bury St Edmunds Wolf Trail

26 unique wolves have been individually created and placed around the heart of Bury St Edmunds. From life-sized wolves made from a variety of materials such as topiary, metal, wood and willow to wolves on a stained glass window or displayed on walls. The artistic animals are hidden in various undiscovered places until St Edmunds Day on 20th November.



The idea is to encourage people to spend longer walking around the town as they find as many wolves as they can. The wolves are spread through the town so as many businesses as possible benefit from the additional footfall into the town. The trail is grabbing the attention of the public as well as the local media, which will hopefully benefit the town significantly. For more information, or to download the trail, visit <http://www.ourburystedmunds.com/wolftrail>

## Sky Ride Ipswich 2015



Thousands of cyclists took over the streets of Ipswich in a traffic-free bike ride through the town centre in an easy-going five-kilometre route.

Riders of all ages and abilities (some in fancy dress) joined the route and cycled the circuit as many times as they wished. Many roads were completely closed for this 5th annual Sky Ride Ipswich event, which was free to enter.

There was a festive atmosphere to the town, assisted by the beautiful weather, with free events also scattered around various stages of the cycle route.



## Lowestoft has well and truly beaten the street

Lowestoft residents have risen to the challenge of Beat the Street. In total, 12,786 people took part in [Beat the Street Lowestoft](#), travelling 161,421 miles in the four weeks.

To play, residents picked up a Beat the Street card. The card works when it is tapped against one of 100 special sensors called Beat Boxes which were placed on lamp posts. The boxes flash and beep to recognise the card. Tapping two boxes records a journey. Players monitor their progress via a secure website, and there were opportunities to gain extra points at key events across Lowestoft. Anyone who tapped all 100 boxes was entered into a special prize draw.



Beat the Street, which was commissioned by Lowestoft Rising, comprising Suffolk County Council, Waveney District Council, Suffolk Police, the Police and Crime Commissioner's office and HealthEast (CCG) together with the Voluntary Sector.

Phil Aves from Lowestoft Rising said: "Beat the Street has really captured the imagination of everyone in Lowestoft. As well as the obvious health benefits of being more active, we've also heard heart-warming stories of local people who have found new places to explore, having the opportunity to talk to people they don't yet know and more community spirit."

## Cycle to Work Day – Thursday 3<sup>rd</sup> September

If you're not organised for Cycle to Work Day on Thursday, don't worry it's not too late! Cycle to Work Day is a national event, which aims to encourage everyone to take to two wheels and cycle to work...**for just one day!**

Herculean efforts in both 2013, and 2014, saw tens of thousands of commuters hit the streets and cycle over a half of a million miles for Cycle to Work Day. Hundreds of employers have also supported the day.



Check the website for ideas on how to get staff cycling and see the prizes that are on offer for those that take part. <https://www.cycletoworkday.org/what-is-cycle-to-work-day>

## Beginners running Course – Ickworth House



This beginners running course is open to anyone, and offers the unique opportunity to run on the Ickworth House Estate in Bury St Edmunds. Everybody runs at their own pace, no one gets left behind! The course starts on Thursday 10<sup>th</sup> September, 6.30pm to 7.30pm, for 6 weeks. Just £1 per session.

For more information contact Paul Evans on 01603 731567 or [paul.evans@activenorfolk.org](mailto:paul.evans@activenorfolk.org) or check the website [here](#)

## Tour of Britain Stage Seven

Stage Seven, on Saturday 12th September, will see British Cycling's premier road cycling event return to Suffolk with 20 competing teams. Passing through Thetford Forest on its way to Bury St Edmunds the route will take in Stowmarket, Needham Market, Hadleigh and East Bergholt before racing under the Orwell Bridge and into Ipswich town centre for the finish.

While Suffolk has hosted the Tour of Britain on three occasions since 2010, Stage Seven will mark the first stage finish to be held in the county. Further details can be found [here](#).



## World Car-Free Day 2015

Tuesday 22nd September will be Car Free Day (In Town Without My Car). An annual event which sees thousands of cities across Europe take part to highlight the positive effects of car free travel (health, safety and environmental benefits).

Car Free Day has evolved to become a festival of environmentally sensitive transport aimed at reclaiming cities and offering an important chance for dialogue. It also stresses the rights of pedestrians and cyclists, the need for more and improved public transport, and helps people rediscover their local architectural heritage. Find out more at [www.etatrust.org.uk/2015/05/world-car-free-day-2015/](http://www.etatrust.org.uk/2015/05/world-car-free-day-2015/)

## European Mobility Week

[European Mobility Week 2015](#) will take place from 16-22 September in over 2,000 towns and cities across Europe.



This year's theme of multimodality encourages people to think about the range of transport options available, and to choose the right mode when travelling. It invites people to combine ways of getting around, which can often lead to a quicker and more pleasant journey.

Through making clever choices about the type of transport we use, we can save money, improve our health and help the environment – all it takes is a willingness to try something new.

Instead of driving into the city/town centre why not drive to the train station and complete the journey by public transport? Rather than spending the whole trip on the bus, why not get out a few stops early and explore a new area? You may just find your new favourite café!

One of the novel aspects of this year's theme is how it leads us to reinterpret transport, viewing the journey from A to B as a means to enrich our day. The daily bus commute, for example, can be seen as a chance to catch up on the day's headlines and cycling and walking can be viewed as a mobile gym, providing an on-the-go workout.

## International Walk to School Month - October



**International Walk to School**

Every October, International Walk to School Month sees primary school pupils from across the UK join forces with children in more than 40 countries worldwide to celebrate the benefits of walking to school - see more at:

<http://www.livingstreets.org.uk/walk-with-us/walk-to-school/international-walk-to-school-month#sthash.I5xZrnlP.dpuf>

## Liftshare Week

### Life is more fun when you share!

Liftshare Week, **Monday 6<sup>th</sup> to Friday 10<sup>th</sup> October**, is an opportunity for those thinking about it, to give carsharing a try.  [SuffolkCarShare.com](http://SuffolkCarShare.com)

Regular car-sharers save, on average, £80 a month – that's nearly £1000 per year! They also drastically reduce CO2 emissions, which helps towards a healthier and happier community. And so many members report that car-sharing has put the fun back in to travelling!

Any member who sends a 'request to share' message between 28 September and 11 October will be entered into this year's prize draw. One lucky member will not only walk away with a potential car-sharer, but also £250 cash!

[Suffolk Car Share](http://SuffolkCarShare.com) provides a totally free-to-use website which shows you who else is going your way.

Find out more at <http://www.greensuffolk.org/news/liftshare-week-monday-6th-to-friday-10th-october/>

## Road Safety Week



Road Safety Week is the UK's biggest road safety event involving thousands of schools, organisations and communities each year.

Road Safety Week aims to inspire communities to take action on road safety and promote life-saving messages during the week and beyond. It also provides a focal point for professionals working in road safety to boost awareness and engagement in their work.

All sorts of people get involved - nurseries, schools, youth clubs, army bases, community campaigners, employers, sports clubs, fire officers, local authorities, paramedics, driving instructors .... you name it!

Your involvement could be as simple as making the [Brake Pledge](#) and promoting it in your school/organisation's newsletter and putting up the posters from your [action pack](#). You could make a bigger splash by teaming up with others in your area to launch a local campaign, or run an event, or roadshow promoting safer road use. For more information go to <http://roadsafetyweek.org.uk/>

## Hadleigh hosts new Festival of Cycling



Organised by Hadleigh Cycling Club, this inaugural cycle festival will take place over the weekend of September 19th and 20th September. The festival will feature a junior event for young cyclists on the Saturday and a non-competitive 'sportive' for adults on Sunday.

The sportive has been named "The Gayford Flyer" in recognition of Hadleigh's world record breaking aviator, Oswald Gayford. The 16km, 50km and 100km routes will take the riders past the Gayford family home in Angel Street and his final resting place in Naughton Churchyard.

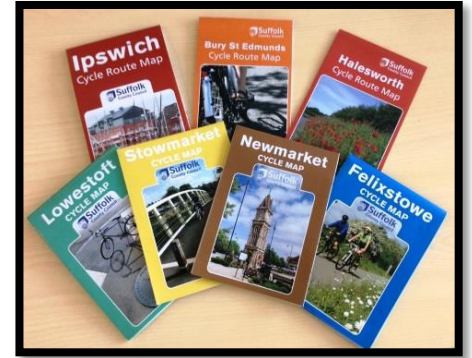
Book your tickets here <http://www.thegayfordflyer.info/>



## Newmarket Cycle Map

We now have a new cycle map for Newmarket, with another being available soon for Haverhill.

All Suffolk cycle maps can be downloaded from <http://www.suffolk.gov.uk/roads-and-transport/Cycling/> or picked up freely from local Tourist Information Centres, or by contacting [spokes.people@suffolk.gov.uk](mailto:spokes.people@suffolk.gov.uk)



## Smarter Choices Businesses Case Study – Pipeshield International Ltd

[Pipeshield International Ltd](#) has received funding towards the installation of a new purpose-built cycle park at their Lowestoft office, after applying for the [Travel Plan Grant Scheme](#).

Alison Taylor, HR and Business Manager, explains how before the cycle storage was installed staff would bring their bikes into the reception area if the weather was poor. At times when several of the staff had cycled in, the reception area became quite cramped!

It was felt that the active commute was a good way to encourage more exercise for all staff members who, as typical for office working conditions, often have a mainly sedentary working day. Another positive for the company was that the extra facilities provided by the company, eg cycle storage and wet room, sent out a message to staff that Pipeshield care about their staff wellbeing, which indeed they do.

One employee, who lives in Ipswich, drives to Pakefield and then cycles into Lowestoft missing the peak-time traffic congestion - a good example of how the multi-modal commute can be a successful option. Another Pipeshield employee is a stalwart cycling commuter who has, through his positive role modelling, encourage younger members of staff to also take to their bikes.

Pipeshield International, although a small business, still felt the investment in the active commute was key in encouraging improved health and well-being to all staff members.



## Local Events



The Ramblers has launched its biggest ever campaign to survey every right of way shown on Ordnance Survey maps in England and Wales. Anyone can take part. You just need to register for a one-kilometre square and walk all the paths shown on the OS map. You can then report what you find - good or bad - to the Ramblers using a new free phone app. The Ramblers will use the results to assess the state of the network

and to come up with long-term solutions to ensure the path network is protected and maintained. Further details of Pathwatch can be found at <http://www.ramblers.org.uk/get-involved/join-the-big-pathwatch.aspx>



Check out Suffolk cycling events on <http://www.suffolkyearofcycling.co.uk/events/>



Sky Ride Local is guided rides that are free to join in. They range in competence levels and distances. <http://www.goskyride.com/>



Check out the Run Britain Race Calendar for the many Suffolk running events that are planned for the next 3 months.

<http://www.runbritain.com/races?&county=00013000000400010060>

## September

Saturday 5<sup>th</sup> September - [Golden Mile](#), Stowmarket, an exciting new sporting event for the whole family.

Saturday 5<sup>th</sup> September - [Walk for migrants at Hollesley Marshes](#), 2:00pm - 4:00pm, Suffolk Wildlife Trust

Saturday 5<sup>th</sup> September - [Suffolk Orienteering Club](#), fun event in Haughley Park

Saturday 5<sup>th</sup> September / Sunday 6<sup>th</sup> September - [Dig Deep](#) is a weekend festival of races and all things running in some of the most beautiful and challenging trails in the UK. Take your pick from 4 fantastic races - a race to suit every fitness level

Sunday 6<sup>th</sup> September - [Suffolk Walk With a Fork](#), Helmingham Hall, 10.00am - 4.00pm. As you take on the eight-mile course, you will be greeted by the sight of some of the finest food and drink our county has to offer.

Wednesday 9<sup>th</sup> September - [Breeze SkyRide Local](#), 12 miles, Women only, Christchurch Park, Ipswich

Saturday 12<sup>th</sup> September - [Suffolk Historic Churches Bike Ride 2015](#) - this event appeals to families, local history lovers, keen cyclists, church supporters and those who just enjoy an annual ride around the villages and towns of Suffolk.

Saturday 12<sup>th</sup> September - [Family bat walk](#) at Lackford Lakes, Bury St Edmunds. 7:30pm - 9:30pm, with bat detectors. Suffolk Wildlife Trust

Wednesday 16<sup>th</sup> September, 7pm - [Bury St Edmunds Festival of Sport](#) 5km run is a one-off event through the town centre. Runners of all abilities welcome including complete beginners.

Saturday 19<sup>th</sup> September - [Breeze SkyRide Local](#), 22 miles, Women only, Martlesham

Sunday 20<sup>th</sup> September - [Ipswich Half Marathon](#)

Wednesday 23<sup>rd</sup> September - [Honington 10k Road Race 2015](#) RAF Honington, Bury St Edmunds.

Sunday 27<sup>th</sup> September - [Richard Bennett Felixstowe Coastal](#) 10M

## October

Saturday 3<sup>rd</sup> October - [Guided Fen Walk](#), Redgrave & Lopham Fen, 10:30am - 1:00pm

Saturday 3<sup>rd</sup> October - [Transport in Ipswich](#). A talk about the development of transport in and around Ipswich from early days to the present, 10.30am, Ipswich Record Office, Gatacre Road, Ipswich.

Sunday 4<sup>th</sup> October - [Suffolk Orienteering Club](#), an event in Rendlesham Forest with a range of colour-coded courses, for juniors.

Sunday 11<sup>th</sup> October - [Martlesham 5/10k and Fun Run](#)



Sunday 11<sup>th</sup> October – [The Peninsula Triathlon](#) at the Royal Hospital School at Holbrook and cycling around Shotley, Chelmondiston, Woolverstone, Freston, Alton Water, Stutton and Holbrook.

Saturday 17<sup>th</sup> October – [Big Fun Run](#), charity family event in Christchurch Park, Ipswich

Sunday 18<sup>th</sup> October - [Thurlow 5 mile run](#), Thurlow, Haverhill

Sunday 18<sup>th</sup> October - [The Saxons 5 Mile Race](#), Carlton Park Recreational Club, Saxmundham

Sunday 20<sup>th</sup> September – [SkyRide Local](#), 2 mile cycle from Chantry Park Ipswich

Sunday 27<sup>th</sup> September – [SkyRide Local](#), 8 miles from Isaacs on the Quay, Ipswich

Sunday 25<sup>th</sup> October - [HaverHalf](#), the JMP Furniture Solution Ltd Half Marathon and Family Fun Run, Haverhill

## November

Sunday 8<sup>th</sup> November - [Stowmarket Striders Scenic Seven](#), 7 mile run.

Sunday 22<sup>nd</sup> November - [Adnams Southwold 10k](#), a circular route run

Sunday 29<sup>th</sup> November - [Hadleigh 10 mile & 5 mile Road Race and Junior Fun Run](#)



If you know of anyone who would like to receive this newsletter please let me know and I will gladly add them to the distribution list ([andrea.cahillane@suffolk.gov.uk](mailto:andrea.cahillane@suffolk.gov.uk))

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