



News

Issue 3, March 2010



© Sustrans

Active Travel Strategy

The Departments for Transport and Health have just jointly released their Active Travel Strategy, the aim of which is to encourage more people to take a more active approach to travelling their regular journeys, by cycling or walking. This marks the start of what the government have termed the 'Decade of Cycling'.

Another aim is to have every major public sector employer signed up to the Cycle to Work Guarantee, launched last year.

Transport Minister, Sadiq Khan MP said: "Active travel means a transport system where walking and cycling become the norm. Instead of automatically reaching for their car keys, I want to see people feeling confident enough to jump on their bike or pull on a pair of trainers." For more information, click [here](#).



Active Travel Erewash 2010

Choose Cycling are delighted to be able to promote Active Travel in the Erewash district of Derbyshire in 2010, thanks to the support of Derbyshire County NHS. From April 2010, we will be offering free advice and resources on active travel and travel plans to organisations in Erewash, and a number of events are planned over the next few months, including an **Erewash-wide Workplace Active Travel Challenge** in the summer and a week of walking and cycling activities at Shipley Country Park in August. Further details can be found on our [website](#).

We are also looking for an **Active Travel Volunteer** to help with the project one day a week between April and August. Click [here](#) for a full description of the role and how to apply.

Events

The Business of Transition
Community and Social Enterprise for East Midlands transition towns
Saturday 24th April, 10.30–3.30, The Strutts Centre, Derby Road, Belper

As part of this exciting new event run by East Midlands School for Social Entrepreneurs, Sheridan Piggott from Choose Cycling is facilitating a **workshop on promoting sustainable travel in communities**. The workshop will cover national and local initiatives in walking, cycling, public transport use and car-sharing. Other workshops will cover local food initiatives, legal structures and energy projects. Click [here](#) for more information on the event.

26th–30th April 2010: Walk to Work Week

According to the Walking Works website, this year's theme is "Get fit without the hassle. Try walking to, from or during work". There are a number of resources on sale to promote the event, which are available till 19th March. These include promotional posters, T-shirts and shoe bags. For more information, see [here](#).



Campaign: Vote Bike

As you're no doubt aware, a general election must be held in the next two months. Whoever wins will have the power to make a real difference in promoting cycling in this country.



© CTC

As you're no doubt aware, a general election must be held in the next two months. Whoever wins will have the power to make a real difference in promoting cycling in this country.



Cyclists' Touring Club (CTC), through their Vote Bike campaign, are asking everyone to write to their local candidates, asking what they and their party would do to promote cycling at a national and local level. President of CTC, Channel 4's Jon Snow, urges everyone to visit the Vote Bike [website](#), which has more information and from which the prospective MPs can be emailed.

Check it out!

Car-Free Walks

www.carfreewalks.org If you want to go on a walk somewhere different, but don't know how to get to and from your start or end points without a car, then this website is for you. Not only is it possible to search for walks in your chosen location, you can also add your own car-free walks for the benefit of other walkers.

Cyclestreets

www.cyclestreets.net . Cyclestreets is a cycling journey planner. You can input your start and end points, and Cyclestreets will calculate the route, tell you the distance travelled and how long the journey is likely to take. The site is still a work in progress, but if what there is so far is a taste of things to come, this promises to be a very useful resource.

Choose Cycling is a not-for-profit **Cycling and Green Travel social enterprise for Derbyshire**. We create opportunities for people of all ages and abilities to enjoy travelling in healthy and environmentally friendly ways.

To remove your name from our mailing list, please [click here](#).
Questions or comments? E-mail us at info@choosecycling.co.uk or call 07900 977990