

Ordnance Survey Case Study

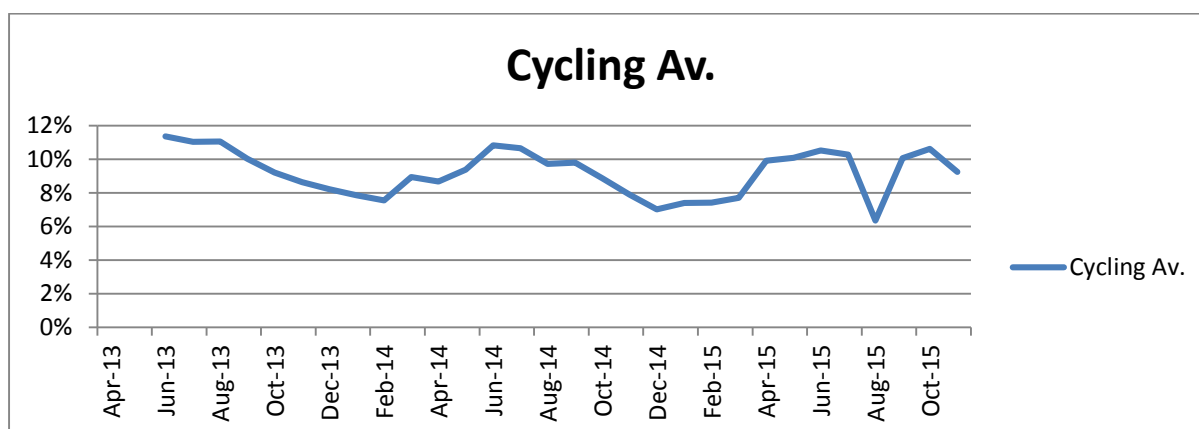
Creating hiking maps, sponsoring Tour de France and British Cycling, as well as Liftshare, Ordnance Survey (OS) is aware of the importance of sustainability.

Recently OS moved into a new energy-efficient building in Nursling with purpose build cycle sheds and changing facilities.

The biggest challenge facing OS is increasing staff numbers and limited public transport links, resulting in increased pressure on limited car parking spaces. To address the challenge, OS encourages sustainable travel, such as cycling, walking, public transport and lift share, by implementing a number of initiatives:

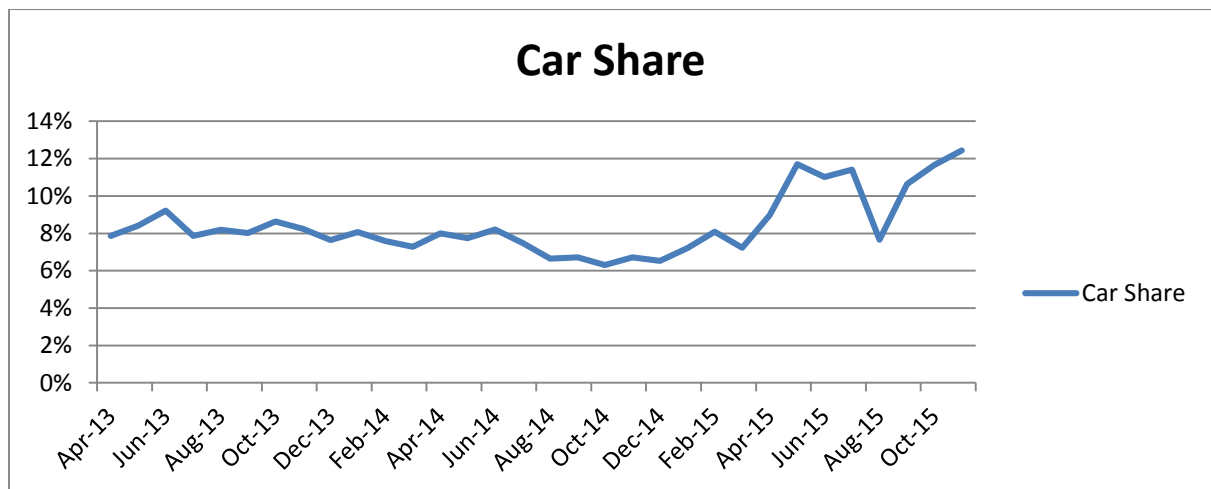
Cycling

- Set up the OS Cycling Club (OSCC) to support staff to get involved leisure rides, races and coordinate events.
 - A long established Bicycle User Group (BUG) that coordinates voices for pedal powered commuters and advises of any changes to policy or infrastructure that could affect cycling to work.
 - Cyclescheme was introduced to allow employees to buy tax free cycles via monthly salary sacrifice.
 - Promote Annual events like Bike-To-Work-Day, offering free breakfast to encourage staff to cycle in on the day.
 - Offer free monthly Bike Doctor Services to make lunch time repairs.
 - Changing facilities with showers conveniently located next to the cycle shelter,
 - Use of repair standard, bike tools and bike maintenance courses, as requested by BUG
- Result: Due to the convenient proximity of OS's office to the motorway network, convincing single occupancy car journeys to switch to cycling has always been a challenge. A combination of limited car parking spaces and initiatives to support cycling has led to a gradual increase in the number of cyclists. However, there always has been a strong cycle base at OS, which probably is related to the character of the business and the kind of employee it attracts.



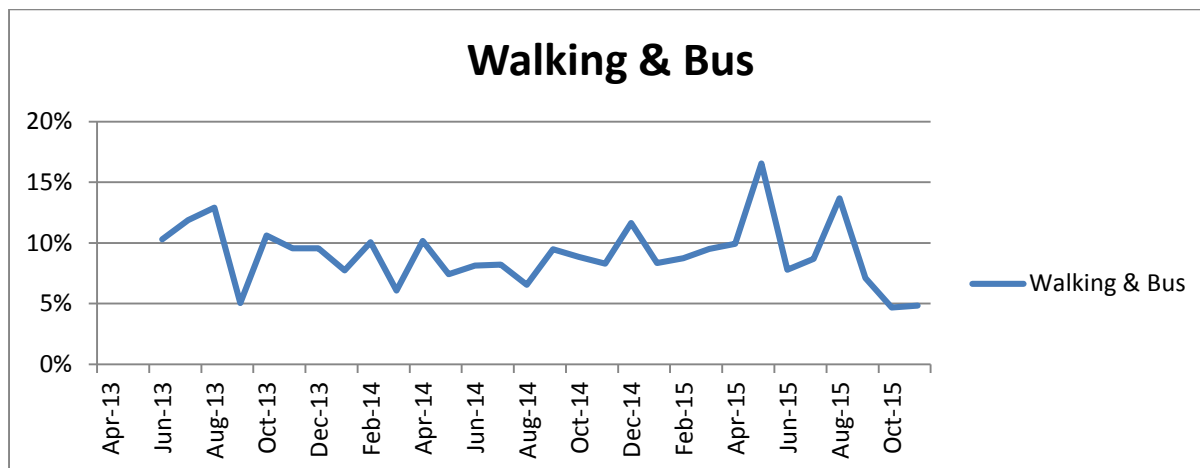
Liftshare

- Almost 10% of the parking spaces are reserved for car sharers. Liftshare is promoted through regular communications about the car park situation, on the intranet, in the weekly online magazine and via events, such as liftshare-week and sustainable-travel-week.
- Results: Regular communications about using the car park and promotion of the Liftshare system has increased the amount of car sharing. However, approximately 30% of the lift sharers are couples or housemates, who would have shared a car journey anyway, now benefit from dedicated parking.



Public Transport

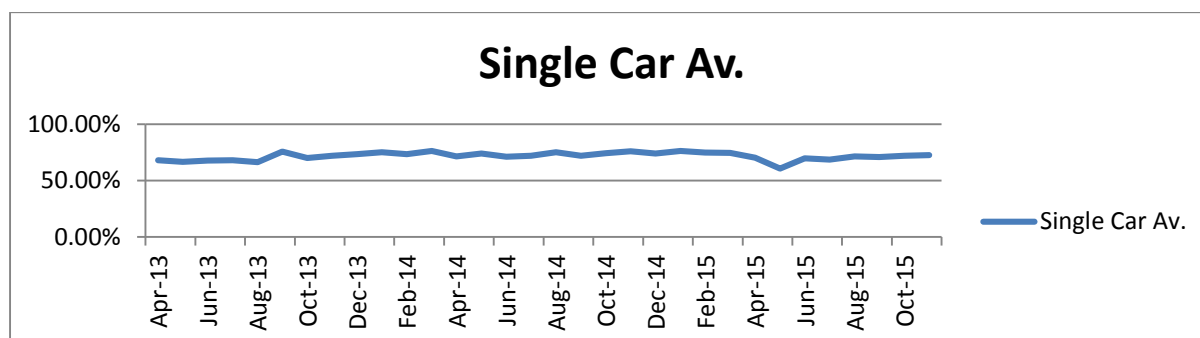
- Annual bus passes are subsidised by 10%, meaning an employee can commute by bus for around £30 per month.
- Staff have the option of paying monthly via a salary sacrifice scheme
- Results: Bus usage is not popular among staff. The office location is only served by one bus route. The route is not direct for the majority of users, journeys take longer than necessary and there are issues around reliability due mainly to congestion.



Personalised Travel Planning

- Personalised Travel Plans (PTPs) are offered to every employee and are mandatory for new starters.
- Results: Over 100 PTPs have been given to staff. They are useful to raise awareness of sustainable travel options and encourages behavioural changes. However, as they are not mandatory PTP for all staff uptake is limited.

As a result single occupancy vehicle usage has not really changed:



Learning from the results of these initiatives, OS is planning various further actions:

- Swipe cards for the cycle shelter linked to a point system, which rewards cyclists, walkers and users of public transport.
- Pushing adult cycle training and maintenance courses
- Installing a medium charger for electric cars, while also integrating electric vehicles into the company fleet
- Installing automatic number plate recognition at the car park, to document which cars are used daily, to calculate, monitor and show emissions created by the commute. This action shall raise awareness of the impact of the commute.
- Managing pressure or car parking capacity with a double parking scheme
- Set up OS Cycle Club (OSCC) to support leisure and competitive cycling