

Making the most of your *liftshare* Private Group

Background

Scottish Power is the UK's leading supplier of green energy products to domestic and business customers. Their main Scottish base is in Cathcart, Strathclyde, where they employ 2,500 staff.

The organisation's commitment to sustainability and environmental protection is reflected through all aspects of their work and the support they provide within local communities.

This commitment has become embedded in daily work practices and extends towards improving and encouraging the use of sustainable travel choices for the staff commute.

Environmental Champions

Scottish Power recognises the challenges involved in delivering sustainable travel objectives and believes that having the right people involved in driving forward the objectives is key to success.

For that reason, the organisation encourages potential 'champions' to become involved in the initiative and, as a result, they now have a small group of dedicated staff who allocate a few hours each week to encouraging colleagues to try some of the more sustainable travel choices.

At the outset, the group undertook a staff survey to find out more about travel habits and choices, and this revealed strong support for the idea of a car-sharing scheme. The group then researched and evaluated the available options and in March 2008, Scottish Power asked *liftshare* to provide them with a car-sharing scheme.

Steve Field is one of the champions and has been instrumental in taking forward the car-share initiative. "We looked at the options for establishing an in-house car-sharing database as well as looking at external service providers. It quickly became clear that *liftshare* was the best option for us because of their existing customer base of organisations and private users, their easy-to-use software, their comprehensive support model and their professional service. And we've not regretted our decision."



"I prefer liftsharing because I come to work with my friends. And we have such a good laugh that we always manage to cheer each other up after a hard day's work. I should also mention that it is much better sharing the costs of petrol".

- response given in recent SP staff survey



Rapid Result

Scottish Power set themselves a target of encouraging 10% of Cathcart employees to sign up to the scheme within Year One. Within six months of launching the scheme, over 400 of the 2,500 Scottish Power staff at Cathcart had registered to car-share - an impressive 16% of the workforce. With 30% of the staff already travelling to work by public transport, on foot or cycling, this figure reflected a very encouraging response.

When you meet the group representatives, it is clear that their enthusiasm and determination to improve sustainability has been central to the success of the scheme. However, Steve is quick to point out that this has been combined with effective marketing techniques.

Three Key Measures

The three most effective marketing measures introduced by Scottish Power were:

- Car-share Spaces

Scottish Power has currently set aside 18 dedicated spaces for car-sharers. There are 33 BUDI groups registered with Scottish Power Car-Share and the team of champions is therefore currently seeking approval to increase the number of allocated spaces. Each BUDI team member is allocated a membership card for the scheme and when parked in a dedicated space, each car must have at least two cards displayed on the dashboard.

- Direct Communication

In order to raise staff awareness from the outset, Steve has arranged for HR to provide him with a list of the new employees joining Scottish Power each month. He then emails them personally, introducing them to the car-share scheme and the benefits it can bring.

The group has also hosted a number of staff sessions where they make themselves available in a public area, such as the canteen, to discuss the scheme and of course do some general promotion. Amongst other things, they have produced coasters from recycled tyres and tax disc holders bearing the scheme logo.

- Intranet and Login Splash Page

The Environmental Champions make full use the intranet, with eye-catching news articles and general advice on the benefits of car-sharing.

For further information on the Scottish Power car-share scheme, or for advice on promoting your own scheme, contact: info@liftshare.com