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NEWS RELEASE

CREATING A SMARTER WORKING CAPITAL

“Work Wise London is going to create a smarter working capital, making it more productive, more competitive, more environmentally friendly, a better place to do business, and a better place to live and work.”

A ‘smarter’ working campaign for London, “Work Wise London”, was launched today (November 12) at the BT Tower. It aims to encourage a greater take up of smarter working practices across the capital, providing a more modern and flexible approach to working and commuting.

Apart from increasing business productivity and competitiveness, reducing pollution, improving health, assisting disadvantaged groups and harmonising our work and family commitments, smarter working and commuting will also help reduce traffic congestion and public transport overcrowding, particularly at peak times, providing part of the solution to London’s growing transport problems. The Transport for London Transport 2025 report predicted that public transport demand will increase by 40 per cent due to London’s growth between now and 2025.

The first task to be undertaken by the Work Wise London programme will be a far-reaching research project to find out the current level of smarter and flexible working (including travel demand management, flexible, remote, mobile, teleworking and annualised hours) across the capital. To be undertaken jointly with London First and the London Chamber of Commerce and Industry, the research will explore the current barriers to the take up of smarter working, and what needs to be done in order to achieve greater adoption.

London has always been a global business centre. It is one of the main financial centres in the world, and the base for many global businesses, and its GDP is larger than that of many nations. The Mayor’s Economic Development Strategy for London (EDS) sets the vision and actions for strong, long term economic growth, which can be sustained for future generations and where people and the environment are protected and cared for.

David Lennan, chairman of Work Wise UK, said: “Work Wise London is going to create a smarter working capital, making it more productive, more competitive, more environmentally friendly, a better place to do business, and a better place to live and work. “Smarter working will help the Mayor achieve the EDS visions, but London has a particular issue, one that everyone is familiar with, and that is transport.”

Ben Plowden, director of travel demand management at Transport for London said: “In the next 15 years or so, the capital’s population is expected to grow by 800,000 people, which will greatly increase the demand on the transport network, particularly during peak hours. As London’s population continues to grow, it’s more important than ever for the capital’s employers to take advantage of the opportunities smarter working practices can offer both their organisations and their employees.

“Work Wise London has been established by a number of London’s leading organisations. The ‘vanguard group’ includes BT, Transport for London, Work Wise UK, the London Chamber of Commerce and Industry and Taylor Woodrow, with

announcements of several others expected in the coming months. Work Wise London is part of Work Wise UK (www.workwiseuk.org), a not-for-profit initiative which aims to make the UK one of the most progressive economies in the world by encouraging the adoption of smarter working practices. It is supported by CBI, TUC, British Chambers of Commerce, RAC Foundation, Transport for London, Scope, Equal Opportunities Commission, Association for Commuter Transport and BT.

Apart from the benefits to London and the UK economy generally, the adoption of smarter working can provide cost savings for individual organisations. BT's Andrew Campling, who will be Work Wise London's chairman, added: "BT is a great example of how organisations can work smarter for real benefit. For example, we have seen productivity grow from between 15 and 31 per cent. And more people working from home, or remotely, or on the move, has meant savings in office provision and travel costs."

Richard Sykes, executive director of Taylor Woodrow, said: "For me, Smart Working is about improving business performance, rethinking the workplace and adopting technology to optimise the use of property. It is also about facilities management services centred on people to improve productivity with a better quality of working life."

Smarter working has meant that BT has been able to reduce the number of offices it operates. Since 2003, the number has fallen from 159 to 94, reducing the number of workstations provided by 18,545, the floor area required by 222,500 m² (2,395,400ft²), leading to savings of £88million per annum in overheads such as rates, rent, repairs, facilities management, etc. The savings in commuter travel by BT homeworkers is over 20 million miles per year. This is a conservative estimate based on each commuter avoiding 100 commutes a year of a round trip of 15 miles.

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Issued on behalf of Work Wise UK by Chelgate Limited

Notes to editors:

- London already has one of the highest levels of teleworking in the country with 10 per cent of workers teleworking all or part of the time.
- Work Wise UK is organised by the IT Forum Foundation, a not-for-profit organisation.
- Supporters of the Work Wise UK campaign include the CBI, TUC, the British Chambers of Commerce, BT, Transport for London, Equal Opportunities Commission, Scope, the RAC Foundation, Institution of Occupational Safety and Health, Technology Means Business, Henley Management College and the Association for Commuter Transport.
- A dedicated electronic media centre has been established for journalists to obtain further information, to download print-quality materials, and to register for media updates about Work Wise UK. This can be accessed either through the main website or directly at www.workwiseuk.pressrooms.net.
- Further information about Work Wise UK can be found on the website www.workwiseuk.org.
- Transport for London (TfL) promotes smarter working to help manage demand on the capital's transport network. To support employers with practical guidance on creating, implementing and improving smarter working within their organisations, a new Smarter Working Guide for employers is now

available - <http://www.tfl.gov.uk/tfl/roadusers/sustainable-travel/useful-resources.aspx>

- BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include networked IT services; local, national and international telecommunications services; higher-value broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.
- In the year ended 31 March 2007, BT Group plc's revenue was 20,223 million with profit before taxation of 2,484 million.
- British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York. For more information, visit www.bt.com/aboutbt

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