

Love to Ride online cycling campaign

At the Forum, over 20 employers from Gunnels Wood, Stevenage and Hertfordshire learned about the benefits of the Love to Ride online cycling campaign, part of the Gunnels Wood Sustainable

Travel (GWST) programme. The GWST programme is focused on encouraging more employers and employees to discover the benefits of cheaper, easier and greener travel. There will be a number of incentives on offer during June and beyond to encourage employers to sign up including discounts at local bike stores.

See the website at

www.gunnelswood-sustainable-travel.co.uk for more details of the programme and the incentives available.

Launched at the beginning of 2012, there are now 4500 staff able to access lower cost commuting through membership of Gunnels Wood Sustainable Travel. The Gunnels Wood Sustainable Travel programme and Love to Ride are supported by Hertfordshire Chamber of Commerce & Industry, Hertfordshire County Council, Highways Agency, Stevenage Borough Council and employers including GSK, Ice Star Media and MBDA.

The programme is co-ordinated by Go Travel Solutions.



Ros Beattie and Donna Spicer from the Business and Technology Centre in Stevenage try out the electric bikes at the recent Love to Ride Travel Forum