



Pan European  
Workplace Mobility Plan  
Award 2010

## PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: **no.2** EMPLOYERS

To be presented at **ECOMM, Graz, 5-7 May 2010**



<b>OBJECTIVES</b>	<p>The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO2 emissions in urban areas by implementing workplace mobility plans. The PEWTA is awarded in three categories: Public Authorities, Employers and Networks (such as business parks).</p> <p><b>PEWTA-Employers</b> concentrates on companies or local authority organisations which have delivered a successful workplace mobility plan (travel plan) for their own staff (minimum: 100 employees).</p>
<b>WHY APPLY?</b>	<p>This is your chance to be rewarded for your efforts in achieving modal shift away from single occupancy car use and to be recognised across Europe. Your prize will be an <b>expenses paid trip</b> to the city of your choice to learn from a pioneering public authority, organisation or network in the field of workplace mobility plans.</p> <p>In addition, we offer a cash prize of <b>1000 Euros</b> to allow the winner to further develop their mobility plan measures.</p>
<b>CRITERIA</b>	<p>Candidate dossiers will be evaluated by an international panel of experts based on the criteria in the application form which includes:</p> <ol style="list-style-type: none"> <li>1. the commitment of the organisation for reducing the number of single occupancy car trips amongst its staff.</li> <li>2. the strategic approach adopted: measures, communication, evaluation;</li> <li>3. results: the impact on modal shift</li> <li>4. innovation and originality</li> </ol>
<b>REQUIREMENTS/ STANDARDS FOR CONTRIBUTIONS</b>	<p>The award is open to all organisations (public and private sector). All applicants should submit a completed application in English. In addition, applicants are invited to submit a copy of their action plan on workplace mobility planning.</p>

<b>DEADLINE FOR SUBMISSIONS</b>	<p>Send your application to:</p> <p><b>EUROCITIES</b>  <b>1, square de Meeûs, BE – 1000 Brussels</b>  <b>Ms. Melanie Leroy, Tel: +32 2 552 08 81</b>  <b>melanie.leroy@eurocities.eu</b></p> <p><b>Deadline: 25 January 2009</b></p>
<b>BACKGROUND</b>	<p>The PEWTA is delivered in a partnership between EPOMM and COMMERCE.</p> <p><b>EPOMM</b> is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM organises the yearly European Conference on Mobility Management, ECOMM.</p> <p><b>COMMERCE</b> is a European project funded by the Intelligent Energy Europe programme, comprising the cities of Budapest, Bucharest, Kaunas, London, Paris and Plovdiv. COMMERCE aims to facilitate the uptake of workplace mobility plans by establishing concrete partnerships between local authority actors and businesses across Europe, enabling mentoring and exchange of expertise. The ultimate goal of COMMERCE is to reduce excessive CO2 emissions in urban areas through the promotion of workplace mobility plans.</p>
<b>AWARD CEREMONY</b>	<p>The presentation of this Award will take place at an official award ceremony in Graz during the European Conference on Mobility Management on 5 May 2010. The winner of the prize will be invited to present and display its experience on stage and will be highlighted in the EPOMM and COMMERCE websites.</p>
<b>FURTHER INFORMATION</b>	<p>For further information, please contact:</p> <p><b>Mr. Melanie Leroy</b>, Tel: +32 (0) 2 552 08 81  melanie.leroy@eurocities.org</p> <p><b>Mr. Paul Curtis</b>, Tel: +44 (0) 20 7934 9536  Paul.Curtis@lept-eu.org</p> <p>For more on ECOMM 2010, see <a href="http://www.ecomm2010.eu">www.ecomm2010.eu</a>  For more on EPOMM and ECOMM, see: <a href="http://www.epomm.org">www.epomm.org</a>  For more on COMMERCE, see <a href="http://www.commerce-eu.org">www.commerce-eu.org</a></p>

# APPLICATION FORM

## PAN-EUROPEAN WORKPLACE MOBILITY PLAN AWARD 2010: PEWTA-EMPLOYERS

**Please send your entry to EUROCITIES:**

*1, square de Meeûs, BE – 1000 Brussels  
melanie.leroy@eurocities.eu*

**This call closes on 25 January 2010**

### DETAILS OF APPLICANT

Organisation Name	British Sky Broadcasting Ltd
Organisation type and size	Private Sector, 14,000 employees across the UK, 6,000 in Osterley (the relevant site)
Country	UK
<b>ADDRESS:</b>	
Street	P&FM, Grant Way, Isleworth
Postal Code, City	TW7 5QD
<b>CONTACT PERSON:</b>	
Name	Mrs Samira Ahmed
Telephone	Tel: +44 (0) 20 7805 6404
Fax	020 7805 6359
Email	Samira.ahmed@bskyb.com
Website	Bskyb.com

## 0. Overview

Please provide a brief overview of your workplace mobility plan, how many years has it been in operation, is there an action plan, what are the modal share targets?

What are your organisation's motivations/reasons for setting up a mobility plan (max 150 words).

BSkyB's workplace mobility plan (travel plan) has been in existence since 2006. It was initiated as part of a planning application and has since taken root within the company's culture. Sky was the first UK media company to become carbon neutral and is the corporate sponsor of British Cycling and the London Freewheel, now SkyRide, where it looks to promote cycling from the elite to the grassroots. Sky is dedicated to leading by example and views the travel plan as a tool to help staff to live more sustainable lives as well as a legal obligation.

The travel plan contains an action plan that sets out measures to 2015 and which is reviewed and updated on a yearly basis. Targets include the reduction of single occupancy vehicle trips by 29% by 2015 from a baseline of 63%, and to increase cycling from a 2.5% baseline mode share to 9% by 2015.

## 1. COMMITMENTS

Please indicate the level of investment made to deliver the mobility plan on an annual basis, and describe how the mobility plan is anchored in the overall strategy of the organisation

Is there a mobility plan co-ordinator	Yes – Samira Ahmed, Head of Transport Strategy
Is there an operational steering group or working group	Yes – a Transport Strategy Group
What level (if any) of senior management/Human Resources involvement exists in the travel plan	Deborah Baker, Director for People sits on the Transport Strategy Group, along with the Director of Responsibility Lucy Carver, Chris Stylianou, Deputy Managing Director for the Customer Group and Peter Mooney, Group Head of Property and Services,
What level (if any) of cooperation exists with local/regional government and consultancies.	Sky work closely with the London Borough of Hounslow and Transport for London in progressing local issues of joint interest. Sky is on the Steering Group of the Golden Mile Integrated Transport Group which leads on transport issues in the local area and represents a number of businesses. Sky also attends West London Business forum and events, and works in close partnership with WestTrans, the regional transport authority.

## 2. OBJECTIVES

Please provide us with figures relating to the objectives of your travel plan.

Mode of Transport	Mode Share 2006		Target Mode Share 2009		Target Mode Share 2012		Target Mode Share 2015
Car/van Driver	63%		54.5%		45%		34%
Car Passenger	1%		2.5%		4.5%		6.5%
Motorcycle/Moped	2%		2.5%		3.5%		4%
Bus (public)	3%		5%		6.5%		9%
National Rail	18%		19%		20%		21%
London Underground	7.5%		9%		10.5%		12%
Cycle	2.5%		4%		6%		9%
Walk	2.5%		3%		3.5%		4%
Other	0.5%		0.5%		0.5%		0.5%
Total	100%		100%		100%		100%
<b>Total behaviour change required</b>		<b>8.5%</b>		<b>9.5%</b>		<b>11%</b>	

### 3. MEASURES

Please describe the measures implemented in your organisation in the framework of your mobility plan. (max 150 words).

- One of the key measures implemented under the travel plan is improvements to cycling infrastructure on Campus.
- An on site cycle centre, operated by a local bike shop, offers free bike maintenance to staff and a range of bikes and accessories at discounted prices.
- Three unisex showers have been installed, bringing the total number available for cyclists to 33, with another 18 planned for installation over the next 2 years.
- New cycle parking has been installed and expanded and existing substandard parking has been upgraded.
- Two car share car parks at strategic locations on Campus have been created – these have access controlled barriers to prevent abuse. The car share car parks originally had 10 spaces each which have since been increased to 15 to meet demand.
- Sky has poor accessibility by public transport; a shuttle bus service is provided for staff to five key interchanges.

### 4. COMMUNICATION

Please describe how you have communicated the travel plan to staff, visitors, external partners. (max 100 words).

- A programme of communication runs throughout the year with each month focussing on a different mode and method of communication; the largest campaign being Bike Week in June. In 2009, the number of cyclists increased to over 250, and has been strongly maintained since.
- A dedicated transport website has been created and messages are conveyed to staff through the main Sky intranet.
- Personal Travel Planning is an ongoing feature of the communications plan; to date, over 500 staff have received a personal consultation.
- Members of the Executive sit on the Transport Strategy Group.

## 5. EVALUATION

Please describe monitoring schemes used to evaluate your actions. Indicate problems encountered; lessons learnt, indicators chosen, stakeholders involvement etc.

How frequent are staff travel surveys, what was the % response rate? Has a site audit been carried out ? (max 150 words)

- Comprehensive surveys are undertaken every 3 years, from the 2006 baseline. These are supplemented by snapshot surveys every year. The last snapshot survey, undertaken in July 2009 had nearly 2,000 responses (33%). The full survey carried out every three years is iTRACE compliant in order for targets to be measured by TfL.
- A site audit was carried out when the travel plan was first developed.
- Car park counts are carried out on a daily basis by security, and counts of parked cycles on a weekly basis to give an indication of progress throughout the year and a baseline for seasonal travel patterns.
- The counts of parked bicycles and cars has been difficult to set up and maintain on a regular basis. A named individual in the security team is now responsible for ensuring that these are carried out and sent to the Transport Team for reporting purposes.

## 6. RESULTS:

Please provide figures relating to modal shift achieved amongst staff, of all transport modes (max 100 words).

Sky has had a travel plan in development for less than 2 years in which time the organisation has achieved an 18% modal shift in commuter travel to its West London site, and an overall reduction in drive alone to its site of 22%. These changes have been independently monitored and verified through an i-trace compliant survey.

The exact modal shift changes from 2006 to 2009 are shown in the table below. Though the base line figures are from 2006, the Travel Plan was not implemented until 2007, hence the reference to a 2 year period.

	2006 baseline	2009 actual	Overall % change per mode achieved	
Car/van Driver	63.0%	45.0%	-18.0%	Exceeded & Met 2012 target
Car passenger	1.0%	3.0%	+2%	Exceeded 2009 target
Motorcycle/moped	3.0%	3.0%	0%	Exceeded 2009 target
Bus (public)	3.0%	2.0%	-1%	Not Achieved
National rail	18.0%	26.0%	+8%	Exceeded & Met all targets
London underground	7.5%	9.0%	+1.5%	Achieved 2009 target
Cycle	2.5%	5.0%	+2.5%	Exceeded 2009 target
Walk	2.5%	4.0%	+1.5%	Exceeded & Met 2012 target
Other	0.5%	0.0%	-0.5%	Achieved
Shuttle Bus		3.00%	+3%	(not a target)
Taxi		0.10%	+0.1%	(not a target)
Total	100%	100%		

## 7. COSTS & COST BENEFITS

Please provide figures on costs/cost benefits

Our travel plan costs us circa £100k pa and this does not include the cost of shuttle buses which are run by another department.

## 8. INNOVATION

Please describe what you feel is particularly innovative in your approach to mobility plans.(max 50 words)

Sky has really incorporated its corporate branding to the Travel Plan and some of this is very innovative, thought provoking yet subtle. The fact that we are a media company has meant that we are able to use our creative expertise to create more inspiring environments for commuters. See Appendices below

**Thank you for participating in the Pan-European Workplace Mobility Plan Award 2010!**  
**Please do not forget to complete the certification form.**

Appendix 1. British Cycling Branded Sky Shuttle Bus



Simpsons Branded Sky Shuttle Bus



Appendix 2. Cycle Centre Exterior



Appendix 3. Cycle Centre Interior



Appendix 4. Cycle Facilities. Cycle Parking at Sky News



Appendix 5. Cycle Facilities. British Cycling Branded showers for Cyclists



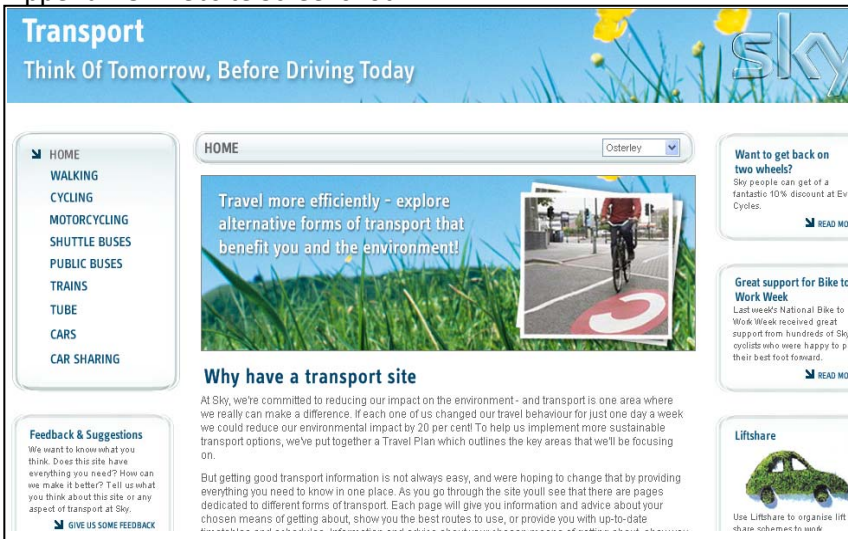
Appendix 6. Cycle Showers interior



Appendix 7. Car Share Car Park



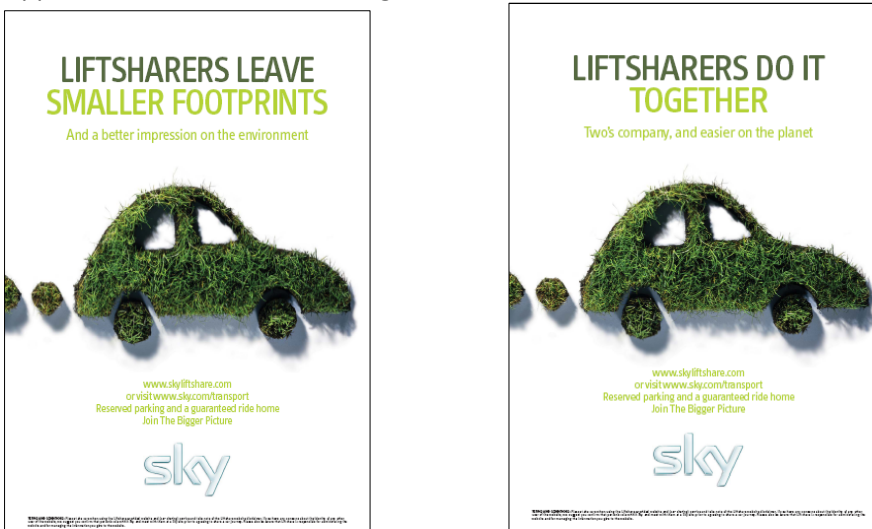
Appendix 8 Website Screenshot



Appendix 9 – Travel Plan Branding 07



Appendix 10 - Liftshare Branding



Appendix 11 – Bike Week Branding 2007



Appendix 12 – Bike Week Branding 2009





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## CERTIFICATION FORM

<b>Name of organisation:</b>	British Sky Broadcasting
<b>Country:</b>	United Kingdom
<b>Name of contact person responsible for the award submission:</b>	Samira Ahmed
<b>Contact person Telephone n°:</b>	+44 207 805 6404
<b>Contact person Email address:</b>	Samira.ahmed@bskyb.com

Dear Sir/Madam,

On behalf of BSkyB I hereby verify that the information contained within our application for the Pan-European Workplace Mobility Plan Award 2010 is an accurate reflection of the work that is being undertaken by BSkyB.

Yours sincerely,

Name of signatory: Samira Ahmed  
Title of signatory: Head of Transport Strategy

(Signature not required)