

Creating a Smarter Working Britain

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Mobile and Flexible Working in the Public Sector

23rd January 2008

What is Work Wise UK ?



- **Work Wise UK is a not-for-profit initiative, providing an information source for employers and employees in the UK wanting to experience the benefits of working smarter and living better, to help make the UK one of the most progressive economies in the World**
- **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

WORKWISE UK
working smarter : living better



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

Key Activities

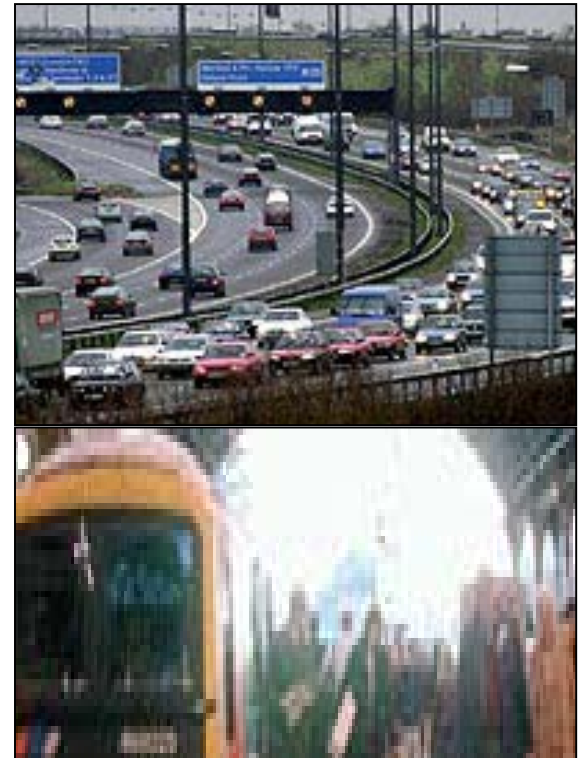


- www.workwiseuk.org - Information resource/portal
- Annual Work Wise Week
- Work Wise UK Summit
- Commute Smart Week
- National Work from Home Day
- Work Wise UK Standard, supported by a UK-wide network of Accredited Business Advisers
- Establishing Work Wise throughout the UK
 - e. g. Work Wise North East
- UK-wide media and PR campaign
- Work Wise UK Concordat
- UK's First Centre of Excellence for Smarter Working Practices
- Smarter Working Guide



Statistics

- 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 average distance travelled by UK workers is 8.5 miles - 17% further than a decade ago.
- 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.

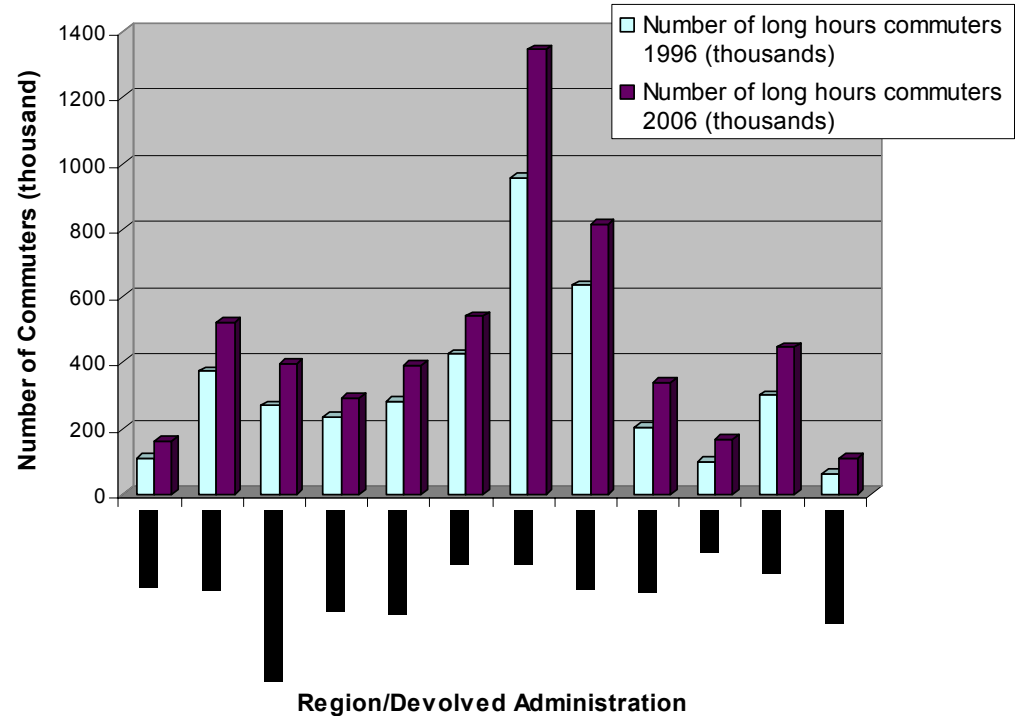


More People Commuting for Longer



- The UK has seen an overall increase in the number of 'long hours' commuters
- Long journey commuters defined as having to travel more than one hour per day by region
- Londoners are suffering particularly with over 1.3 million workers now travelling for longer than an hour each day, but journeys are increasing significantly all around the UK.

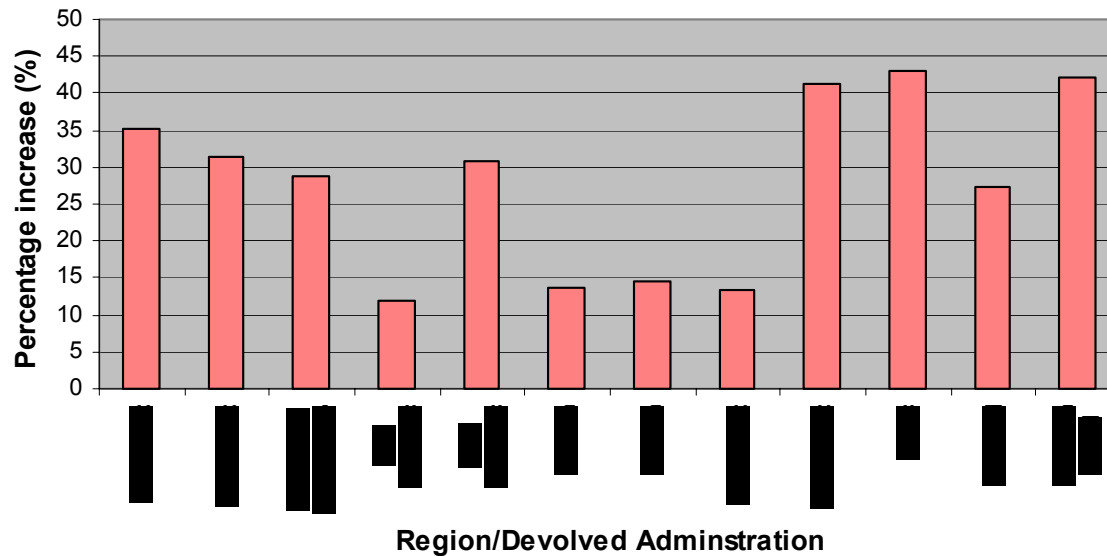
Number of 'long hours' commuters by Region



Source: LFS Microdata Service (autumn quarters)

Increase in long commutes between 1996 and 2006

Rate of increase in long commutes - per cent of population



The Welsh have been the hardest hit by longer commutes as the number of commuters travelling for over an hour each day has risen by 43 per cent, closely followed by Northern Ireland (up 42.2 per cent) and the South West (risen by 41.4 per cent).

Source: LFS Microdata Service (autumn quarters)

Advantages of Smarter Working



- Enhanced job satisfaction
- Increased productivity
- Better utilisation of the workforce
- Less stress people
- Reduced turnover
- Wider recruitment pool
- Better time keeping
- Reduced absenteeism
- Accommodation savings
- Loyalty
- Lower travelling costs
- Retention of experience

Flexible schemes



- **96% of private sector operates at least one flexible policy**
- **Home working 28%**
- **Term time working 28%**
- **Flexitime 26%**
- **Job sharing 41%**
- **Full time switching to part time 64%**

Smarter Working Guide

WORKWISE UK
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▲



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

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.**

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

Work Wise Adoption Ladder Registration



Click on the link from the www.workwiseuk.org website and complete the registration form.

The results of the test Are weighted according to business sector.

A screenshot of a web browser window showing the registration form for the Work Wise UK Adoption Ladder. The browser's address bar displays the URL 'http://www.workwiseuk.org/adoption/form_registration.html'. The page content includes a navigation menu on the left with links like 'Home', 'About Work Wise UK', and 'Contact Us'. The main content area is titled 'The Smarter Working Adoption Ladder' and contains a registration form with the following fields: 'Name of organisation' (filled with 'Dustmoor Council'), 'Sector' (dropdown menu with 'Local Government' selected), 'Legal Entity' (dropdown menu with 'Government' selected), 'Number of employees' (dropdown menu with '50-250' selected), 'Your role in the organisation' (dropdown menu with 'Managing Director' selected), 'Email address' (filled with 'dustmoor@hotmail.co.uk'), 'Password' (filled with 'dustmoor1'), 'Company Website' (filled with 'www.dustmoor.gov.uk'), and 'Phone number' (filled with '02075568000'). At the bottom of the form, there are links for '[previous]', 'Page 1 of 1', and '[submit]'. The footer of the page includes the copyright notice '© 2008 IT Forum Foundation' and links for 'Terms & Conditions' and 'Privacy Policy'.

Centre of Excellence



- A comprehensive repository of strategic, tactical and operational tools, case studies, guides and other data including algorithms for calculating the tangible benefits of working smarter.
- Designed to showcase the full range of Smarter Working practices and to provide an integrated resource where best practice can be shared and where industries from specific sectors can benchmark and learn from each other, the Centre of excellence will provide case study materials, planning tools and forums to make Smarter Working more accessible to as wide a range of organisations as possible.
- Through the establishment of this Centre, Work Wise UK will engage in a far-reaching programme of research involving the collation and dissemination of data pertaining to the adoption and deployment of Smarter Working practices within the public, private, SME and third sectors.

Public Awareness



- Launched 3rd May 2006
- Work Wise Week 2007 – May 16th – 22nd
- Second Summit at the QEII Centre, Westminster
- Speakers included: Rt.Hon Ruth Kelly MP, SoS for Communities and Local Government; Brendan Barber, General Secretary, TUC; Sir Digby Jones, UK Skills Envoy; Clive Ansell, Group Strategy Director, BT; Edmund King, Executive Director, RAC Foundation
- Second Work from Home Day – 18th May 2007
- First Commute Smart Day – 1st November 2006
- Media interest generated to date:
 - **14 National TV interviews**
 - **298 Radio interviews**
 - **276 Press interviews**
 - **1370 National/regional/consumer/business press mentions**



Case Study - Camden Council



Flexible working options are open to all, although individuals do not have an automatic entitlement to work flexibly. Options included:

- Extended home working
- Job sharing (already in existence but re-launched)
- Compressed working week
- Voluntary reduced working hours
- Temporary amendments to flexitime
- Term-time working
- Annual hours scheme

Results



- Reduced absenteeism: There was a 2.5% reduction in the cost of sickness absence and a reduction of 2% in staff turnover in the first year of the scheme's operation.
- Workspace cost savings: Hot-desking has been introduced in several departments, thus reducing pressure on accommodation. It has also enabled some departments to extend their opening hours
- Bureaucracy minimised: Camden introduced flexible working options with the aim of keeping bureaucracy to a minimum – staff only need fill in a form for monitoring purposes.

Continued Delivery of Programme



- www.workwiseuk.org - Information resource/portal
- Work Wise UK Week 2008 - 15th – 21st May 2008
- Work Wise Summit UK– QEII Centre, Westminster – 21st May 2008
- National Work from Home Day - 15th May 2008
- National Commute Smart Week – 1st week November 2008
- Work Wise Standard, supported by a UK-wide network of accredited business advisers
- Work Wise UK Regional and Devolved Administration Programme (Now being rolled out) e.g. Work Wise Regions
- UK-wide media and PR campaign (Ongoing)



Thank You