

The Carphone Warehouse Case Study

“The Carphone Warehouse Group has seen many benefits created by implementing a Travel Plan Strategy across its Support Centre buildings. This has been possible as we have provided a dedicated resource to this important area, which has enabled us to promote a range of initiatives within the Company, to the benefit of both our employees and the environment.”

Richard Collier, Property Director, The Carphone Warehouse

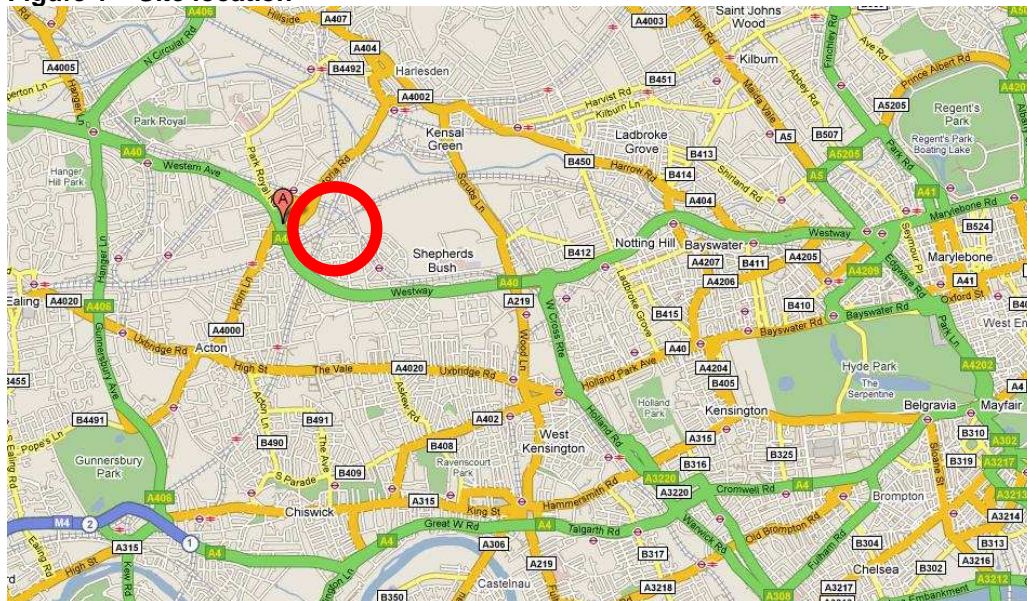
Summary

The Carphone Warehouse is Europe’s leading independent mobile phone retailer. Its North Acton headquarters implemented a travel plan in 2000 entitled “The Way to Work” with the aim to encourage staff to travel by sustainable transport modes. Support for car sharing initiatives in particular has been successful, with 505 members registered across the company. Public transport has also seen a 3% increase. This has been reflected in the reduction in modal share of single occupancy car travel, which is down 7% as a proportion of total modal share from 2000.

The Site

The Carphone Warehouse’s headquarters are located in North Acton, approximately 10km (6 miles) west of central London. Approximately 2,000 staff are employed at the site. North Acton is accessible via a wide range of transport options including underground trains, overground trains and regular bus services. Figure 1 shows the location of the site.

Figure 1 – Site location



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Strategic context

Parking near the North Acton office is at a premium and promotion of alternatives was deemed to be essential for the business to continue to work effectively. Carphone Warehouse promotes behavioural change initiatives in order to make staff aware of their travel options, so that they can access the site easily and efficiently.

Other corporate travel objectives are:

- To reduce CO2- meeting the corporate social responsibility programme commitments
- To promote the benefits of using mobile technology to other businesses as a means of changing travel behaviour
- To reduce unnecessary costs associated with business travel

Measures / policies in place

- Car Sharing – Carphone Warehouse has set up a company specific car sharing website with Liftshare enabling staff to register as car share members and find others with similar journey patterns to share their commute (see Figure 2). Additionally staff can use the site to calculate cost savings and find out the additional benefits of car sharing. This site can be found at www.cpwjourneyshare.com. Preferential parking is provided on site, with dedicated car-sharing bays available.

Figure 2 – Carphone Warehouse Car Sharing Website

The screenshot shows the 'The Carphone Warehouse Journey Share' website. A large graphic on the left says 'JOURNEY SHARE' with an arrow pointing right. The page title is 'The Carphone Warehouse Journey Share' and it includes a navigation menu with links: Home, About Us, FAQs, Contact Us, Cost Calculator, Links, Map of Members, and Sign Up. The main content area is titled 'Cost calculator' and features a 'Cost benefit calculator' form. The form includes the following fields and values:

Field	Value
Current Vehicle Value	£ 6000
Cost of fuel per litre	£ 1.11
Miles a year	12000 miles
Miles per Gallon	40 mpg
Daily Car Parking Charges	£ 2.5
Cost of Annual Services	£ 400
Cost of Annual Insurance	£ 250
Cost of Annual Tax	£ 120
Cost of MOT	£ 45

At the bottom right of the form is a 'Calculate' button. Below the form, there are links for 'Safety', 'Terms & Conditions', 'About Us', 'Help', and 'Tell us what you think'. The footer contains logos for Carphone Warehouse, Talk, AOL, Broadband, and OPAL, along with a 'WELCOME TO WASH' logo and a 'Liftshare' logo.

- Business travel – A corporate business travel policy has been implemented in which public transport is considered as the first preferable option for all business travel
- Approximately 400 staff per week use a shuttle bus between Birchwood Park and Birchwood Rail Station that is funded by the company
- Cycling – The Carphone Warehouse offers interest free loans for staff to purchase a bicycle. Loans are also offered for public transport season tickets
- Home working – Home working is supported and made available as a working option for members of staff where appropriate

Benefits realized at the North Acton Site

Primary

- There has been a reduction in single occupancy vehicle (SOV) travel between 2000 and 2008 of 7%, and an increase in public transport usage of 3% over the same time period. Table 1 details additional future targets
- Reduction in employer costs – Staff savings through reduced parking costs associated with new parking charges in Ealing

Table 1 – Modal Share Targets

Mode	Baseline 2008 (%)	2012 (%)	2014 (%)
Single occupancy vehicle (Car)	20	18	15
Walking	11.5	12	12.5
Cycling	3	3.5	4.5
Car sharing	4.5	4.5	5
Bus	13	14	14
Train	16	16	16
Underground	32	33	33

Secondary

- Reduced CO₂ emissions- The Carphone Warehouse have been working closely with the Carbon Trust to find ways to reduce the CO₂ emissions across the whole company. They are also working on the Green 500 initiative in Greater London
- Health benefits for employees

Costs

The travel planning and behavioural change initiatives are funded from an internal budget of £40,000 per year.

Future initiatives

- The Carphone Warehouse is looking to establish the 'Bike2work' scheme across all its offices. This delivers a 40% saving on the RRP cost of a bicycle and additional accessories.
- There are plans to update their existing travel plan to include more of their sites across the UK. Currently, Carphone Warehouse employs 20,000 people in its offices, shops and call centres across the UK.
- Travel plan webpages are to be established on the company's intranet (see Figure 3 below).

Figure 3 – Carphone Warehouse webpages

The screenshot displays the Carphone Warehouse website interface. At the top, a banner features the Carphone Warehouse logo and the slogan "Your Way to Work Find a new way to work" against a background of autumn trees. Below the banner is a navigation menu with a green background, listing various locations: Acton, Preston, Stanford House, Kelvin Close, Northampton, Wednesbury, Loughborough, and Irlam. Under the Acton location, a list of transport options is provided: Journey Planner, Walking, Cycling, Public Transport, Car Share, Apply for a Loan, and Links. To the right of the menu is a map of Acton, showing a highlighted route in yellow and green. Below the map, a "transport options:" section features a "Bus" button with a double-headed arrow and a "see timetable" link. At the bottom, a "facts and figures" section includes three icons: a car for "207 car parking spaces", a bicycle for "38 covered/secure cycle stands", and a motorcycle for "33 motorcycle spaces". A "apply for a bike or travel loan" button with a bicycle icon and a "Click here" link is also visible.

Carphone Warehouse
Your Way to Work
Find a new way to work

Acton

- ▶ Journey Planner
- ▶ Walking
- ▶ Cycling
- ▶ Public Transport
- ▶ Car Share
- ▶ Apply for a Loan
- ▶ Links

Preston
Stanford House
Kelvin Close
Northampton
Wednesbury
Loughborough
Irlam

apply for a bike or travel loan
[Click here](#)

Acton

transport options:

Bus

[see timetable](#)

facts and figures

- 207 car parking spaces
- 38 covered/secure cycle stands
- 33 motorcycle spaces