

# Creating a Smarter, Greener Working Britain

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# Background to the IT Forum Foundation

**WORKWISE UK**  
working smarter : living better



- Not-for-Profit Organisation
- Established 25 years ago
- A respected voice to government
- Our active participants have included the following Public Sector Departments;

DTI, DEFRA, DFTS, HM Revenue and Customs, Office of the e-Envoy, Home Office, Met Police, RDA's for England, Scottish Enterprise and Welsh Assembly

And the following in the Private Sector;

Barclays Banks, Lloyds TSB, National Savings and Investments, Microsoft, Oracle, Financial Times, HP, Avaya, Vodafone, BT, Sun Microsystems, BCC, Transco and Royal Bank of Scotland.

## What is Work Wise UK ?



- **Work Wise UK is a not-for-profit initiative which aims to make the UK one of the most progressive economies in the World. It provides an information source for UK citizens, wanting to experience the benefits of working smarter and living better.**
- **Work Wise UK encourages the widespread adoption of smarter working practices, such as flexible working, remote working and working from home and promoting a better work-life balance.**
- **Work Wise UK aims to increase the opportunity of working smarter from 4.2m to 14.5m people, half the working population, by 2011.**

## National Partners



## Key Activities

- [www.workwiseuk.org](http://www.workwiseuk.org) - Information resource/portal
- Annual Work Wise Week
- Annual Commute Smart Week
- Annual Work Wise UK Summit
- Annual National Work from Home Day
- Work Wise UK Standard, supported by a UK-wide network of Accredited Business Advisers
- Establishing Work Wise throughout the UK
  - e. g. Work Wise South East
- UK-wide media campaign
- Work Wise UK Concordat
- Smarter Working Guide
- Work Wise Staff Share service

# Commute Smart Week 26<sup>th</sup> October – 1<sup>st</sup> November



**Monday 27<sup>th</sup> October - Flexible working and travel plans**

Partnering with: **ACT TRAVELWISE**  liftshare

**Tuesday 28<sup>th</sup> October - Walking**

Partnering with:  walkingworks  WalkBUDI™


**Wednesday 29<sup>th</sup> October - Cycling**

Partnering with:  BikeBUDI™

**Thursday 30<sup>th</sup> October - Health benefits of smarter commuting**

Partnering with:  TUC

**Friday 31<sup>st</sup> October - Road congestion and road safety**

Partnering with:  AA

# The Benefits of Smarter Working



- Economic benefits – increase overall efficiency & productivity by:
  - Reducing absenteeism; Increasing staff retention
  - Reduced property, heating, lighting and transport costs
  - Enhancing your skills investment in your human capital
- Environmental benefits – reduce impacts & stresses by:
  - Reduce transport congestion
  - Decrease vehicular pollution
  - Encourage sustainable redevelopment of regional economies
- Social benefits – for individuals, employers & society at large:
  - Reducing wasted overall travel time
  - Increasing available time for family, voluntary & leisure activities
  - Increasing corporate and individual social responsibility

# UK Agenda

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- Changing the direction of working practices
- Obsolete 9-5 model
- Managers need to modernise through leadership and communication
- Culture change essential

## Drivers for Smarter Working - Transport 1

- **Average UK worker spends 47 Working days a year commuting (almost one working day per week).**
- **Rail passenger traffic grew by 10% in 2006.**
- **The UK works the longest hours in Europe, and on top of this has to endure the longest daily commute in Europe – on average 54 minutes per day.**
- **On average a car emits roughly 30kg every 100 miles. That is 3 tonnes of CO2 per year for a car doing 10,000 miles.**

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## Drivers for Smarter Working - Transport 2

- **78,000 people commuted per day into central London by Car in 2006.**
- **816,000 long journey commuters in the South East - travelling more than one hour per day.**
- **70% of workers in Great Britain commute by car.**
- **The average personal vehicle occupancy commuting to work was 1.38 in 2006.**

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# A Compelling Travel Agenda



- The Eddington Report, published 2 years ago, looked at the problems of road congestion, and suggested the introduction of road charging. Again, changing working practices will reduce the volume of travel, providing a significant part of the answer to road congestion.
- Loss of productivity from congestion is in the region of £20Bn according to CBI
- The adoption of more flexible attitudes across the public and private sectors could 'stagger' the rush hour, reducing peak travel, the main time when congestion occurs.
- In today's 24/7 global economy and with all the technological advances we have made, a rigid work culture is unnecessary.
- It is wasteful in terms of time and resources, damaging in terms of the environment, and harmful, in that it impacts upon stress levels and health.

# How Smarter Working links to workplace travel planning

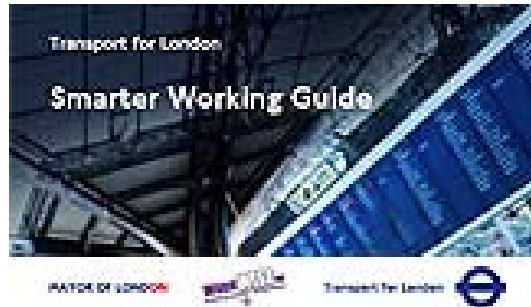


•For employers, there are two main routes for working and travelling smarter:

1. By encouraging staff to work from more convenient locations, such as at home or on the move, organisations can significantly enhance productivity, reduce staff travelling time and improve quality of life. Even providing access to satellite offices, hot desks, touchdown centres or other facilities can significantly reduce distances travelled and time lost.

2. By allowing workers to arrive and leave at different times, the stress and delay caused by road congestion and the burden on public transport can be reduced. This approach can also encourage the use of other alternatives such as cycling.

# Tools – Smarter Working Guide



To help organisations from all sectors and of all sizes, Work Wise UK and Transport for London have produced a 'Smarter Working Guide'. This sixty-page guide, which was researched and written by Work Wise UK, aims to support employers with practical guidance on creating, implementing and improving Smarter Working practices within their organisations.

It contains compelling case studies on the benefits of Smarter Working and details the next steps an organisation should take when engaging in the adoption thereof.

Copies are available via the website [www.workwiseuk.org](http://www.workwiseuk.org)

# Tools - Work Wise Standard



- The Work Wise Standard is awarded as recognition that you actively plan and promote smarter working.
- Achieving this award can make you an employer of choice in a labour market that is becoming more demanding, and a marketplace that expects employers to recognise diversity and the needs of the individual and society.
- *“Those organisations, which achieve the Work Wise Mark of Excellence will be well placed to attract the very best staff, as the labour market becomes ever more competitive and society becomes increasingly aware of the benefits of flexibility and new ways of working.”*

Lord Jones of Birmingham, Speaking at the Work Wise UK Summit - 16th May 2007

Element	Organisations must demonstrate:
1 – Operational benefits	The contribution smarter working makes to Staff , Premises and Service delivery effectiveness
2 – Client benefits	How smarter working is managed to ensure service or product delivery effectiveness
3 – Employee benefits	The positive impact smarter working has on employees
4 – Change management	How the vision, communication and implementation of smarter working is managed
5 – Legal aspects	The organisation complies with legal issues raised by smarter working
6 – Transport and environment	Proactive management of travel in work and to work
7 – Healthy Workplace	The link between a healthy workplace and organisational effectiveness

# The Partners for Work Wise South East



COUNCILS AND  
COMMUNITIES  
IN PARTNERSHIP



## Programme target benefits



- **Reduce road congestion and pollution levels by improving travel choice and reduce the need for travel by lorry/car**
- **Reduce pollution and ensure air quality continues to improve**
- **Address the causes of climate change by reducing emissions of greenhouse gases**
- **Improve the health and wellbeing of the population and reduce inequalities in health**

## Activities



- **Providing exposure for smarter working, raising issues through extensive media coverage**
- **Collecting and creating web resources**
- **Providing exposure at shared partner events**
- **Generating reaction to press and research articles and reports**
- **Making cross linkages to organisations like Transport for London to promote smarter**
- **Commuting routines, or activities that reduce congestion and keep economic activity in the region**
- **Promoting the Work Wise UK Mark of Excellence**



# Thank You

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