

Take the Active Route for a Better Commute Campaign' - Frequently Asked Questions

How do I enter the prize draw?

To be eligible to enter the prize draw, you must walk or cycle some or all of the way to work at least once between Monday 2 June 2008 and 29 June 2008 inclusive and ensure that you complete and return your diary card before the specified closing date. We will enter your diary card into the prize draw once for every week in June (Monday – Sunday inclusive) that you walk or cycle to work. So, if you walk or cycle every week during the competition in June, we will enter your diary card into the draw four times. So, the more weeks you walk or cycle, the greater your chance of winning.

What are the prizes?

There are two cash prizes of £250 in the main prize draw, advertised by employers who are members of the West Yorkshire Travel Plan Network, and two cash prizes of £100 for individuals who are taking part in the campaign, not advertised by their employer.

I already walk or cycle to work, can I still take part?

Yes, if you currently walk or cycle to work you can still take part in the campaign.

What's the difference between the individual and company campaign?

If your employer is taking part in the campaign as a member of the West Yorkshire Travel Plan Network, then you will be entered into the company prize draw to win two prizes of £250.

Individuals who would like to take part in the campaign by walking or cycling to work but whose employer is not a member of the Travel Plan Network can enter into the individual prize draw for two prizes of £100.

Can I enter twice?

Only one entry will be accepted for the draws. If the entrant is employed by a participating Travel Plan Network organisation, they will be entered into the main prize draw for the two prizes of £250. If the entrant's employer organisation is not participating in the campaign, they will be entered into the smaller draw for the two prizes of £100.

What is the deadline for entering the draw?

Diary cards need to be returned to Metro by Friday 11th July 2008.

When will the prize be drawn?

The prize draw will take place by the end of July 2008.

How can I find information on the number of calories I have burned?

If you provide your email address on your diary card, we will email you with an estimate of the total number of calories you have burned based on the distances you have travelled.

Based on the average weight of an adult in the UK, walking at a moderate pace would burn just over 5 calories a minute and moderate cycling would burn just over 10 calories a minute. If your walk to work takes 20 minutes and you walk the same distance home you would burn over 200 calories which is the equivalent of 1 bag of crisps or 1 pint of beer.

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I don't have a goody bag, can I still take part?

Yes. We have a limited number of goody bags to give away to employees of participating organisations as an incentive to encourage increased walking and cycling to work. All you need to take part in the campaign is a diary card and to walk or cycle to work.

What are the terms and conditions for the Active Travel campaign?

1. Entry into the free prize draw is automatic upon completing and returning your Active Travel diary to Metro.
2. Only one prize application per person.
3. Closing date for the prize draw is Friday 11 July 2008.
4. The top prizes of £250 are only available to employees of participating West Yorkshire Travel Plan Network companies. Remaining entrants will be entered into the draw for two prizes of £100.
5. Winners will be selected at random from the entrants.
6. Winners will be notified by post within 30 days of the draw date.
7. By accepting the prize, the prize winners agree to (a) be photographed and (b) take part in all publicity associated with the prize draw.
8. Names and employer of winners will be available on The West Yorkshire Travel Plan Network web site at www.wytravelplan.com.
9. This prize draw is not open to Metro employees or anyone professionally connected with the promotion.
10. No purchase necessary.
11. It will be the responsibility of the individual to collect sponsorship and deposit monies with Heart Research UK.
12. Promoter: Metro, 40-50 Wellington Street, Leeds LS1 2DE.

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Where can I find more information about cycling and walking routes in my area?

Your local Council should have information on walking and cycling routes and groups in your area. For more information, please use the details in the following table:

District	Walking Contact	Cycling contact	Bicycle User Group	Bike Buddy Scheme?
Bradford www.bradford.gov.uk 01274 432111	Countryside and Rights of Way Service: crow@bradford.gov.uk	Fiona.Limb@bradford.gov.uk	n/a	n/a
Calderdale www.calderdale.gov.uk 0845 245 6000	Walking and wildside organised walks: julieswift@calderdale.gov.uk Physical exercise: fay.hardcastle@calderdale.gov.uk	Andy.geall@calderdale.gov.uk transportationteam@calderdale.gov.uk	n/a	n/a
Kirklees www.kirklees.gov.uk 01484 221000	Countryside Access Officer: john.gleadow@kirklees.gov.uk Physical activity development coordinator: Gill.logan@kirklees.gov.uk	Lynnette.evans@kirklees.gov.uk	KBUG is free to join and provides advice, help and support to people cycling to work or for leisure. http://www.kirklees.gov.uk/transport/kbug/kbug.asp#bug Coordinator: chris.wilby@kirklees.gov.uk	
Leeds www.leeds.gov.uk 0113 234 8080	www.walkit.com/leeds tim.parry@leeds.gov.uk	travelwise@leeds.gov.uk Mark.x.robinson@leeds.gov.uk		road.safety@leeds.gov.uk The Leeds Bike Buddy scheme will help you find the safest, most direct route and ride it with you.
Wakefield www.wakefield.gov.uk 0845 8 506 506	HealthyTransport@wakefield.gov.uk	HealthyTransport@wakefield.gov.uk	n/a	n/a

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What is Bike Week?

Bike Week is all about getting people out and about on bikes. The mission of Bike Week is to get 'more people cycling, more often', by providing an annual opportunity to promote cycling as a great way to 'have fun, get fit, and feel free'.

How can I find more information on Bike Week?

For more information, visit www.bikeweek.org.uk or contact the cycling contacts for your home area in the above table.

What is the cycle to work scheme?

The cycle to work scheme is a tax incentive aimed at encouraging employees to cycle to work.

The scheme allows employees to benefit from a long term loan of bikes and commuting equipment such as lights, locks and panniers completely tax free.

How does the cycle to work scheme work?

- Your employer signs up for the scheme
- You then choose a bike from an approved supplier
- The bike is then bought by your employer who reclaims the VAT
- You then take delivery of the bike for your exclusive use - provided you use it for qualifying journeys, i.e. commuting to work
- The VAT free price is then deducted from your salary by equal instalments over a period of time (typically 18 months), but as you don't pay tax or NI on the income you forego, this will give you further savings.
- After the period of salary sacrifice, the employer may give you the option to purchase the bike at a 'fair market price', though depends on the period you have had the cycle loaned to you. - This 'fair market price' is usually five percent of the original package price. So, after a 18 month 'loan' for a bike package costing £1000, the employee takes full ownership for just fifty quid.

For more information and official Department for Transport information visit <http://www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplemenat5732>

What are pool bikes?

A workplace bike pool provides bikes and safety equipment for employees to use for any kind of journey, but mainly work related trips, such as local meetings, travel between sites and visiting clients. Generally pool bikes are kept in a central location and can be booked out by any staff member who is competent to cycle safely on

public roads. For more information, visit

<http://www.tfw.org.uk/documents/Pool-bikes-for-business.pdf>

How do I find more information on walking and cycling groups?

Contact the relevant people in the above table.

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What is walkit.com?

Walkit.com is an online journey planner that plans your walking route from A to B in UK towns and cities. It's aim is to help you make more informed decisions about whether you choose to walk for all, or part, of any given journey. Current areas covered are London, Edinburgh, Birmingham, Newcastle/Gateshead and soon Leeds will have its own walkit page. For more information visit www.walkit.com .