



IMG

STOCKLEY PARK

TRAVEL CASE STUDY



TRAVEL TO WORK...

New initiatives are a priority as programme deadlines wait for no one and the ability to get to work on time for staff and talent is crucial to live broadcast.

As background, employees regularly experience major delays and traffic congestion, especially during afternoon peak periods. Parking bays and motorbike stations reach full capacity every day and with our need to accommodate high profile clients, presenters and speakers alternative travel options are constantly under review.

Production vans and large lorries trying to gain access to Stockley Park also experience delays during rush hour and parking overspill makes it difficult for such vehicles to manoeuvre and off-load equipment.



FROM STOCKLEY TO ONE BILLION HOUSEHOLDS WORLDWIDE

A global leader in sports, events, media and fashion, IMG Studios at Stockley Park is a premier, state of the art production centre with live operations running 24 hours a day, seven days a week, 365 days of the year.

Facilities include; four HD broadcast television studios, 13 production galleries, four dubbing suites, five radio studios, one of the largest data centres built specifically for digital media and broadcast and a dedicated satellite farm.

IMG is at the centre of sports and entertainment production and distribution and with our two main clients, Premier League Productions and PGA European Tour, our international broadcast coverage reaches one billion homes from Stockley Park.

AND FROM WORK...

IMG Studios has been proactive about inspiring greener travel. Last year, IMG invested in four off road cycles for staff to use at their leisure. Interestingly the success of this initiative has resulted in an increase in the number of employees cycling to work and, as a result, one additional bike rack had to be installed.

One ongoing concern is staff safety due to the lack of suitable cycle pathways and infrastructure immediately outside Stockley Park.

The closest station operating a service into Central London and Heathrow is Hayes and Harlington, approximately two miles away.

Joint-Initiatives with Stockley Park Estates Management are considering how connections to the railway can be improved, particularly in time for the opening of the Elizabeth Line.

INDUSTRY LEADING TEAM

Over 500 staff work at IMG Studios, including an award-winning 3D Graphics & Visual Effects team, in addition to a large number of regular freelance workers who all work exceptionally well together to create a lively, friendly and professional workforce.

Director of Operations Sheilagh Little said: "The production process requires specialised talent and niche expertise. Broadcast Engineers and Encoders, for example, are some of the most difficult talent to recruit as in both fields at least a third of staff work night shifts and operate on alternate rotas. IMG invests a huge amount in identifying talent and introducing initiatives to retain talent".

Sheilagh Little
Director of Operations

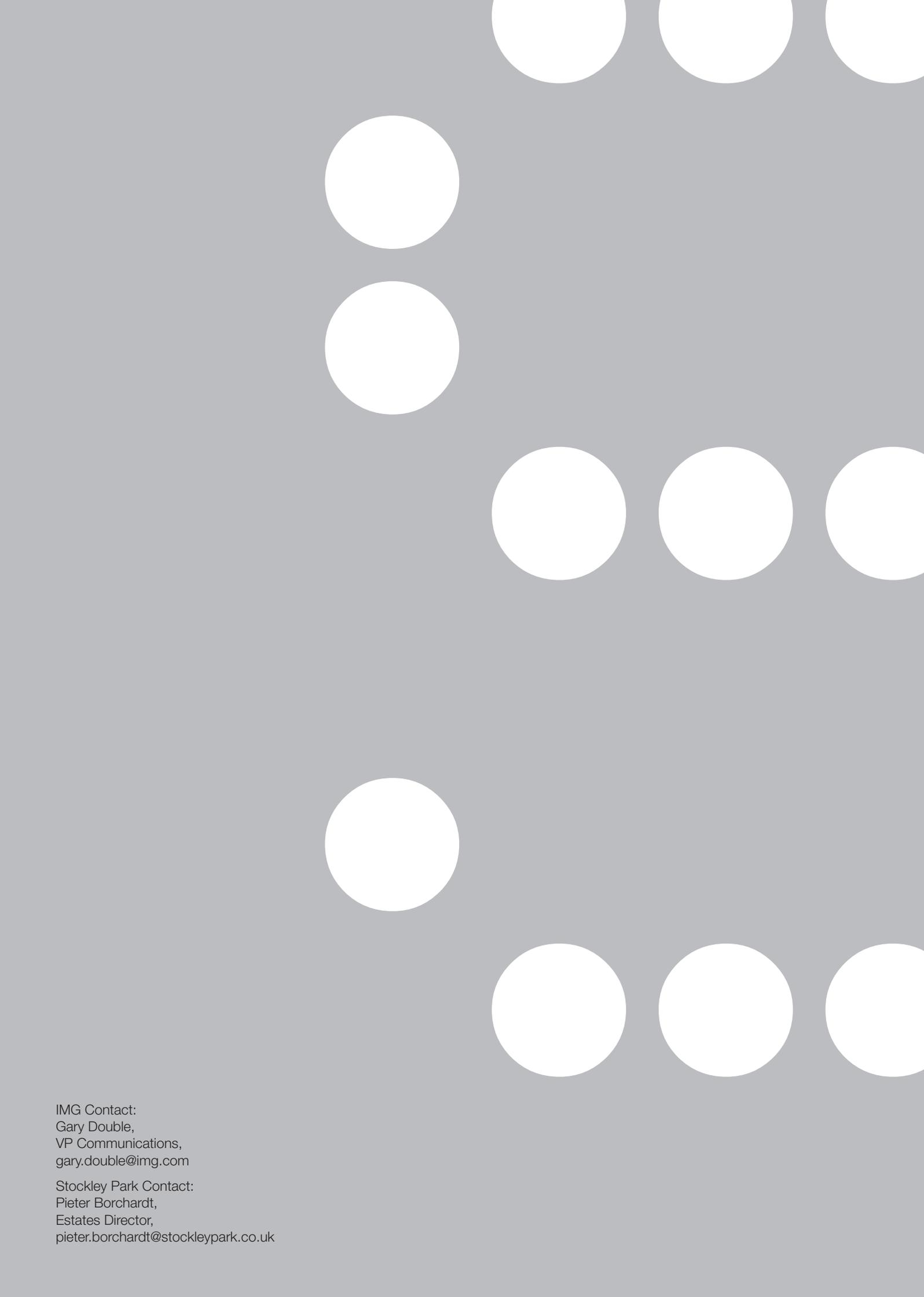


AND CAR SHARE

IMG Studios has introduced a 'lift-share' scheme. This car-pooling system enables employees living in the same area, or along the same route, to share lifts to and from work. Feedback has shown that due to conflicting working hours, often there is difficulty 'matching up' employees.

Interestingly the initiative has worked best among younger employees who benefit from enhanced communication via social media networking. However this age group makes up a smaller percentage of the overall workplace demographic, leaving a large proportion of senior and experienced staff less likely to use the lift share scheme.

IMG Studios have installed four charging points for electric vehicles to support greener travel.



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