

## case study: BSkyB travel behavioural change

BSkyB is a leading entertainment and media company, whose primary products are Sky TV, broadband and Sky Talk. BSkyB employs approximately 12,000 people across the UK.

### the problem

BSkyB's main site in Osterley, West London, has poor public transport accessibility and many staff travel to work by car. As a growing company, BSkyB needed to apply for planning permission to expand the site. Part of the permission required them to produce a travel plan and reduce the level of car parking.

BSkyB needed to achieve a significant behaviour change away from cars to cycling and other more sustainable modes of travel. Though this was a challenge, they saw it as a huge opportunity to bring benefits to the business, contributing towards their environmental targets and running a more efficient site.

### the solution

➤ To achieve the level of change required (a 29% shift), a travel plan was developed and implemented. To ensure staff buy-in, BSkyB incorporated plans into their hugely successful CSR programme, 'The Bigger Picture', and their commitment to be the world's first carbon neutral media company.

➤ These environmental commitments meant they were able to get senior level support and were provided with a dedicated budget to improve a range of facilities, including for cycling such as more cycle parking, showers and lockers, as well as a cycle centre. Activities and programmes included:

- » *A Bike week in 2007, 2008, 2009, with free breakfasts, towels and events.*
- » *A Drying Room and circa 60 dedicated cycle lockers.*
- » *Free cycle training and a Cycle Users Group.*

➤ BSkyB also supported shifts in other transport modes by introducing: walk doctors and Podiatrists, a dedicated walking website, Motorcycle User Group, Advanced Rider Training for motorcyclists (IAM), dedicated car parking and valets for car sharers.

### the outcomes

The programme was started in 2007 and so far has achieved:

- An increase of around 100 cyclists to the site. Up to 250 people now cycle to the site each day.
- Opening of a new cycle centre which is run by an external cycle supplier.
- Over 33 showers across the site – however a continuing challenge for the organisation is that existing shower facilities are not always where cyclists want them.
- Reduction of Single Occupancy Vehicle travel by 18% in 24 months.