



Universidade do Porto
Faculdade de Engenharia

FEUP

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Placement Report:
Internal Communications
Primary Transport
Awareness Campaign

BP LPG UK / Bristol

Tutors:

José Sarsfield Cabral: FEUP
Laura Irvine: BP LPG UK



Degree in Management and Industrial Engineering

2001-11 - 30



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O presente relatório descreve o estágio realizado por Sílvia Ferreira da Silva na BP LPG UK em Bristol, no período de Março a Setembro de 2001.

Tal como é explícito ao longo deste documento o estágio foi constituído por três projectos diferentes: o projecto “Transportes Primários”, a “Sensibilização em Ambiente” e o projecto “Comunicações Internas – a Intranet da BPLPG UK”. O relatório encontra-se dividido nestas três partes o que não significa que os três projectos terão igual relevância na realização do estágio, sendo os dois primeiros considerados como trabalhos “acessórios” e apenas o terceiro – “Comunicações Internas” – corresponde à realização do estágio propriamente dito.

O projecto “Transportes Primários” realizou-se durante o espaço de tempo de apenas um mês e consistiu numa análise de custos/benefícios acerca do aumento da frota de veículos de transporte de gás até ao fim do Verão. Para a realização deste estudo estivemos no terminal de abastecimento de gás de Avonmouth em contacto diário com os seus trabalhadores, chegando mesmo a participar em algumas viagens de distribuição de gás por Inglaterra. No final houve uma conclusão, que é apresentada e fundamentada neste relatório, conclusão essa que foi exposta numa reunião do departamento de logística e levada a discussão por todos os directores e técnicos.

O projecto “Sensibilização em Ambiente” foi levado a cabo já após o início da estruturação do projecto principal, e teve como principal objectivo a implementação de medidas de poupança de energia na empresa. Neste trabalho a minha função foi essencialmente fazer a “ligação” entre o consultor da BP responsável por implementar esta campanha e as pessoas da BP LPG UK.

O principal projecto “Comunicações Internas – a Intranet da BP LPG UK” foi desenvolvido durante 5 meses em conjunto com a Francisca Magalhães (as tarefas são explicitamente diferenciadas no ponto 4.3 deste relatório) e com a directora de Marketing da BP; fez parte de toda uma reestruturação da BP pelo mundo inteiro da qual a empresa em que eu me encontrava foi considerada como piloto na implementação de novos conceitos no âmbito do e-business.

O minha tarefa neste projecto consistiu em estruturar, desenhar e implementar uma nova Intranet na empresa, utilizando as novas linhas de imagem da BP e os novos conceitos que estavam a ser implementados. Mas o factor mais importante não terá sido o aspecto final desta Intranet, mas sim e principalmente se e como terei conseguido fazer que a mesma chegasse a todos os funcionários da empresa. Isto porque a BP LPG UK estava a tentar inserir um novo conceito de fazer negócio – o e-commerce – mas a sua verdadeira empresa encontrava-se espalhada pela Inglaterra em “depots” que por vezes tinham apenas um ou duas pessoas completamente desazadas da forma como os “main offices” trabalhavam.

Então o meu trabalho passou muito por entender a estrutura da empresa para saber o que realmente fazia falta às pessoas que lá trabalhavam no seu dia a dia e o que as iria levar interessar-se pela Intranet como um instrumento de trabalho.

A BP ao nível da informação on-line é um “mundo” que tem muito por onde ser explorado e muitas ferramentas que podem ser utilizadas por todas a suas companhias. Por isso, ao longo

da estruturação e realização deste site de Intranet tentei sempre encontrara as melhores soluções que a BP apresentava e fazê-las chegar da forma mais simples aos trabalhadores da minha empresa. Para além disso foi necessário saber opiniões e transmitir a ideia que este seria um instrumento de todos e para todos, do qual cada um seria responsável pela pequena parte que diria respeito ao seu trabalho dentro da empresa.

No momento em que o meu estágio terminou a Intranet estava pronta para ser lançada, mas não cheguei a fazer um acompanhamento do impacto da mesma nos trabalhadores; mas sei que após esse lançamento a unidade de e-business da BP pegou neste “protótipo” para eventuais estudos de formas de implementação da renovação de outras Intranets em outras empresas.

Este relatório apenas pretende fazer uma descrição generalizada do que foi o meu trabalho na BP LPG UK nestes seis meses, mas devo dizer que o material aqui apresentado não poderá espelhar a realidade daquilo que o mesmo foi. Isto porque, como é explicado no ponto 4.6.2.1, existe todo um processo de confidencialidade por detrás da construção de uma Intranet. Para além disso não é possível fazer em formato papel uma apresentação de um trabalho tão dinâmico e interactivo como este sem existir a possibilidade de apresentar o produto final (o site) ao vivo. Como essa situação não vai ser possível, espero que com a minha exposição deste relatório poderei ter a oportunidade de dar uma visão melhor daquilo que este projecto realmente significou.



Laura Irvine

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To Whom It May Concern,

Silvia Ferreira da Silva

Silvia's work for BP LPG UK has been very thorough and creative. Throughout Silvia has worked reliably with interest and enthusiasm. Silvia has been keen to learn about the organisation and never fails to ask questions to develop her knowledge and understanding across all areas of the business. She has also shown initiative in bringing new ideas to the project in order to deliver an innovative and comprehensive intranet site.

*Laura Irvine
5th September 2001*

Summary

The traineeship at BP LPG UK in Avonmouth was divided in three projects.

The first one involved a small project about primary transport. The project consisted on a costs/benefits analysis where transportation fleet's size could increase from 38 to 44 Tonne. In order to minimize total delivery costs were optimised number of shifts and ultimately deciding on how many trailers to buy. After the study the conclusions were:

- BP LPG UK can decrease the numbers of trailers working in Summer months;
- BP LPG UK needs to buy new trailers (the old ones are 25 years old);
- BP LPG in Avonmouth has 14 customers but could increase to 26 if should there be enough gas in winter months;
- In a cost/week analyse the difference between 38 and 44T is £1.31. Therefore on a yearly basis, the overall financial savings would be £3,047.82 should BP buy 44Tonne trailers. Thus, from a financial point of view buying 44T trailers is the best choice, however from a business point of view is better to rent it.

The second project was to create a newsletter about environment protection. This project was part of an awareness campaign (BP has developing regarding energy saving) and the results couldn't be better, that is, most of BP LPG UK employees answered the questions inside the newsletter and that data collected revealed that employees would try to change their habits.

The third and main project was to build the BP LPG UK Intranet, which was integrated in a project called "Internal Communications". This project lies on the building of the BP's Intranet, with the goal of changing the way that Internal Communications are made nowadays in BP LPG UK.

For that was built a database in MSAccess with all the employees, depots, departments and other relevant information. The information that is relevant for BP LPG UK staff was organized and presented by the Intranet using the format of an Internet's site.

This project's biggest aim was to change the way that people communicate at BP LPG UK and also to start a new format of looking for information at work and to let other people know about the aspects that concern to a particularly person, depot or department.

Thanks

I would like to leave here my sincerily thanks to the people that made this project possible, by helping, teaching and giving me suport and friendship during my days in BP LPG UK:

- José Sarsfield Cabral: FEUP
- Martin Evans: BP LPG UK
- Laura Irvine: BP LPG UK
- Lynn Smith: BP LPG UK
- Pauline House: BP LPG UK
- Sunil Kakar: BP LPG UK
- Jude Payne: BP LPG UK
- Barbara Mowatt: BP LPG UK
- Stephen Carter: BP LPG UK
- Nicole Andrieu: BP LPG UK
- And all the BP staff,

Thank you very much.

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1 The Company

1.1 BP

BP is the holding company of one of the world's largest petroleum and petrochemicals groups. Their main activities are exploration and production of crude oil and natural gas; refining, marketing, supply and transportation; and manufacturing and marketing of petrochemicals. BP has a growing activity in gas and power and in solar power generation. BP has well-established operations in Europe, North and South America, Australasia and Africa.

1.2 BP Brand

Over the past few years, BP has changed and grown by bringing together several great companies. Consequently, the question arose: What do we call new company? The group chose to use the letters "bp". It's a simple, straightforward name and is easy to remember. Above all, it can stand for new company's aspirations: bold people, better products, big picture, beyond petroleum. What more could describe Gas and Power.

Company has also created a new mark that's bright, bold and different. This is intentional. It's important for all of us, and for the world, to recognize that company is not going about business as usual. BP mark reflects determination to create products and services that respect human rights and the natural environment. In dynamic shades of green and yellow, BP mark represents growth. Its interlocking parts from one vibrant whole, symbolizing the collective power of our individual efforts. It also resembles the sun, a priority in our search for new sources of energy.

The new mark sets company apart from their competitors. This is deliberate. Now is the time for company to step of traditional roles and thinking, to be a catalyst for change. New mark is a daily reminder of this-a challenge to the world.

1.3 BP LPG UK

BP LPG UK has a large and varied national customer base including domestic, commercial, industrial and agricultural users of bulk or bottled LPG and autogas totalling nearly 20,000 direct customers and 100,000 users of bottled gas. BP has long been the largest supplier of liquefied petroleum gas into the UK market from its supply bases at Grangemouth, Coryton and Avonmouth and provides for 25% of the UK LPG consumption. BP now rivals Shell Gas for the Number 2 position in the UK LPG retail market having grown through acquisition and natural expansion to provide an integrated service across the whole of the UK. Key national accounts include the MOD, Bernard Matthews and the Corus group. BP also supplies LPG wholesale to major players such as Calor, Shell and British Gas.

BP bottled supplies of butane and propane are available through an extensive national dealer network which trades under the local names of Macgas, Border Gas and Handygaz. BP supports this network with business planning specific to each dealer, which will include customer and cylinder management programmes to control growth.



For all BP LPG UK customers BP offer a service differentiated by customer responsiveness, which includes a top-up guarantee to ensure continuous supplies. BP works within the LPG Association to set and maintain safety levels throughout the industry. BP is also pioneering the use of e-commerce in the selling and administration of LPG supplies.

1.4 BP LPG UK-Avonmouth

There are 15 branches of BP LPG distributed throughout United Kingdom. The traineeship took place in Avonmouth, a small village near Bristol, on Wessex County (about 180 km west from London).

In Avonmouth BP LPG consists of Head Office and Terminal.

The Head Office has about 30 employees in Administration, Finance, Marketing, Technical and Operational departments.

The Terminal is 1 km away from Head Office in Avonmouth Docks where lorries get the gas, Butane and Propane, from the spheres. The majority of Terminal employees belong to Operational Department.

1.5 Avonmouth LPG Terminal

The Wytch Farm Oil Field in Dorset is Europe's largest onshore oil field. It lies beneath Poole Harbour, the land along its southern shores and stretches into Poole Bay.

The oil lies at two levels – the Bridport Reservoir 3,000 feet below the surface and the Sherwood Reservoir at 5,000 feet.

Both fields are expected to yield some 230 million barrels of oil – a barrel is 36 gallons – and production will peak at some 60,000 barrels per day.

The crude oil is transported via a pipeline to BP's Hamble Terminal some miles away. The LPG is taken west by rail to a new terminal at Avonmouth.

The oilfield is situated in a part of Dorset which has more Grade 1 sites of special interest than anywhere else in the UK. It is at the centre of an area of outstanding natural beauty bounded by a number of nature reserves and National Trust land. Nearby are Bournemouth and Poole – important holiday areas.

The challenge to BP was vast. Its attitude to the environment is clear and unequivocal and is summed up in these words:

“It is the primary and continuing policy of the BP Group that in the conduct of its activities it will endeavour to protect the health and safety of its employees, customers and others who may be affected by these activities, and endeavour to limit adverse effects in the physical environment in which these activities are carried out”.

The core of BP's approach is environmental planning and control. It has pioneered the use of environmental impact assessments round the globe and has concentrated attention on environmental monitoring and auditing.



The outlet for the crude oil from the Wytch Farm Oil Field is Hamble Terminal at Southampton to which it is transferred by pipeline. The Liquefied Petroleum Gases move by rail to BP's new Avonmouth LPG Terminal at Avonmouth Docks, near Bristol.

The Avonmouth Terminal is built on 12,6 acres of land on the banks of the Severn Estuary at a cost of over £15 million. This site was chosen for two reasons. Firstly, because customers in Southern Central England, the West Country, South Wales and South Midlands will benefit from its easy access to the M4 and M5 motorways. Secondly, its close proximity to Avonmouth Docks is ideal for ship movements and for this purpose a gas line is laid between the terminal and the oil basin of the royal Edward Dock nearby.

The Wytch Farm gas begins its journey to Avonmouth from the Gathering Station. This is the "heart" of the oil field where Butane and Propane gases are separated from the crude oil and stored in 12 containers known, because of their shape, as bullets. The largest of these is 175 feet long – five feet longer than Nelson's column.

An underground pipeline transfers the gas to rail sidings at Furzebrook a short distance away and from here the gas is moved by rail to the terminal some 80 miles away. At peak around 3,000 – 3,500 tonnes of gas make the journey to Avonmouth each week. To receive these consignments, special off-loading gantries have been constructed together with a railway link to the British mainline.

The gases are fed into what have become known locally as "giant golf balls". These are, in reality, three large spheres standing up to 80 feet high on steel legs. Two of the spheres, each with a capacity of 2,000 tonnes, are dedicated to Butane and Propane storage while the third "swing" sphere of 500 tonnes is used to store either gas according to seasonal variations in market demand.

The terminal operates 24 hours a day and is also the contact point for customers placing orders for gas.

Safety and security were major considerations at every stage of the construction of the new terminal. Some £2 million of the capital cost was earmarked for these purposes. In addition to an extensive fire and gas detection system, the terminal has total water deluge fire protection.

A computerised system gives continual visual displays in the terminal's control room of gas pressures, temperatures and flow rates throughout the plant. This system also enables items of equipment such as pumps and valves to be operated remotely by the control room staff, thus ensuring the safe and efficient monitoring of the terminal is maintained at all times.

BP Oil UK Limited is responsible for the operation and the marketing of Butane and Propane from one of the most modern LPG terminals in the Western Hemisphere. The completion of the Avonmouth LPG terminal is an important milestone in the future of BP's LPG business both in the UK and in Europe.



1.6 LPG

L.P.G. Liquified Petroleum Gas

L.P.G. can very often be miss quoted as:

-LOW PRESSURE GAS

-LIQUIFIED PETROLEUM GAS

LPG is a fuel that is obtained during the manufacture of petrol from crude oil or direct from the North Sea. It has a big advantage over mains gas in that it can be stored as a liquid in special containers and transported to almost anywhere to be used. At atmospheric pressure liquefied petroleum gases revert to the gaseous state. Liquid butane and propane or a mixture of the two is used extensively in areas where there is no natural gas service. When the valve on the “bottle” or small tank of butane, for example, is opened, releasing the pressure on the liquid, a small quantity of liquid “boils” or turns to a gas and can then be used just as natural gas for cooking or heating.

LPG is a very efficient and environmentally friendly fuel with high calorific value and negligible sulphur or metal pollutants. It is therefore well suited to processes that require high purity. LPG provides a convenient means to power heating, cooking, and other processes regardless of location. However the major growth area in the LPG market is automotive use of LPG - commonly referred to as autogas. BP is the UK market leader in autogas with the largest retail forecourt presence and also a network of reseller and homebased autogas refuelling points.

2 Primary Transport Project

2.1 Introduction

This project consisted on a study in order to analyse costs and benefits should Transportation Fleet's size at BP Gas in Avonmouth increase from 38 to 44 Tonne.

2.2 Objectives

The objective of this study was to minimise total delivery costs, therefore:

- Optimising number of shifts;
- Deciding on whether to buy new trailers or lease them;
- Deciding on how many trailers to buy.

2.3 Assumptions

- Demand will be the same for the next years
- BP gas in Avonmouth has 27 fixed customers
- All customers' sites can receive 44 T lorries
- In winter, there is no shortage of gas to delivery



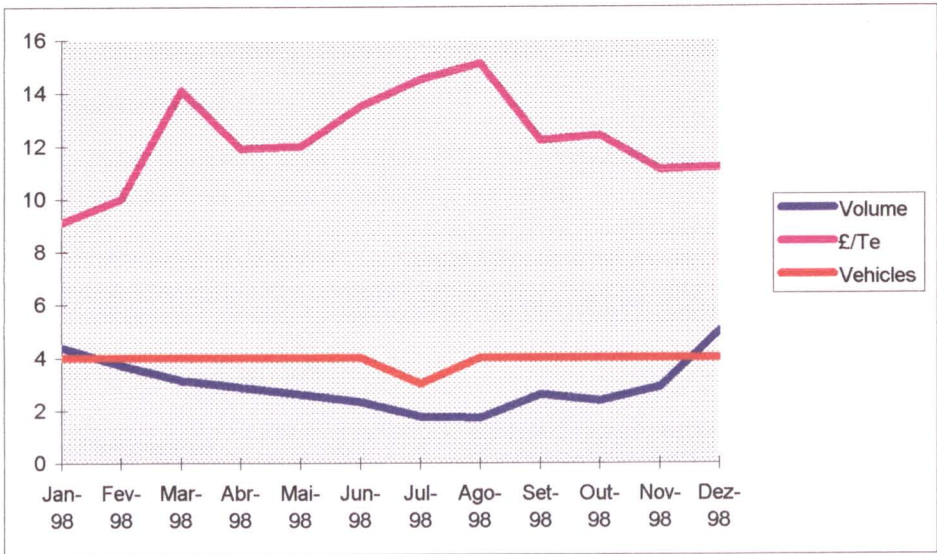
2.4 Report

2.4.1 The present situation

2.4.1.1 Seasonality Analysis

Month	Volume	£/Te	Vehicles
Jan-98	4.377	9.1	4
Feb-98	3.698	10	4
Mar-98	3.119	14.1	4
Apr-98	2.859	11.9	4
May-98	2.6	12	4
Jun-98	2.299	13.5	4
Jul-98	1.745	14.5	3
Aug-98	1.717	15.1	4
Sep-98	2.592	12.2	4
Oct-98	2.363	12.4	4
Nov-98	2.888	11.1	4
Dec-98	4.992	11.2	4

2.1: Table



2.2: Graphic

From graphic 2.1 reading July and August are selected months regarding gas distribution volume thus BP works with minus one vehicle in July. The introduction of the new law, a bigger capacity is allowed, that is 44 T vehicles means that in Summer months BP could stop leasing Wincanton more than just one vehicle, consequently costs would be lower.

As already stated the placement started with a logistic project. Decision had to be taken: BP should buy new trailers or BP should rent extra ones. From the given data, graphic and table, at present BP rents all trailers from Wincanton. In UK a new law stating that Gas lorries can transport 44 T instead 38 T. If BP rents new lorries from Wincanton or another company BP will have to pay more than proportionally as the leaser company will have to invest in new lorries.

2.4.1.2 Current Fleet Size

Today, BP Gas has in Avonmouth five big lorries for the deliveries:

- 3 x 38 Tonne GVW
- 1 x 41 Tonne GVW
- 1 x 44 Tonne GVW.

Notice that the 3 x 38 lorries are already over 35 years old, so their replacement is urgent.

2.4.1.3 The Customers

BP LPG in Avonmouth has 27 customers at different sites, throughout UK, although most of them are not supplied weekly. The customers' list is different week by week and reaches the terminal every Thursday, when it is analysed and deliveries are decided,

An example of this list is in attach 1.

2.4.1.4 The Rental Company

Wincanton is a rental company that works with BP Avonmouth, and BP rents from them the units and the drivers, as well as their managing services.

Invoice from Wincanton is in attach 2.

2.4.2 Costs And Solutions Analyses

2.4.2.1 BP Gas Perspective

For BP, buy/lease new Trl 203 it's not an option, but a need. The main questions are:

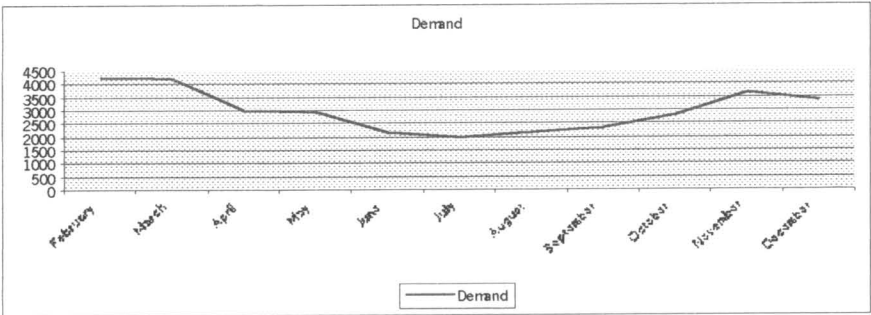
- How to do it (buy/lease)?
- If buying, how many (two or three)?

This change can help the service in primary transport to become more efficient, but deliveries that BP are doing today have to change.

2.4.2.2 Customer Base

	Demand
February	4249
March	4173
April	3000
May	2950
June	2162
July	1991
August	2133
September	2311
October	2846
November	3635
December	3370
Total	32820

2.3: Table



2.4: Graphic

	Tonne payload	Number of Trips	Reduce/Increase
Current Capacity	92	357	
Capacity Solution A	113	290	Decrease 19%
Capacity Solution B	90	365	Increase 2%

2.5: Table

On observing table 3 Solution A presents a decrease in 19% in the number of trips to major clients and Solution B presents an increase of 2%. Although Solution A appears to be better, at this stage were considering both alternatives (A and B).

2.4.2.3 Customers Sites

One of the main issues about changing the 3 x 38T to 44T was the customer's sites, that is, whether they could receive 44T. The studies carried out revealed that there are no major problems:

- All the Handy Gas sites are ready to receive the deliveries in the new 44 Tonne vehicles.
- The other customers can receive too, the new 44 Tonne vehicles.

2.4.2.4 Changing The Routings

To optimise the service in the primary transport, it's necessary to change the way deliveries are made. There's an example, with customer MOD, that could be presented: When a Trl 203 goes to a Handy Gas site, why not keep making deliveries after, going to some MOD's sites (that are very close), and there come back to the station.

This question was presented to Derek Marshall, and his answer was that most of the MOD's sites aren't able to receive a 44 Tonne vehicle an exception in the study carried out. However, other possibilities could be measured.

2.4.2.5 Number Of Shifts

At present, there are single and double shifts. Why not making three shifts possible?

If BP worked 24 hours a day, seven days a week, it would, certainly have bigger profits; but there are some barriers:

- There's not enough gas to deliver;
- BP would have to contract more drivers;
- The sites would have to be open 24 hours a day;

The last constraint could be overcome:

- If BP created a security system for all costumers' sites, such as surveillance central system and cameras in all sites. This solution would not bring additional costs to clients enabling BP to function 24 hours a day.

2.4.3 Leasing Vs Buying The Trailers

2.4.3.1 Wincanton Offer

The cost of leasing/renting from Wincanton the Trl 203 (44 Tonne GVW), is near £100,000, which would be paid throughout the contract with 2% year increase. This number is not exact, because for Wincanton, buying the Trl 203 for gas deliveries is a completely new situation.

In this situation, BP costs (standing charges, vehicle excise duty costs) would remain the same, except for the management costs that would increase and, of course the monthly payment that BP would have to pay for the tank.

BP has to notice that:

- This is a new situation for Wincanton, so if there would be a contract it could have to be discussed, and maybe Wincanton would have a different opinion about costs;
- The contract would be too risky for Wincanton, because BP is the only client with gas deliveries. However, if BP broke the contract with Wincanton at any time would have to support tank costs.

On the other hand:

- In summer months BP could keep the tanks stopped at Wincanton with no additional costs (the tanks need no maintenance);
- The depreciation of the tank wouldn't be a BP problem, and over the years as the tank depreciate, BP would pay less to Wincanton.

During the conversation with Wincanton, they said that it's easier if BP keeps buying their own tanks, because they feel that it's not a good business for Wincanton to buy a tank that has only use for one client.

2.4.3.2 Buy or Lease/Rental from Contractor

The cost of buying Trl 203 is £90,000, and lease/rent from Wincanton would be £100,000. The main difference between the two options is:

- For BP, to buy the Trl 203 it means investing in this direction therefore loosing other investment opportunities.
- To lease from Wincanton, through expenses would be higher, there would be no need for direct investment.

2.4.3.3 Comments

Along the conversations that we had with most of the people involved in the business, the better option from an accounting point of view would be buying the Trl 203 instead of renting it. However the main question remains, wouldn't it be more profitable for BP, to invest in other areas?

2.4.4 Conclusions

- Seasonal use of vehicles: with the Trl 203 the number of vehicles stopped, during lower demand months, can be increased at least by one unit.
- Vehicles in use: since the average age of a 38 Tonne is 25 years, it is urgent to replace them.
- The list of customers is now 14 customers. Through there are 26-recorded clients only an average of 14 can be supplied permanently owing to insufficient gas at the terminal during winter time.
- The cost/week difference between a 38 tonne (BP owned) and a 44 tonne (contract) is £1.31 (£7.57 for the 38 and £6.26 for the 44).
- In terms of capacity is possible to replace the 3 x 38 for 2 x 44, and reducing in cost/week would be £1,099.41.
- There are no major problems from our customers (primary transport) to receive deliveries from the Trl 203.
- Working 24 hours per day is possible if BP creates it's own security system for deliveries, like for example security video cameras and surveillance.
- On a yearly basis, if the fleet went to 44 Tonne, the overall financial savings would be £3,047.82.
- From a financial point of view, buying the Trl 203 is a better choice, through from a business point of view is better to rent it.

3 Awareness Campaign

3.1 Introduction and Objectives

The Awareness Campaign was a World BP campaign and its objective was to alert all employees to environmental problems. This action was developed along all the BP Companies during a large period of time and its manager was Graham Wiltshire responsible for giving lectures and all the necessary packs for BP people to develop good campaigns.

The first step was to understand the meaning of this awareness campaign and study the packs on “how to plan a campaign”. The first newsletter within BP was all studied and developed for Francisca Magalhães and me with the orientation of Graham Wiltshire. After, the prototype was sent to the office for reproduction and finally the newsletter was delivered.

The newsletter is in attach 3

The newsletter was really one of the main actions developed during the small period of time that I worked with the awareness campaign, but there were other kind of background work developed that was used a little time after I finish my traineeship.

My role in this campaign was to be responsible for a good implementation of it in BP LPG UK and giving its results to Graham Wiltshire to analyse and study. I was like the link between the manager and the staff in the company. Of course this was not a six months campaign it will be happening for a lot more time in BP, but I could participate in a first approach to the campaign and to its first results.

3.2 The Campaign Plan Guide

3.2.1 Marketing Approach

This guide described a marketing approach to raising energy awareness within an organization, and included information on an action pack, available on request, to enable readers to generate material and run an awareness campaign. The guide was designed to help anyone with a responsibility for energy to raise energy awareness among his or her staff.

All organizations use energy and most use it wastefully. There is frequently a potential to save 20% of the energy used. The key to realizing this potential is to manage energy effectively. This requires a structured systematic approach, as covered by the companion Guide ‘A strategic approach to energy and environmental management’ (GPG 200). The approach is based on five basic steps:

- Getting commitment from the top level in an organization
- Understanding the issues
- Planning and organizing an effective management programme
- Implementing the programme



- Controlling and monitoring performance.

In many organizations the greatest barrier to energy efficiency has been identified as lack of awareness, or staff apathy. Most people are unaware of the energy they are using and therefore do not have the knowledge or motivation to use less. Changing attitudes to energy use is likely to bring about significant savings for a relatively small investment. Accordingly, an energy awareness campaign should rank high in an energy management programme.

To be effective, awareness campaigns should result in a permanent change in attitudes and behaviour. Simply displaying posters or showing a video may result in short term reductions in energy consumption, but in the longer term will have little effect.

Awareness campaigns need to be properly planned and sustained. Energy efficiency can be considered as a product or service and, just like any other product or service, it can be marketed. So this Guide described a marketing approach to raising awareness and motivation of staff, the framework of which involves addressing five fundamental questions:

- Where are you?
- What if you do nothing?
- Where do you want to go?
- Who needs to know what?
- How will you get there?

By following the marketing approach, this Guide helped me to:

- Understand the key steps in a staff energy awareness campaign
- Establish the levels of awareness of energy among staff
- Decide what to do in a campaign
- Draw up an action plan for a campaign.

3.2.2 Where are You Now?

The first step in a successful energy awareness campaign is to understand the present situation, because you cannot identify realistic objectives or strategies unless you know where you are now.

3.2.2.1 Staff Surveys

The attitudes of staff and management are a key factor in changing behaviour, and surveys are an effective way of assessing attitude. Attitudes can also be assessed through individual discussion and in group meetings such as staff focus groups.



3.2.3 What If You Do Nothing?

At this stage you should examine the impact of doing nothing further to raise energy awareness. This will reinforce arguments to persuade others that reducing energy consumption is something your organization should be doing

3.2.4 Where Do You Want To Go?

You are now at the stage to decide the objectives of the campaign. Ideally, the objectives should be published and should comprise a statement of policy, the desired outcomes or results, and an indication of how they will be measured.

3.2.5 Who Needs To Know What?

What messages to different people respond to, and what energy and environmental issues would motivate them?

A common factor is what people do at home, so saving money at home through smaller energy bills is likely to do so at work. Therefore, it is beneficial to relate the messages to what people can do at home.

Another factor to emphasise is that improving energy efficiency reduces waste. Linking this to environmental benefits will also help, because staffs develops feelings of well-being if they believe they are doing something to help the planet.

3.2.6 How Will You Get There?

You are now in a position to decide how you are going to achieve the objectives, by determining the strategy and then identifying the tactics or specific activities to implement the strategy.

- Deciding the strategy:

The strategy spells out the component parts of the campaign.

When devising the strategy, it is helpful to carry out a SWOT (strengths, weaknesses, opportunities, threats) analysis of energy efficiency for your organization. In particular you should consider:

- which **strengths** can be harnessed
- which **weaknesses** you need to plan to overcome
- the **opportunities**, which might present themselves by implementing the campaign
- any **threats** to a successful outcome and how they might be resisted



The example of SWOT analysis illustrates the use of SWOT analysis for an energy efficiency campaign.

There are no absolute rights or wrongs in the analysis; each is a perceptual response. One organisation's strength may be another's weakness, while a threat can be frequently turned into an opportunity.

- Planning the implementation

With the overall strategy in place, specific activities can now be identified and incorporated within a programme. The programme should show when each activity will be carried out, allowing adequate time for consultation with other departments, for regular feedback to management and staff, and for evaluation. The programme should show when each activity will be carried out, allowing adequate time for consultation with other departments, for regular feedback to management approval. If no budget is available, it is likely that you will have to undertake no-cost activities until you can demonstrate the success of these.

- The activities:

Activities, which are likely to be part of an awareness campaign, are listed below, together with a brief description and how each could contribute to a campaign.

Presentations: to launch the campaign and to get staff interested. They are likely to include the impact of energy saving and advice on how to reduce energy consumption.

Workshops: to show people what they can do and how the benefits can be achieved.

Other direct communications: face to face contact can be made at staff focus groups, regular departmental or section meetings, team briefings or just informal gatherings.

Internal training: for people involved in running the campaign to give them the knowledge to pass on to the staff in their area, or to implement specific actions.

Videos: many videos are available illustrating the benefits of energy efficiency; larger organizations may produce their own regular in-house videos which can be used to feature energy, or may produce one specifically to promote the campaign.

House magazine: a good way of publishing hints and tips on how to save energy, both at home and at work, plus providing updates on achievements.

Posters: to promote a campaign, give specific tips and to act as reminders. Cartoon characters can be a useful way of getting some humour into a message. They are best displayed where they will be seen by most staff – at drinks machines, outside toilets, in the entrance foyer.

Competitions: these can be individual, between buildings, divisions or sites, and can also be used as an indication of how awareness has changed during a campaign. Offer prizes that act as an incentive.

Promotional gifts: such as stickers, pens, mouse mats. They should carry some sort of message. They may have limited effect internally but in some situations may be worth using.



Promotion: this should be in the form of incentives such as bonuses, rewards, outings, gifts and, most importantly, recognition. Individual rewards should be used with caution because it is often a team effort which results in a successful outcome. Consider giving rewards which benefit the team as whole.

Sponsorship: if there is something in it for the sponsoring organization then you are much more likely to be successful. However, you should be wary of continually approaching the same sources for free products.

External publicity: this can be useful in promoting an organisation's image. Be imaginative, and remember that news is only news when it has just happened. Energy efficiency may not make the headlines but if you do something a little more innovative then it can make a newsworthy item.

Public relations: your organisation's image could be enhanced communicating your environmental achievements, including energy conservation. It should feature in the annual report or as part of a publicly available environmental report. It can be done by incorporating the information into brochures, direct mailings or other communication with suppliers and costumers.

Local groups: an energy efficiency campaign is likely to be something that other local organizations are also doing. If there is an energy club in your area, then this could give your campaign additional momentum and would enable you to exchange ideas, information and experiences regularly. You may be able to spread costs by producing a joint newsletter or information pack.

- Getting the message across:

Getting the message across requires communication with many different people. You will need to identify who can be the champion for energy efficiency, who can provide strategic guidance, who is likely to help you – and who may oppose the ideas. It helps to understand their motivational and behavioural characteristics and whether they are likely to be persuaded by logical or emotional arguments. The way your organization makes decisions will also influence the way in which you should plan your campaign.

3.3 The Action Plan

1 – Decide where your organization is now:

- answer the questions listed under attitudes, knowledge, costs and cultural change
- decide how to find out the information you require:
- surveys
- desk research
- other published data that is relevant.

2 – Examine the impact of doing nothing and form a view.

3 – Set your objectives and goals:

- ensure there is a policy statement and get it published
- quantify the outcomes
- set measurable objectives.

4 – Decide who needs to know and what sort of messages would appeal to them.

5 – Analyse the strengths, weaknesses, opportunities and threats.

6 – Decide your overall strategy statements.

7 – Identify the different activities that you might use.

8 – List all the people who will be involved in the campaign, identify their potential roles and form a view as to their motivational and behavioural characteristics.

9 – Prepare your plan.

10 – Put the plan into action.

11 – Monitor the progress of the campaign.

12 – Feed back to staff as the plan progresses and you have something to report.

3.4 Running an Awareness Campaign

3.4.1 The Campaign Plan

The **Running an awareness campaign** pack was designed to take the hard work out of running an energy campaign. This campaign plan explained: the key element in a successful campaign; how to organize a campaign within organisations and how to use them.

This awareness campaign pack gave me the main instructions and support on how to:

- Plain campaign tactics
- Gain support from top management
- Produce promotional materials and slogans

3.4.2 Key Elements to Success

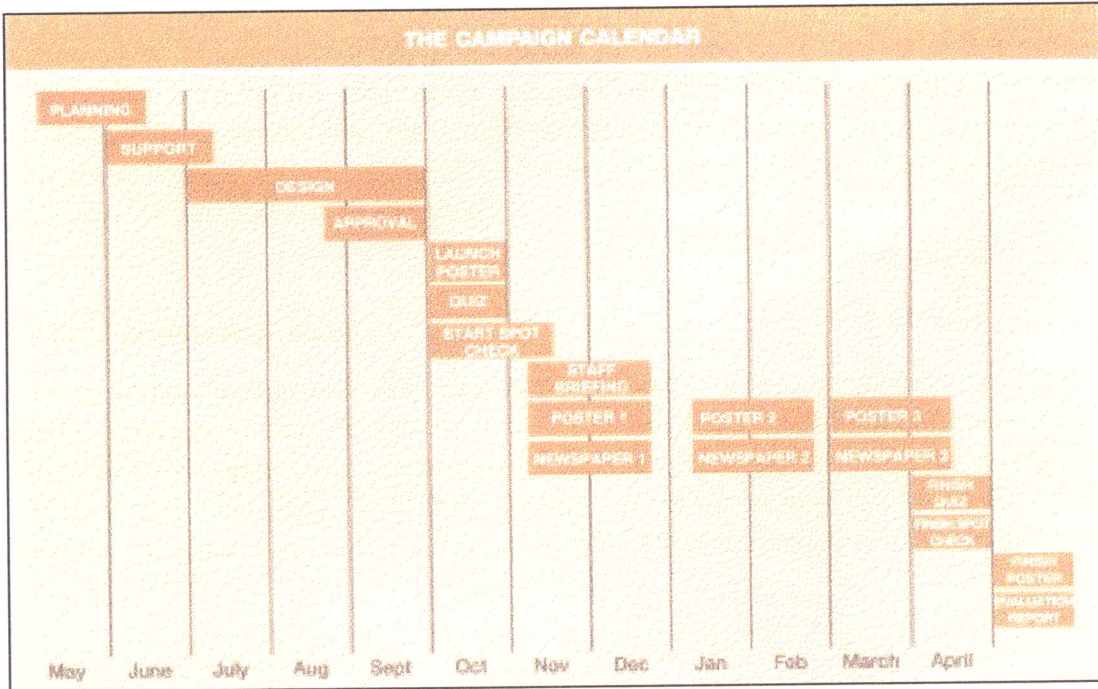
This campaign plan, and the other materials in the pack, provided me with the means to achieve the keys elements for a successful campaign:

- Senior management approval and support
- Staff support and involvement
- Energy saving ideas
- Measurable improvements

These pack materials contain the key messages to generate and sustain the interest and commitment of managers and staff, such as:

- Commitments to targets and specific actions to achieve goals
- The environmental impact of energy consumption.
- They also highlight the need to generate interest by having or by providing:
 - Practical advice on energy saving in the home
 - Competitions and prizes.

3.4.3 The Campaign calendar



3.1: Campaign Calendar

The campaign calendar above details a plan of action lasting a whole year, beginning with planning the campaign and finishing with an evaluation report and poster summarising what the company have achieved.

3.4.4 The Plan

The plan shows the milestones for the first year of the campaign, beginning with a planning session. Ideally, this “first spin around the board” should start the campaign in the spring, with the bulk of the preparation happening during the summer so it can be possible to launch the campaign to staff at the start of the heating season. After reporting to senior managers and providing staff with feedback plans will need to be made in order to keep up the momentum to achieve the targets.

Good planning is important to a successful campaign. The campaign calendar above is intended to help you plan properly.



3.4.4.1 Design

The pack has been devised to give ideas and do some of the work. But it's necessary to invent a campaign slogan and adapt the materials in the pack to match the look and feel of the organisation. High-quality copy is important to capture staff interest and attention, so the newspapers need to be informative and well written. The competitions included in each newspaper draw attention to the campaign and also create copy for the next newspaper. The newspapers should also set achievable targets and reports progress. The staff briefing sessions may provide material for the newspapers.

3.4.4.2 Detailed Approval

Having devised a slogan for the campaign and decided how to adapt the materials in the pack, it was necessary to have detailed approval for these decisions from senior managers. This was the time to delegate roles and responsibilities, for example to the plant manager or office manager, for improving good housekeeping practises during the campaign. It was also necessary to get a statement of commitment from the chief executive or board at this stage.

3.4.4.3 Launch poster

The launch poster had the purpose to make people aware of the campaign. Three examples have been included in the pack to help – a launch poster, a quiz and a staff slide presentation.

3.4.4.4 Start Quiz

This had two purposes. It helped launch the campaign and it provided a measure of current staff awareness and knowledge.

3.4.4.5 Start Spot Check

This was a simple spot check of where the company were in terms of good housekeeping. It establishes bases pattern of building use and energy management. The check was repeated at the end of the campaign.

3.4.4.6 Staff briefing

To involve staff a series of briefing sessions were prepared, making special effort to include all those staff, for example department heads and maintenance staff, who could have an impact on energy use. The materials to prepare the slides were included in the pack.

3.4.4.7 Posters

The pack contained examples of six posters, one to launch the campaign, one to brief staff, three to support the newspapers and one to highlight the campaign achievement.



3.4.4.8 Newspapers

The pack included two versions of each newspaper – an example for a fictitious company WildWear and a template to be used to build you're the company newspaper containing both generic material, such as images and competitions, and items that to tailor.

3.4.4.9 Finish Quiz and Spot Check

The final quiz tests staff awareness and knowledge of energy issues to measure the impact of the campaign. The final spot check was a performance measure of good housekeeping practise and provided an assessment of changes in behaviour.

3.4.4.10 Evaluation Report

This was where the company summarised what have been done and what had be achieved.

3.4.4.11 Final Poster

This was used to highlight the campaign achievements and to motivate staff to keep up the good work.

3.4.5 Creating The Right Image

It was important to choose a campaign slogan and a name for the newspapers that were appropriated for BP LPG UK.

SLOGAN GENERATOR			
Simply perm any two words to create a title, for example: 'Energy Watch', 'Environment Action'			
Then, again drawing on the list, embed this title in a campaign slogan, for example:			
'The planet is our business', 'Spotlight on energy efficiency', 'Improve profits through energy awareness'			
watch	change	growing	news
monitor	empower	energetic	matters
scan	maintain	environmental	spotlight
search	profit	prudent	focus
focus	produce	active	guardian
target	small	future	watchdog
check	global	sustainable	examiner
protect	wise	efficient	quest
sustain	hot	productive	saver
learn	light	profitable	sentinel
act	green	energy	action
improve	fragile	environment	improver
reduce	clean	world	cost
motivate	caring	planet	business

3.2: Slogan Generator

Visual quality needs to be as high as the company could afford to give credibility to the campaign. Ideally use full colour materials.

High profile and active commitment from the top was one of the most important goals to achieve.

Some of the materials in the pack were created for a fictitious company called WildWear; others were generic. The company could use these materials in any way that was appropriated to it's facilities. There were three roles:

- Photocopying and editing

The quizzes, checklists and presentations could be photocopied and distributed quickly and simply.

- On-screen production:

All the material – text, cartoons, photographs and layouts – could be made available on computer discs to incorporate into company's system.

The materials in the pack are being prepared in digital form for you to edit and use during your campaign.

Format	Microsoft Word/ ASCII	Microsoft Powerpoint 4	QuarkXpress
Start quiz	✓		
Staff briefing slide presentation		✓	
Management briefing slide presentation		✓	
Six posters	✓		✓
Three sample newspapers	✓		✓
Three newspaper 'grids'	✓		✓
Campaign spot check	✓		
Finish quiz	✓		
Evaluation report	✓		

Please photocopy this page, complete the details below and return to BRECSU by fax (01923 664787) or post to: BRECSU Enquires Bureau, BRE, Garston, Watford WD2 7JR

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3.5 Feedback

The feedback in terms of responses from a better energy awareness was not reachable in the time I was in the company, but I could realize that people were taking attention and having profitable chats about the campaign that was going on in BP LPG UK.

As the campaign had a prize competition I received lots ideas and improvements for the campaign, which meant that the campaign was already having good results.

3.6 Conclusion

This campaign was very successful; especially because in UK these kinds of issues are very important within the companies and people are used to having environmental concerns.

In my point of view I think that my task was reached, because I launched the first newsletter and helped implementing this campaign with success.

4 BP LPG UK Intranet Project

4.1 Background

BP Gas is a sub division of BP. It has one key product, Liquid Petroleum Gas (LPG) and a UK specific focus.

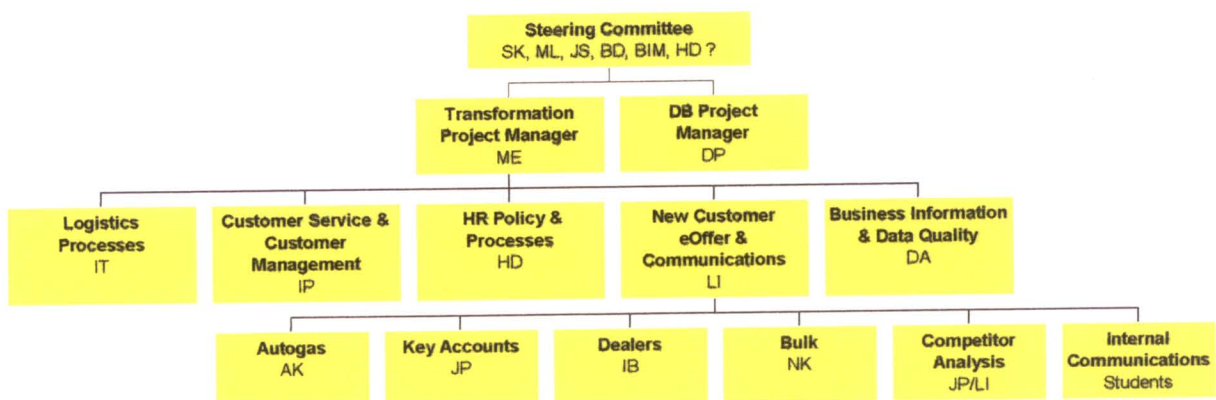
BP Gas has been working to redefine their marketing and strategic approach due to changing customer requirements. So, the need for a different approach to their customers made the company advance for the e-commerce, building a site to make business on-line.

The BP global re-branding has coincided with the new marketing and communication requirement.

There was a new necessity – changing the way that internal communications were being made within the company. And as a new concept – e-commerce – was about to be born, people inside the company had the need to change the way they were working until then. The concept “on-line” had to be an everyday tool, and the Intranet was the best way to start to develop that concept.

4.1.1 The E-project

At the current time BP was going through an important phase of transformation and development in a whole range of different areas, like the rebranding processes, the e-business concepts, etc. The e-business was one of the main pilot projects of the company and the “Internal Communications Project – BP LPG UK Intranet” was a part of it, as shown in table below about the “LPG UK Business Project Delivery”.



4.1 - LPG UK Business Transformation Project Delivery

BP LPG UK had been selected by the LPG Business Unit and by BP Digital Business as a pilot project for the new technology and ideas being created within BP. BP LPG UK continued growth and innovation had demonstrated that this company was a successful business with a sound commercial understanding. As such it was able to manage the business impact of trailing the new offerings.

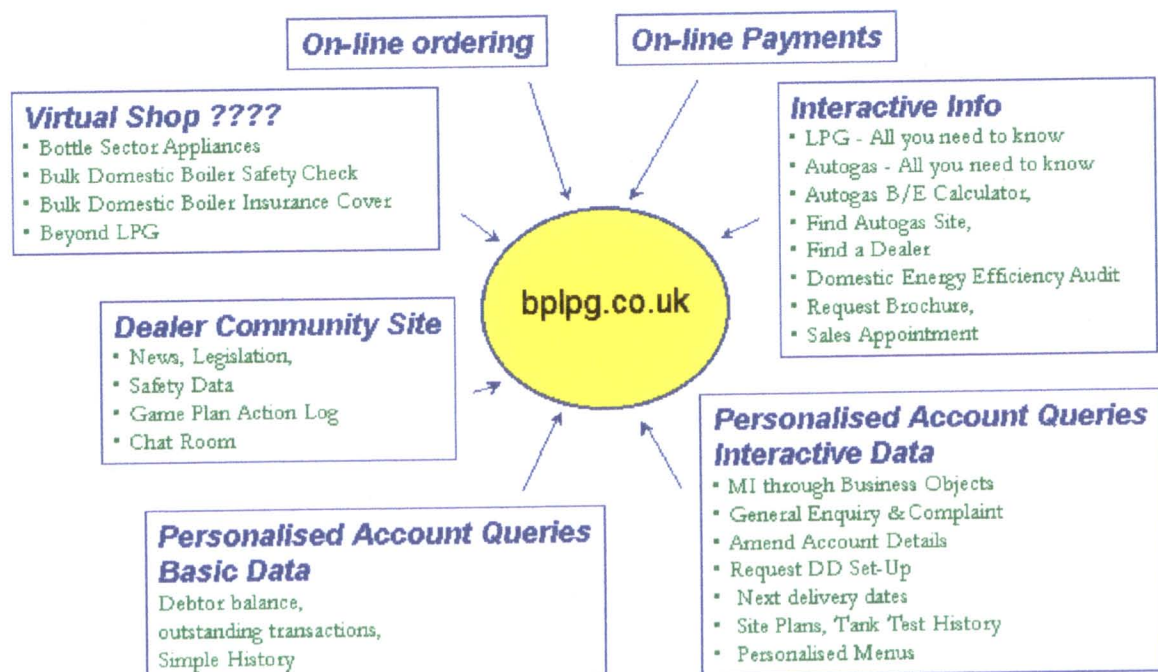
The key aims of the e-project were to achieve:

- a) Customer satisfaction
- b) Internal efficiencies

Having in mind these goals for the future BP LPG UK start a new project to be accomplished by the end of the year 2001: bplpg.co.uk, - the e-commerce site for LPG sales.

This was a very high standard project if we think that the kind of business made in BP LPG UK was quite traditional until that moment. At the end the e-commerce site would allow the company to have an all different service to its costumers and the working team would be changing: the e-concepts had to be real for everyone within BP.

The next picture gives a general idea of what were the goals of the LPG e-commerce site:



Between all these changes and new ideas, there was a new question: is BP LPG UK staff ready for such big improvements?

When talking about the company – BP LPG UK –it was easy to think only about main offices with its business departments, but the reality was different: the small depots with only one or two people' staff in the middle of the countryside made the real BP LPG UK.

So the big gap arises: how to get the staff to be the first to have good e-business concepts in order to deal with an e-commerce project? It was at this moment that the new idea for a different concept of Intranet came as a necessity. So the project presented here had a great role as a way to get all the staff involved in the new phase that the company was going through.

4.2 Objectives and Activities

Within the subject Internal Communications at BP, this project lies in the design and building of BP LPG UK Intranet.

BP LPG UK requires an Intranet website to support and fill in the staff necessities of communication on-line.

The overall objectives are understood to be as follows:

- Studying and searching for the right information that concerns the Intranet's subjects.
- To create a different structure for the BP LPG UK Intranet
- To design the site consistent with the new BP corporate global web brand guidelines
- Building a database with all the BP LPG UK employees, depots and offices.
- Implementation in MSAccess of the database.
- Implementation in MSFrontpage of the Intranet's structure.



4.3 Team and Tasks

This project was developed for a team of two elements:

- Francisca Magalhães
- Sílvia Ferreira da Silva

Only the goals of the project were common to both elements because the management of the tasks was split between them, having both different responsibilities. This was how the tasks were distributed:

- Francisca Magalhães: Database Management
- Sílvia Ferreira da Silva: Information Management; site's structure, design and interfaces.



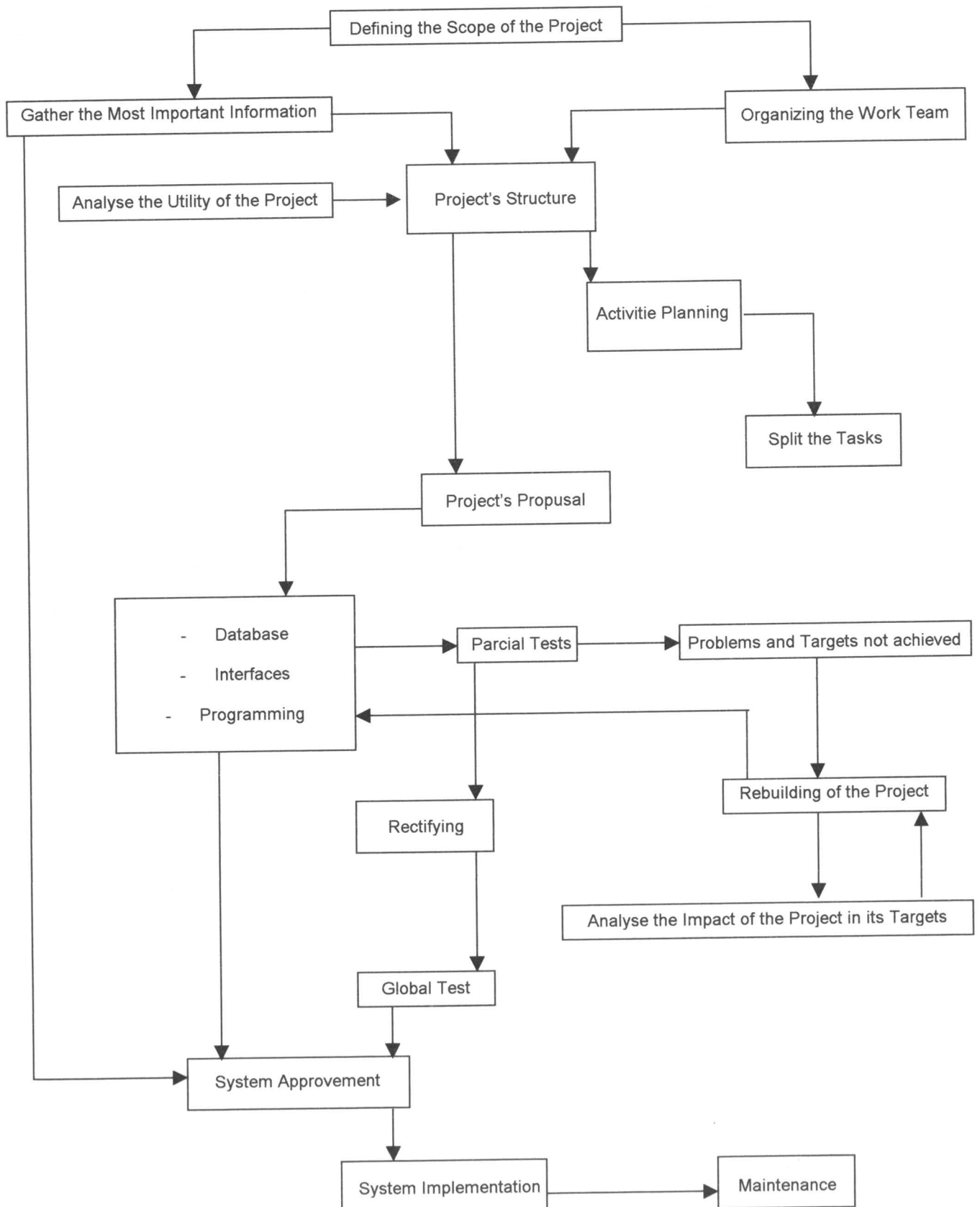
4.4 Proposed Schedule

	MAY				JUNE				JULY				AUGUST			
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Activities																
Searching for Information																
Organize the Information																
Building the Database																
Implementing the site in MSFrontpage																
Testing the Site																
Presenting the site to the Staff																
Implementing the site																
Analyse the Impact																
Rebuilt the site in order to correct the main mistakes																
Documents																
End of the Project																

4.3: Proposed Schedule

This was the first schedule made for the project. All the phases were accomplished with exception to “Analyse the Impact” and to “Rebuilt the site” because the time was not enough. The testing site’s phase was longer then what was scheduled due to constant changes in the site’s design and structure in order to adapt it better to the new brand and respond to different and constant information necessities.

4.5 Model for the Evolution of the Project



4.6 Web Site

4.6.1 Overview and Objectives

This Intranet Site is mainly a tool for the BP LPG UK employees to use at their work as a way to get and give information and communicate between them using the new technologies. This implementation came in a time that a new age was just about to begin in the company, a new e-commerce site was being built and the whole company was moving forward to an e-business concept.

The main objectives claimed by the website were:

- Being built with a simple tool that all the company could use in order to maintain the site in the future without taking too much time or informatics' knowledge.
- Have a simple structure.
- Offer a structure that allows an easy approach to a different range of subjects.
- Use the right BP image.
- Allow BP people outside the offices to have access to information about the business and also about the people that work within BP.

4.6.2 Building the Intranet Site

4.6.2.1 Confidentiality

As this project lies in several aspects that are internal to the company, there is a policy to stop information from coming out of BP. So, in the presentation of this project outside the company I am not allowed to show the site live and give it to someone else to browse. The only way to present this Intranet is with pictures that can give a general overview of its structure.

All the information about BP site's branding and design guidance is only available within the company Intranet worldwide, so it's not possible to reveal the sources used in order to get design guidance and learn about the brand values that should be clear in any BP's sites.

4.6.2.2 Information Management and Research

4.6.2.2.1 Searching for the Information

The first part of the Internal Communications project was mainly get to know the company and start developing a program to study the information that was going to be available on the Intranet site. This stage required a big effort in order to identify all the places to find the right information and mainly to get closer to the staff working within BP in order to know their opinion about which information was relevant for them to be on-line.



4.6.2.2.2 Inquiries

In order to get people's opinion in a more efficient way there were made inquiries for all the department managers and depots to know which information they would like their department to have on-line and the information from other departments they would think interesting for them to know. Their opinion about the site's uses was also consulted and took in consideration when structuring the site.

The examples of these inquiries are in attach 4.

4.6.2.2.3 Manage the Information

After all searches were done the information had to be careful studied and managed in order to decide which was going to be in the Intranet and how it was going to be presented there. For that some time was taken to create the main menus and to fill in all the subjects selected to be on-line.

4.6.2.3 Building Profiles

4.6.2.3.1 The Importance of the Staff's Identification On-line

One of the most relevant aspects of the Intranet is to create a way of all the staff be properly identified in a place of easy access to all BP LPG UK. As this is a company that is spread all over the United Kingdom each day is more difficult to know whom you are working with and who's the right person to talk in different situations. This way of identification on-line through an Intranet comes mainly to allow a quick and effective way to "see" all the company staff anywhere in the BP world.

For this process to work there was the necessity to pass the right message to the staff, reminding them the high importance of being "connected". For that the responsibility to choose what information to have on the profile was left to each one to select. Like this the responsibility to have a good "image" within the BP world was left in charge of each employee.

4.6.2.3.2 The Connect Site

The process of building profiles on-line was made in cooperation with one of the BP worldwide Intranet services: the CONNECT site.

Connect is a personal knowledge sharing tool – it enables everyone within BP to find people that can help them. Connect provides an easy way to locate anyone working on BP business, based on their knowledge and expertise. This tool can be used to create personal home pages on BP Intranet with variety of information, such as contact details, pictures, curriculum vitae and links to other pages with interesting subjects. The connect pages are linked to the Exchange/Outlook settled for BP, like this everyone has a place in Connect even without being there, and when creating their homepages the main information about them will be already there. Connect also allows people to locate anyone in BP using as a search tool their knowledge and speciality areas.



For the success of this implementation there was the necessity to develop a strong campaign about Connect and its functionalities through all BP LPG UK depots. This publicity was made using means provided by the managers of the site, like flyers, pens and posters to distribute to the depots. For this process to be successful we created a contact with the manager of the Connect site asking for his collaboration with means and useful information and formation about the tools of Connect.

While doing this campaign we also had direct contact with some staff out of our office and let them know about the creation of the new Intranet and its meaning to the company. Digital pictures were taken during this time and forwarded to the staff so they could use them to their homepages.

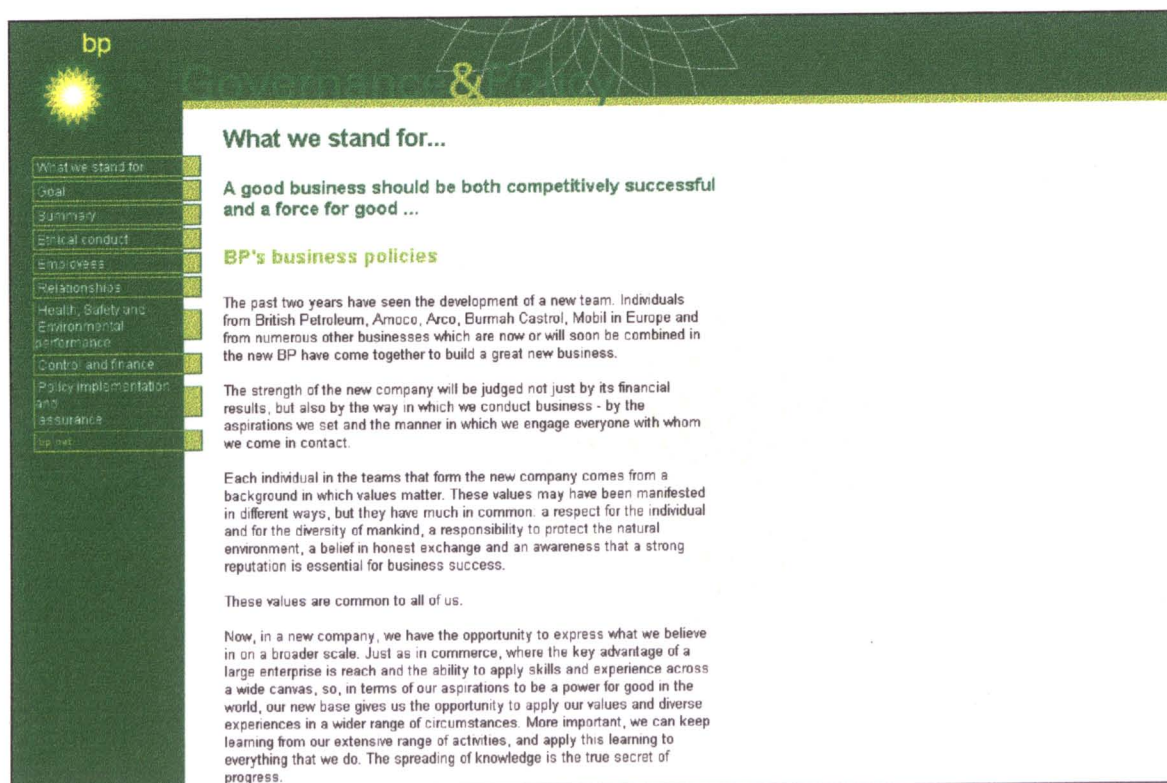
An example of the flyers used during the campaign is in attach 5.

4.6.2.4 The bp.com

BP as a world company has a big developed Intranet system that is spread all over its companies. Working with an Intranet in BP means have to know this big world of information sites and search for guidelines for the subjects we approach in our work.

Before starting developing the project for BP Gas there was an intensive study of the BP world Intranet, in order to find out information that would fit the site and to know all the bp.com places that could be helpful to built BP sites.

The main BP intranet page was the bpworld.bp.com that worked like a search engine to the BP sites; here people within BP companies could find information about the business, the staff, the news and all other subjects related to BP business. Some examples of these interfaces are presented next.





bp myHR.net

myData myReward myFuture myTeam

Welcome to myHR.net

Home

Diversity & Inclusion Centre

Mobility Centre

Executive Centre

HR International Centre

HR Policy Centre

Learning Centre

Reward Centre

Staffing Centre

What is myHR

Global HR Sites

What We Stand For

Data Security Policy

Connect

myVirtual HR Rep

Site Map

Provide Feedback

Help

myHR Service Centre

Powered by EXULT

I got my balance back.

Imagine what's possible...

myHR.net provides personal and accessible on-line HR services to our employees worldwide. Interactive and intelligent features allow anytime, anywhere access to your personal HR information. On this site, you will find potent job search tools, learning opportunities, a performance coach and much more... the information and support you need at the touch of a button.

What's New Up to date information on new features and developments in myHR

What is myHR You can click here to read more about myHR

What's on myHR.net and where to find it Don't know your Tabs from your Centres? Can't find what you need on the site? Here's where you'll find it...

myHR.net Resource Centre Click here to order myHR.net related products, from posters to promo items...

E learning myHR.net Virtual Tour Find out more about the site with our guided tour.

QUICK LINKS

Find A Job

Post A Job

Create/Edit myProfile

Find a Course

myPerformance

Resource Centre

myHR Service Centre

BP and WORLD News

COMPANY Performance

4.5: BP Intranet's Interface

Communities of Interest

Communities of Interest is a new knowledge networking system which has been recently deployed in BP, at Sunbury. It works by indexing words used in subject titles. The idea is that if there is an interest or knowledge about a particular subject, then it is likely that it would have referred to in the subject mail.

Communities of Interest enables you to find answers to real-life questions such as,

- "I want to organise a conference or special interest group. Who should I invite?"
- "I am trying to find a supplier for a particular type of product. Who might be able to help?"
- "I need some help on a specialist subject. Who can I ask?"
- "I am researching a new technology. Has any work been done on it already?"
- "We have recently merged with another organisation. How can I find out about others who may be working in a similar area to me?"
- "Who was involved in a particular project last year?"
- and much more... Your imagination is your limit!

Enjoy using Communities of Interest and please let us know about your experience. We are interested in any ideas you may have for improvement.

Last updated by The Morphic Company on the 27 Jan 2001

4.6: BP Intranet's Interface

4.6.2.5 The Common Server

The common server was the S drive where everyone within BP Gas could leave documents about the business so that others could see and work with them.

This was other of the places that I studied to work and manage the information in order to arrange the best way to organize it in the Intranet. One of the main goals of the Intranet was to create a link in the site that allowed the staff to do there what they were doing with the S drive: post and search for information.

4.6.2.6 BP Site's Design Orientation

After studying the information and organising its structure in the site, there was the time to start studying the design. As BP is a company with a strong image and a big care for branding, the design of the sites were not left behind.

In the bp.com world there are places to give the guidelines to the design of BP sites all over the world. Of course each company has its own individuality, but there are some guidelines that have to accomplish for all the sites in order to give them the right BP image!

At the same time that BP LPG UK Intranet was being created BP was suffering the big process of rebranding, which would change BP image in the entire world and in all its businesses. This process affected all the sites with design guidelines because they also had to restructure their contents, so at the time that the project was developed many of the guidelines for the Intranet were defined yet, which difficult the work.

The main site for information on layouts, brand and design guidelines is the Brand Resource Centre. The main subjects approached in this site are:

1) Brand Guidelines:

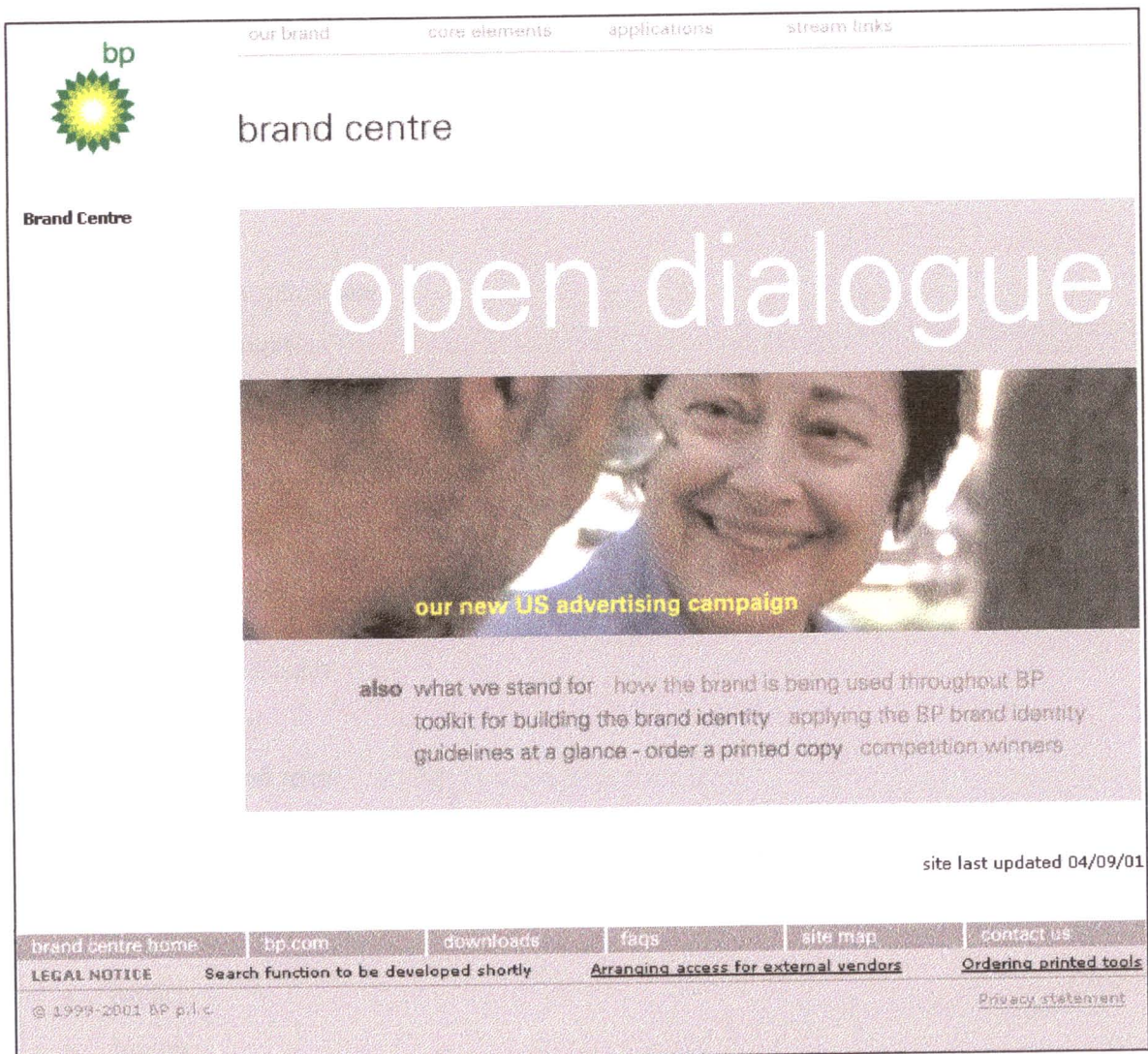
- Legal guidelines
- Identity guidelines
- Online guidelines

2) Stream Links:

- Upstream
- Downstream:
 - Retail
 - Logistics
 - Air BP
 - Gas
 - Bitumen
 - Storage
 - Distributors



- Retailers
- Lubricants
- Gas & Power



4.7: Example of the interfaces for Brand Resource Centre



3) Downloads

- Templates
 - Ms Word
 - Ms Powerpoint
 - Ms Excel
- Artwork
 - Logos& signatures
 - Fonts
 - Wallpapers
 - Screen Savers

4) Resources and Applications:

- Corporate signs
- Advertising

5) Helpdesk

6) Key Contacts

- Global brand team
- Downstream
 - Brand team
- Ogilvy & Mather
- Harkess-Ord
- Mindshare
- Bullitt
- Jupiter
- Millward Brown
- Landor



7) FAQ

- General
- Core Elements
- Stationary
- Forms
- Presentations & documents
- Signing
- Merchandise/gifts/promotions
- Uniforms
- Livery
- Packaging
- Print
- Advertising
- Retail
- Price
- Castrol

8) Online Store

- Apparel
- Gift Ideas
- Office & Events
- Sports & Leisure

bp

our brand

core elements

applications

stream links

bp brand

Brand Centre

Core elements

BP signatures

Primary signature

Alternative BP signatures

Colours

Imagery

Supporting graphics

Typography

Writing style

FAQs

bp

Word mark

Helios mark

The BP signature

bp

our brand

core elements

applications

stream links

bp writing style

Brand Centre

Core elements

BP signatures

Colours

Imagery

Supporting graphics

Typography

Writing style

BP name

Tone of voice

FAQs

How we sound is as important as how we look. The right tone of voice is critical. Words send messages to our audience about BP and what we are really like. We must be careful to ensure that we don't send messages which contradict our brand values.

Our tone of voice needs to express the fact that we believe the values we embrace. This does not mean that there is only one way to write about BP. Communication is too complex for such simplicity. What it does mean is that we should strive to do our best to express the right values.

site last updated 04/09/01

brand centre home

bp.com

downloads

faq's

site map

contact us

LEGAL NOTICE

Search function to be developed shortly

Arranging access for external vendors

Ordering printed tools

© 1999-2001 BP p.l.c.

Privacy statement

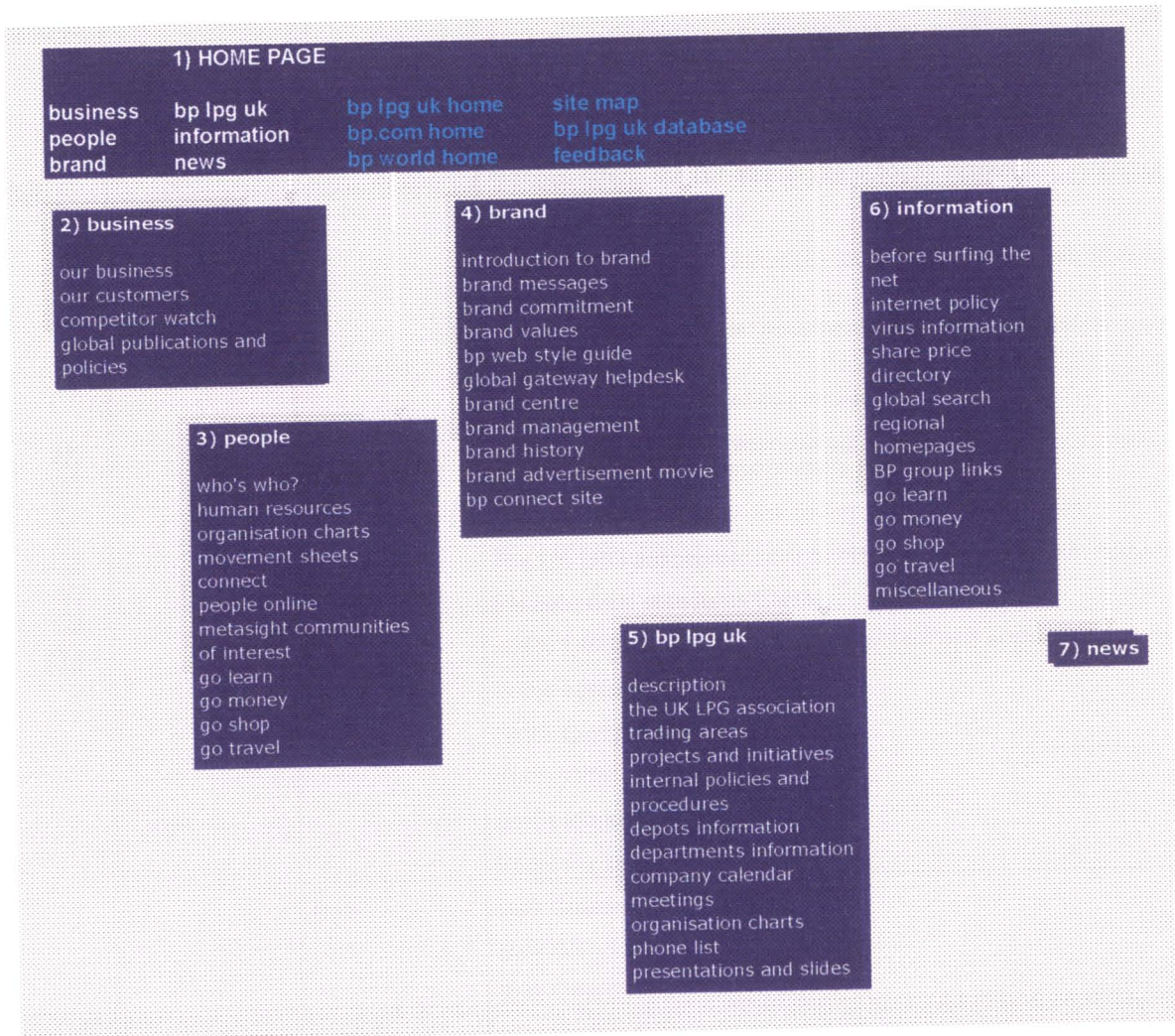
4.8: Example of the interfaces for Brand Resource Centre



4.7 The BP LPG UK Intranet Site

4.7.1 Site Map

After several experiences and studies for reach the more appropriated structure for presenting information in the Intranet site, this was the final structure:



4.9: Site Map Scheme

MAIN MENU	SECONDARY NAVIGATION	SUBJECTS	CONTENTS
Business	Our Business	Autogas	The UK autogas market: text giving an overview of the UK autogas market. Autogas on the web: internal presentation of the e-commerce site for BP LPG UK UK autogas retail sites: general information on the existing autogas sites in UK Autogas customers: presentation and explanation of all the autogas customer segments. Autogas competitors: small text giving an overview of the BP market and its competitors Autogas offers: the BP offer in the autogas market Autogas offer framework Further information on autogas: list of contacts and web sites about autogas Autogas retail standards: document about the international autogas retail standards AEGPL: European liquefied petroleum gas association Netherlands - autogas association: link to http://www.autogas.nl/auto/Frame.html World LPG association: link to http://www.worldlpg.com/ The UK LPG association: link to http://www.lpga.co.uk/LPGA.htm EN 589: CEN standards EN589 pr EN 12805: automotive LPG equipment and accessories standards
		Bottles	Bottle customers Bottle Competitors Bottle Offer Bottle Market Bottle Suppliers
		Bulk	Bulk Customers Bulk Competitors Bulk Offers Bulk Market
		Customer Responsiveness	What is the CR? The CR Audit Key Assessment Points Scoring System UK Scoring Key Areas for Improvement

		HSSE	Getting HSSE Right:: BP Amoco HSE Expectations HSE Commitment Expectations and Processes Manuals: ISRS Standards Internal Quality Audits Procedure Emergency Service
		KPI'S	Presentation and Explanation of the KPI's for BP LPG UK
		Trading Areas	Map showing the BP LPG UK trading areas
	Our Customers	BP LPG Customer Chart	Chart showing the different type of BP LPG customers, with links to texts about them.
		Autogas Customers	Text about autogas customers
		Bulk Customers	Text about the bulk customers
		Cylinder Customers	Text about the cylinder customers
		Wholesale Customers	Text about the wholesale customers
	Competitor Watch	Competitor Information	Links to competitors Internet pages.
		Competitor Watch Form	Form to fill with competitors information
	Global Publications and Policies	Horizon Online	Link to the publication for BP people.
		Information Resources	Link to BP's Intranet site
		Banking Projects, BP Finance	Link to BP's Intranet site
		Cleaner Energy	Link to BP's Intranet site
		Dealing in BP Amoco Shares	Link to BP's Intranet site
		Group Security	Link to BP's Intranet site
		Human Rights and BP Amoco	Link to BP's Intranet site
		What We Stand For...	Link to BP's Intranet site



People	Who's Who?		Connection to the BP LPG UK Database and links to BP's sites on HR.
	Human Resources	Employee Handbook	This handbook is for all employees of Handygas Limited and Macgas Limited and offers information on a wide range of subjects related to your employment.
		Employee Forum	Forum for BP LPG Employees to discuss problems and get consensus on how to get better working conditions.
		MyHR.net	Link to BP's Intranet site
		BP Futures	Link to BP's Intranet site
		My Learning	Link to BP's Intranet site
		HR Digital Business	Link to BP's Intranet site
	Organisation Charts	LPG Business Unit	
		LPG France & UK Region	
		All BP LPG UK	
		Business Teams:	Marketing Finance Sales Operations Terminal Commercial HSSE/Technical France Operations
	Movement Sheets		Weekly calendar showing the staff movement within BP LPG UK
	Connect		Connect is a personal knowledge sharing tool - it enables you to find people to help you, and to help people find you.
	People Online		Web based system that allows you to directly update your personal records on the company employee database - called "Peoplesoft".
	Metasight Communities of Interest		Metasight is an email monitoring service designed to improve email behaviours. The site includes communities of interest, which lets users see who has sent emails from monitored server with particular words in the title, so that they can find people with related interests and develop ad hoc networks.
	Go Learn		The place to fulfill learning aims, with details of on-line courses.
	Go Money		Links to sites to monitor shares and trading online.
	Go Shop		Links to sites with shopping online.
	Go Travel		Links to the sites with travel deals and pre-bookings online.

Brand	Introduction to Brand		
	Brand Messages		
	Brand Commitment		
	Brand Values		
	BP Web Style Guide		Guide addressing issues involved in creating a consistent brand for BP across all BP brand intranet sites.
	Global Gateway Helpdesk		Information and support for the development of your internet or intranet web site with the new BP Amoco brand.
	Brand Centre		Templates, artwork and guidelines relating to the brand, its associated brand values and online store. Library collection of downloads. Visual standards.
	Brand Management		
	Brand History		Presentation about the BP brand.
	Brand Advertisement Movie		
	BP Connect Site		Images of the new look of BP sites with the new brand



BP LPG UK

Description		
The UK LPG Association		In the UK the LPG Industry is coordinated by the LPG Association (LPGA). Activities of the LPGA include setting Codes of Practice for safe working in the industry, collating industry data and lobbying the government on areas of concern for the LPG industry.
Trading Areas		Map showing the BP LPG UK trading areas.
Projects and Initiatives	E-Project	Description E-possibilities The impact of the e-business UK LPG e-project scope UK LPG e-commerce project site Team "Look and feel"
	Energy Efficiency Campaign	The campaign plan Newsletters Quizzes Posters
Internal Policies and Procedures		
Depots Information		
Departments Information	Department Issues:	Administration Customer Services / Credit Control Finance IT Marketing Operations Personnel Sales Supply Technical Terminal
Company Calendar	Holidays Calendar	
	Birthdays Calendar	
	Movement Sheets	
Meetings	Meetings Calendar	
	Online Meetings	
	Meeting's Records	
	Search for Meetings	



Information		Book a Meeting	
		Delete a Meeting	
	Organisation Charts	LPG Business Unit	
		LPG France & UK Region	
		All BP LPG UK	
		Business Teams:	Marketing
			Finance
	Sales		
	Operations		
	Terminal		
	Commercial		
	HSSE/Technical		
		France Operations	
	Phone List	BP LPG UK Phone List:	Avonmouth
			CSU
			Depots
Mobiles			
Outposted			
Personal Numbers			
Rutherglen			
	BP Location Directory		
	Yellow Pages		
	British Telephones		
Presentations and Slides	Templates for Powerpoint		
	BP Presentations		
	Before Surfing the Net		
	Internet Policy		
	Virus Information		
	Share Price		
	Directory		
	Global Search		
	Regional Homepages		
	BP Group Links		
	Go Learn		
	Go Money		
	Go Shop		
	Go Travel		
	Miscellaneous		
News			

Table 4.2: Site Map

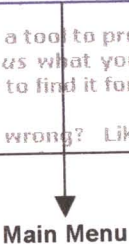


4.7.2 Main Menu, Secondary Navigation and Banner

The main menu is made of six different subjects where all the information can be fitted using secondary navigation through them. The main menu and the secondary navigation have a defined structure in the site’s design as shown in pictures 4.7, 4.8, 4.9:

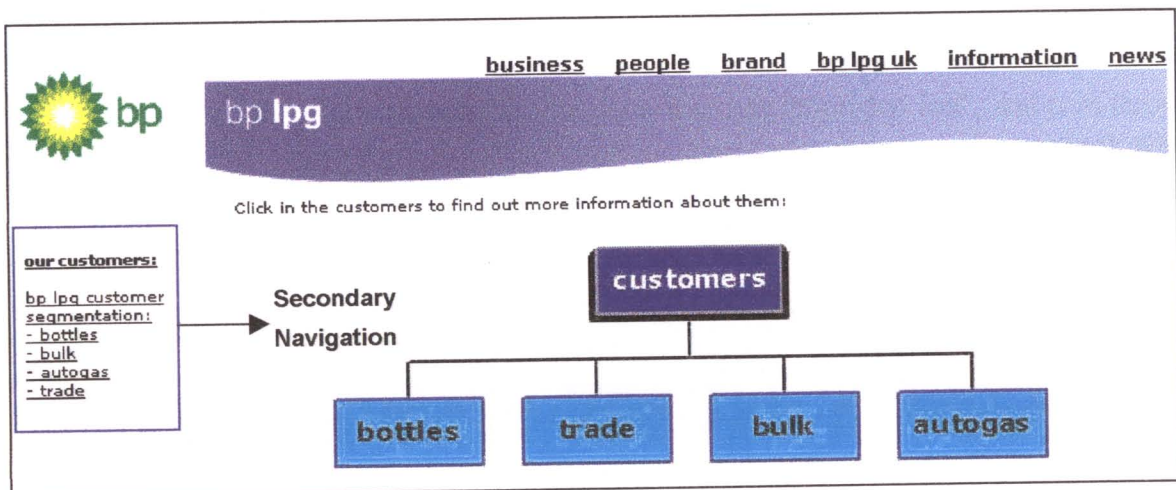


4.10: Main Menu



Secondary Navigation

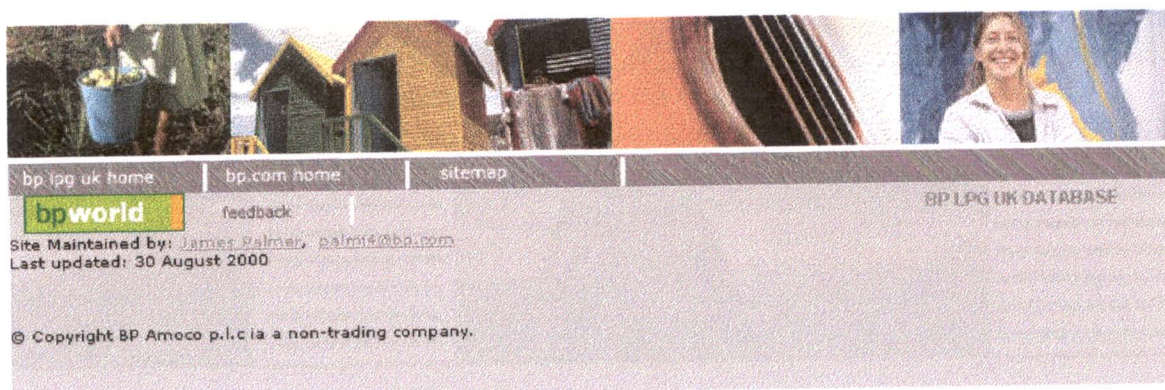
4.11: Secondary Navigation



4.12: Secondary Navigation

The banner is made up always with the same structure and design as shown in picture 4.10:

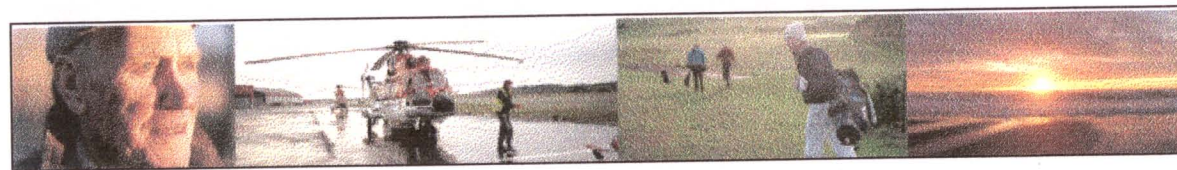
- **bp lpg uk home**: link to the homepage of the new e-commerce site.
- **bp.com home**: link to the Internet's BP site.
- **sitemap**: link to the page of the site that shows its structure.
- **bpworld**: link to the BP world's Intranet site.
- **"site maintained by:..."** the name of the responsible to maintain the site in its future developments.
- **"Last updated..."**: date of the last day that something has changed in the site's structure.
- **BP LPG UK Database**: link to the database.



4.13: Banner

4.7.3 Photographs

The photographs used in Bp websites need to have a special “look and feel”, and pass through the right image for the company. For that, in the BP design sites there is a pictures bank where designers can look for the right images for their sites without losing the right BP “look and feel”. Examples for these images are shown in the pictures next:



4.14: Photographs



4.7.4 Browsing the Site

In this section it will be shown some of the interfaces of the Intranet site to give a general idea about what is to browse through this site.



The screenshot displays the BP LPG UK Intranet homepage. At the top left is the BP logo. The main heading reads "WELCOME TO THE BP LPG UK INTRA". Below this is a large image of a golden field under a blue sky. A navigation bar contains links: [business](#), [people](#), [brand](#), [bp lpg uk](#), [information](#), and [news](#). The main text area contains three paragraphs: a welcome message stating the site is for staff and encourages user input; a section for reporting errors or suggestions; and a statement about the site's growth and development, with a contact email palmj4@bp.com. Below the text is a row of five small images: a person with a bucket, a small wooden building, a close-up of a mechanical part, a large orange tank, and a smiling woman. The footer includes a navigation bar with links: [bp lpg uk home](#), [bp.com home](#), [sitemap](#), [feedback](#), and [BP LPG UK DATABASE](#). It also features the "bp world" logo, site maintenance information (James Palmer, palmj4@bp.com, last updated 30 August 2000), and a copyright notice for BP Amoco p.l.c.

4.15: Browsing the Intranet Site





[business](#) [people](#) [brand](#) [bp lpg uk](#) [information](#) [news](#)

bp lpg

BUSINESS

[our business](#)
[our customers](#)
[competitor watch](#)
[global publications and policies](#)



This section is where you can find and post information about subjects related to the LPG business, such as customers, performances, market and everything you find interesting related to the subject.





[business](#) [people](#) [brand](#) [bp lpg uk](#) [information](#) [news](#)



BRAND

[introduction to brand](#)
[brand messages](#)
[brand commitment](#)
[brand values](#)
[bp web style guide](#): guide addressing issues involved in creating a consistent brand for BP across all BP brand intranet sites.
[global gateway helpdesk](#): providing you with all the information and support for the development of your internet or intranet web site with the new BP Amoco brand.
[brand centre](#): templates, artwork and guidelines relating to the brand, its associated brand values and online store. Library collection of downloads. Visual standards.
[brand management](#): get a better feeling of what it is the brand management.
[brand history](#): presentation about the BP brand.
[brand advertisement movie](#): check out one of the BP brand advertisement movies.
[BP Connect site](#): forecourt view of a BP Connect site in the UK, also showing the autogas pump!

[bp lpg uk home](#) [bp.com home](#) [sitemap](#) [feedback](#) [bp world](#) [BP LPG UK DATABASE](#)

Site Maintained by: [James Palmer, palmi4@bp.com](#)
Last updated: 30 August 2001

4.16: Browsing the Intranet Site





[business](#) [people](#) [brand](#) [bp lpg uk](#) [information](#) [news](#)

bp lpg

PEOPLE

- [who's who?](#)
- [human resources](#)
- [organisation charts](#)
- [movement sheets](#)
- [connect](#)
- [people online](#)
- [metasight communities of interest](#)
- [go learn](#)
- [go money](#)
- [go shop](#)
- [go travel](#)

New and Improved! *Have you tried...*

Connect?

the Helios Awards 2001



 Play video



JUST CLICK
my Agent
over 100,000,000 hits

[connect](#) | [myHR.net](#) | [metasight communities of interest](#) | [People Online](#) | [Element K](#) | [traveller](#) | [eTravel planner](#) | [UK wave](#) | [Foreign & Commonwealth Office](#) | [Travel](#) | [Advice](#) | [Advice from BP Security](#) | [Need a visa](#) | [Secure Parking at Heathrow](#) | [Find a restaurant](#) | [Maps](#) | [Computer plugs](#) | [Streetmap](#) | [UK-Railways](#) | [MultiMap](#) | [myHealth](#)



Workplace survival



Cabin fever?



[bp lpg uk home](#) | [bp.com home](#) | [sitemap](#)

[bp world](#) | [feedback](#)

BP LPG UK DATABASE

Site Maintained by: [James Palmer](#), [palmerj@bp.com](#)
Last updated: 30 August 2001

4.17: Browsing the Intranet Site



[business](#)
[people](#)
[brand](#)
[bp lpg uk](#)
[information](#)
[news](#)

bp lpg

BP LPG UK

[description](#)
[the UK LPG association](#)
[trading areas](#)
[projects and initiatives](#)
[internal policies and procedures](#)
[depots information](#)
[departments information](#)
[company calendar](#)
[meetings](#)
[organisation charts](#)
[phone list](#)
[presentations and slides](#)

In the section BP LPG UK you can browse for information about your company. Want to know who works where, how to get to a depot, which are the new BP projects? This and other subjects will be available in the BP LPG UK so that you can have all the information at the distance of a simple click!



send your ideas, projects, presentations, photographs, etc to:

James Palmer
palmj4@bp.com



[bp lpg uk home](#)
[bp.com home](#)
[sitemap](#)

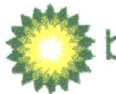

[feedback](#)

[BP LPG UK DATABASE](#)

Site Maintained by: James Palmer, palmj4@bp.com Last updated: 30 August 2001

© Copyright BP Amoco p.l.c is a non-trading company.

4.18: Browsing the Intranet Site



business people brand bp lpg uk information news

bp lpg

INFORMATION

[before surfing the net](#)
[internet policy](#)
[virus information](#): business security team
[share price](#)
[directory](#)
[global search](#): global search site with access to BP world Portal registered Intranet sites, Exchange Public Folders and Connect. Contains tips for searching and registration of search items.
[regional homepages](#)
[BP group links](#)
[go learn](#)
[go money](#)
[go shop](#)
[go travel](#)
[miscellaneous](#)

To search for information on employees, meetings, depots and departments related to the BP LPG UK go to

BP LPG UK DATABASE

This is the place for you to send your ideas, articles, opinions, links or any other subjects you find interesting for others to know.
To submit articles e-mail:

James Palmer
palmj4@bp.com

[BBC NEWS](#)
[BBC SPORT](#)
[BBC Weather](#)






[bp lpg uk home](#)
[bp.com home](#)
[sitemap](#)

[bpworld](#)
[feedback](#)

BP LPG UK DATABASE

Site Maintained by: James Palmer, palmj4@bp.com Last updated: 30 August 2001

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4.19: Browsing the Intranet Site



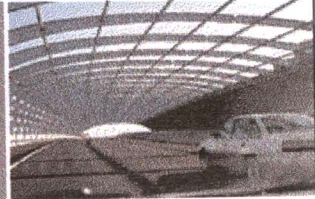
[business](#)
[people](#)
[brand](#)
[bp lpg uk](#)
[information](#)
[news](#)





to submit articles e-mail:

James Palmer
palmj4@bp.com



(content yet to go here, this aren't the real news)

Corporate Reporting Survey

We are conducting a study to ensure corporate communications are clear, relevant and useful to you. Please take 10 minutes to complete the survey.

[more](#)

Iberia staff take part in social solidarity services.

Members of Iberia retail staff participate in social solidarity activities.

[more](#)

[ABC TV](#) | [AP Top Stories](#) | [BBC News](#) | [CNN](#) | [The Economist](#) | [The Guardian](#) | [NewsHub](#) | [Newsweek](#) | [New York Times](#) | [Press Association](#) | [Daily Telegraph](#) | [Time](#) | [The Times](#) | [The Washington Post](#) | [Sky](#)

Search News Archive: [news](#), [newswires](#), [factiva](#)





news news news

news news news

news news news

news news news

news news news

news news news



news news news

news news news

news news news

news news news

news news news

news news news

[bp lpg uk home](#)

[bp.com home](#)

[sitemap](#)



[feedback](#)

[BP LPG UK DATABASE](#)

Site Maintained by: [James Palmer](#), palmj4@bp.com Last updated: 30 August 2001

4.20: Browsing the Intranet Site



[business](#) | [people](#) | [brand](#) | [bp lpg uk](#) | [information](#) | [news](#) |

Use the links below to navigate around BP LPG UK Intranet and learn more about: Business, People, Brand, BP LPG UK, Information and News.



[business](#)

[our business](#)

[autogas](#)
[bottles](#)
[bulk](#)
[ci](#)
[hse](#)
[kpi's](#)
[trading areas](#)

[our customers](#)

[bp lpg customer](#)
[chart](#)
[autogas](#)
[customers](#)
[bulk customers](#)
[cylinder](#)
[customers](#)
[wholesale](#)
[customers](#)

[competitor watch](#)

[competitor](#)
[information](#)
[competitor watch](#)
[form](#)

[bp lpg uk](#)

[description](#)
[the UK LPG association](#)
[trading areas](#)
[projects and initiatives](#)

[e-project](#)
[energy efficiency](#)
[campaign](#)

[internal policies and procedures](#)
[depots information](#)
[departments information](#)

[department](#)
[issues](#)

[- administration](#)
[- customer](#)
[services/credit](#)
[control](#)
[- finance](#)
[- it](#)
[- marketing](#)
[- operations](#)
[- personnel](#)
[- sales](#)
[- supply](#)
[- technical](#)
[- terminal](#)

[company calendar](#)

4.21: Browsing the Intranet Site



 **bp** **lpg**

[business](#) [people](#) [brand](#) [bp lpg uk](#) [information](#) [news](#)

[competitor watch](#)
[competitor information](#)
[competitor watch form](#)

Competitor Watch Form

1. Which competitor does your information relate to?

2. Which BP Business Unit does your information most relate to?

☐ Air	☐ Commercial	☐ Corporate
☐ Manufacturing and Supply	☐ Retail	☐ Terminals and Distribution
☐ Other		

3. Which of the following Business Issues does your information most relate to?

☐ Assets	☐ Customers	☐ Distance (T&D)	☐ HSE
☐ Offer	☐ People	☐ Performance	☐ Pricing
☐ Products	☐ Strategy	☐ Structure	☐ Technology
☐ Third Parties	☐ Vehicles	☐ Volumes	☐ Other Issues

4. How reliable do you think your information is?

5. Please enter the information you have discovered.

4.22: Browsing the Intranet Site



bp

bp lpg

[business](#) [people](#) [brand](#) [bp lpg uk](#) [information](#) [news](#)

[back to bp lpg uk](#)

BP LPG Trading Areas



Commercial Bulk and Autogas



Domestic Bulk and Cylinders



This map gives a general indication of the BP LPG trading areas it is intended as an overview, not a specific portrayal.

4.23: Browsing the Intranet Site

4.8 Result's Analysis

At the end of this project it's possible to say that the main goals were achieved and the site was ready to be live at the agreed time. The task that I was proposed to reach was certainly complete and the final result was very useful for future developments in this area of the Internal Communications.

At the beginning the schedule for this project was different because there were some time for a final phase where I could see the staff reactions to the final product. This phase was not possible for lack of time, but it will be accomplished for the responsible to maintain this website in its future developments.

The first reactions of the BP staff related to the project were very positive and this structure is being used as a possible model for future developments in other BP Intranets all over the world.

4.9 Future Developments

This project had no intention of being a static work with only one result; during all the time the goals were always changing while the company showed different necessities. This was just the beginning of a structure that is a tool that needs to be in constant development so it can serve it's propose: to fill in the internal communication gap.

For future developments one of the main things I think it should be created is an interactive way of every staff to participate in the site maintenance, like special software for BP people to create pages for the Intranet without having to pass through others, to have a direct and simple way to do it.

5 Conclusions

These six months placement in BP LPG UK at Avonmouth – Bristol weren't just an work experience, but also and mainly a big opportunity for me to meet another country with its language, customs and people.

As a project it was very interesting because the Internal Communications project gave me the means to get to know a big part of the company, the staff and the way they work.

The first two projects worked as a way to fit in the company and get to know some staff easily, in order to prepare all the communications work that had to be done in the Internal Communications project; but it also gave me an overview of how BP staff work and how they solve their problems.

I'm sure that the BP LPG UK Intranet project that was left in BP is being used as a start to a big restructuring of the way they do communications nowadays and when I left the company all the staff was very pleased with the final result and the site is now being used as tool model for other BP companies to start with a similar project.

As a final conclusion I can say that the main goals of the placement were accomplished and that my time in BP LPG UK was very useful and successful for me and for the company.

**6 ATTACH 1: Customers From BP Gas Avonmouth**

Costumer	Location	Vehicle Size	Total Trip
BOC LTD	Brinsworth	41	10.16
		44	10.24
BOC LTD (1)	Liverpool	41	9.72
		44	9.8
BOC LTD	Margam	41	6.08
		44	6.16
BOC LTD	Wolverhampton	41	7.46
		44	7.54
BOWATER	Newport	41	4.26
		44	4.34
British Gas	Birmingham	41	7
		44	7.08
British Gas	Buckfastleigh	41	6.8
		44	6.88
British Gas	St. Austell	41	9.52
		44	9.6
British Gas (2)	Witney	41	6
		44	6.08
BSC LTD	Port Talbot	41	5.6
		44	5.68
Callow Gas (2)	Droitwich	41	5.56
		44	5.64
Carver Gas (2)	Wolverhampton	41	7.46
		44	7.54
Civil Marine (2)	Newport	41	4.1
		44	4.18
Countrywide	Defford	41	5.26
		44	5.34

Gomaster	Bridgwater	41	4.19
		44	4.27
Gomaster	Bridgwater	41	4.19
		44	4.27
Gomaster	Yeovil	41	5.36
		44	5.44
Gomaster	Yeovil	41	5.36
		44	5.44
Gomaster	Yeovil/B'water	41	5.53
		44	5.61
Handy Gas	Launceston	41	8.02
		44	8.1
Handy Gas	Llandow	41	5.51
		44	5.59
Handy Gas	Purton	41	5.46
		44	5.54
Handy Gas	Purton	41	5.46
		44	5.54
Midshire Farm (1)	Presteigne	41	8.22
		44	8.3
Warrier Gases (1)	Camborne	41	10.92
		44	11
WBB LTD (3)	Cornwood	41	8.19
		44	8.36
(1) BP never supplied them	(3) Haven't supplied them for 2/3 years		
(2) when the gas started going short	It was decided that have to leave some	Customers, but in the Summer	It is possible maybe

**7 ATTACH 2: Invoice from Wincanton**

Item No.	Item Description	Price (£)					Additional Comments/ Clarification
		Tractor Unit (6 x 2 44T)	Tractor Unit (6 x 2 41T)	Tractor Unit (6 x 2 38T)	Loan Tractor	Loan Trailer	
1	Standing Charge Including:						Annual Cost
	Capital & Funding		10,286	8,927			
	Licences		1,542	2,757			
	Insurance		2,368	2,368			
	Maintenance		2,800	3,000			
	Mobile Phones		500	500			
	Vehicle Washing		1,040	1,040			
	Management Fee		6,907	6,907			
	Management Structure		3,985	3,985			
	Total		29,428	29,479			
2	Running Charge Including:						Pence Per Kilometre
	Fuel cost		24.30			1.36	
	Tyres		1.15			3.60	
	Maintenance & Repair		0.68			4.96	
	Lubricants		0.10				
	Total		26.23				
3	Drivers Hourly Rate Including:						£ Per Hour
	Basic	8.43					
	Holiday/Absence	1.23					
	Pension/NIC	1.39					
	Training/Clothing/Insurance	0.58					
	Management Fee	0.80					
	Management Structure	0.46					
	Total	12.89					



4	Drivers Over Night Rate Including: Night Out Cost						Per Occasion
		27.00					



8 ATTACH 3: Awareness Campaign - Newsletter

BP LPG Energy



**Save Your
Energy
Competition
Win a
Freeplay Wind
Up Radio**

See back page
for details



Image Copyright © Inc

Totally committed to curbing energy use



MESSAGE FROM REGIONAL MANAGER:

NO ACCIDENTS

NO HARM TO PEOPLE

NO DAMAGE TO THE ENVIRONMENT

BP LPG UK Objectives:

- Buy fuels at most economic cost and use them as efficiently as possible.
- Reduce the amount of pollution, particularly CO₂ emissions, caused by energy consumption.
- Reduce, wherever possible, the dependence on fossil fuels to move towards our common future of sustainable development.
- Identify other sources of energy where economically and environmentally acceptable.

Plan to cut energy spend by BP



BP LPG UK ENERGY TARGET:

- Gain control over energy consumption by reviewing and improving our purchasing, operating, motivation and training practises.
- Invest in energy saving measures which will maximise returns on investment which can be re-invested, at least in part, in further energy management activities.
- To carry out energy audits to our major energy consuming sites.

Benefits to BP LPG UK

- a reduction in Energy Costs.
- a greener public image

Benefits to staff

- a better environment for our children
- better working conditions

Benefit to customers

- a better environment

Benefits to the environment

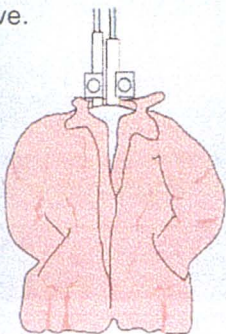
- reduced CO₂ emissions
- fossil fuels conserved



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It's easy to make real savings on your home fuel bills by following a few simple dos and don'ts. Even little things, like making sure your heating isn't on too high, will make a big difference to how much energy you use and to how much money you save.



An insulating jacket for your hot water tank costs only £5-£10 (DIY) and will pay for itself in lower fuel bills in less than 12 months.



Taking a shower instead of a bath uses only two-fifths of the amount of hot water and can save you £5-£10 a year.

It's official global warming is here!

Global warming, sometimes called the greenhouse effect, is now official. Greenhouse gases such as carbon dioxide are produced by human activities, especially those involving energy consumption.

They are building up in the atmosphere and trapping solar radiation so raising the global temperature. Global warming has been on the international agenda since 1988 when the Inter-governmental Panel on Climate Change was set up. The top scientists on the Panel agree that man-made global warming is now detectable.

Panel members agree that, "The balance of evidence suggests a discernible influence on global climate". Sir John Houghton, former head of the UK's Meteorological Office and co-chairman of the Panel said, "We have reached a consensus about what we know and what we don't know. We believe we are beginning to

This century global temperatures have risen by 0.5°C and in the next century they could rise by 1.5°C to 4°C. "It is the most rapid rate of change we will have seen for 10,000 years", said Sir John.

A rise of 4°C by 2100 would mean sea levels rising half a metre. Diseases carried by insects and mites, such as malaria, could move out of the Tropics into temperate regions like North Europe as temperatures rise. But if CO₂ emissions can be cut by 50%, global warming could be held to only 2°C.

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Key roles



As part of our campaign to eliminate waste in all aspects of our operations:

Darren Clements is in charge of developing energy awareness at our Avonmouth office.

Willy Anderson is responsible for developing energy awareness at our Rutherglen office.

Graham Wiltshire is advising on energy monitoring and management.

These staff members need your help if we are going to help achieve a *Sustainable* future for our children and future generations.

In brief

An open office window loses enough energy in a day to produce 250 fleece jackets.

A photocopier left on overnight wastes enough energy to make 800 A4 copies.

A PC monitor left on overnight wastes enough energy to print 800 A4 pages.

Lighting an empty office overnight wastes enough energy to heat enough water for 1000 cups of tea.

Energy facts



Cost of energy 2000	£	Kwh
<u>Avonmouth Depot</u>		
Electricity	5,226	81922
<u>Rutherglen Depot</u>		
Metre 1	12,377	148152
Metre 2	1,242	14028

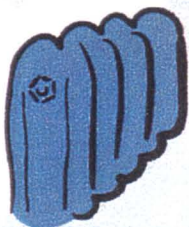
Helping the earth begins at home



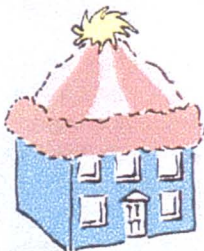
Carbon dioxide (CO₂) is the biggest contributor to global warming and CO₂ is mainly emitted as a result of energy consumption. So every time you turn on your heating, switch on lights, heat water, cook, or use any gas or electrical appliance in your home, you are adding to the threat of global warming. Most of us are using much more energy than we need to and

producing unnecessary CO₂ emissions. The average home uses enough energy to create 7.5 tonnes of CO₂ a year. Over a quarter of the CO₂ produced in the UK comes from energy used in the home. This figure increases to around 40% if you include the use of cars. If we cut energy use in our homes and cars, we reduce the CO₂ emissions that increase the risk of global warming.

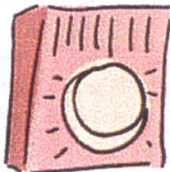
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Put aluminium foil behind any radiators fitted against outside walls to stop their heat going straight through the walls. Ordinary kitchen foil will do but you can buy specially designed foil from DIY stores. This will cost you less than £10 and could save you this much in the first year alone.



Most people with lofts have some form of loft insulation but often it isn't thick enough. Six inches is the depth you need. It's worth topping up your insulation if you have two inches (50mm) or less. This will cost you £110-£160 and could reduce your fuel bills by £60-£70 a year.



Turning your thermostat down by just 1°C can knock 10% off your heating bills and you'll be unlikely to notice any difference in comfort. This won't cost you anything and could save you £15-£40 a year.

Plans to cut heating costs

What we plan to do

- Switch off all unnecessary lighting inside and outside all our sites.
- Control office temperatures.
- Control hot / cold water systems.
- Put ALL pc's and screens on timed shut down.
- Eliminate air conditioning costs.
- A simple information system to monitor use, and measure and report progress.

How you can help

- If you are too hot in the winter, telephone Darren or Willy, don't open the window
- If you are last to leave your area switch off lights and pc's.
- switch off toilet light and extract fans they have 10 minute run on timers.

Action

Close any windows left open during the heating season

Close any factory and office external doors left open during heating season

Turn off any tap left trickling

Reason

Increased heating cost due to an open window (3ft x 2ft) during heating season

Increased heating cost due to an open door (12ft x 12ft) during heating season

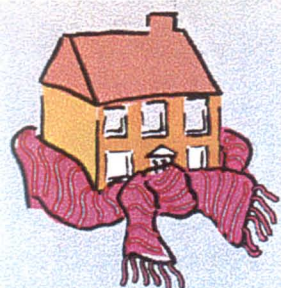
Wasted water consumption from 1/2" tap

Result

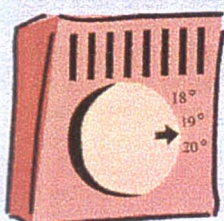
+£14/day

+£344/day

+£1.17/day



More heat is lost through the walls than any other part of the house. Yet only 20% of homes with cavity walls have cavity wall insulation. This costs between £300-£500 and could save you £60-£70 a year.



Fitting a thermostat on your water heating system can reduce your bills by around £10-£20 a year. This will cost you £80-£100 (or about half this if you fit it yourself).

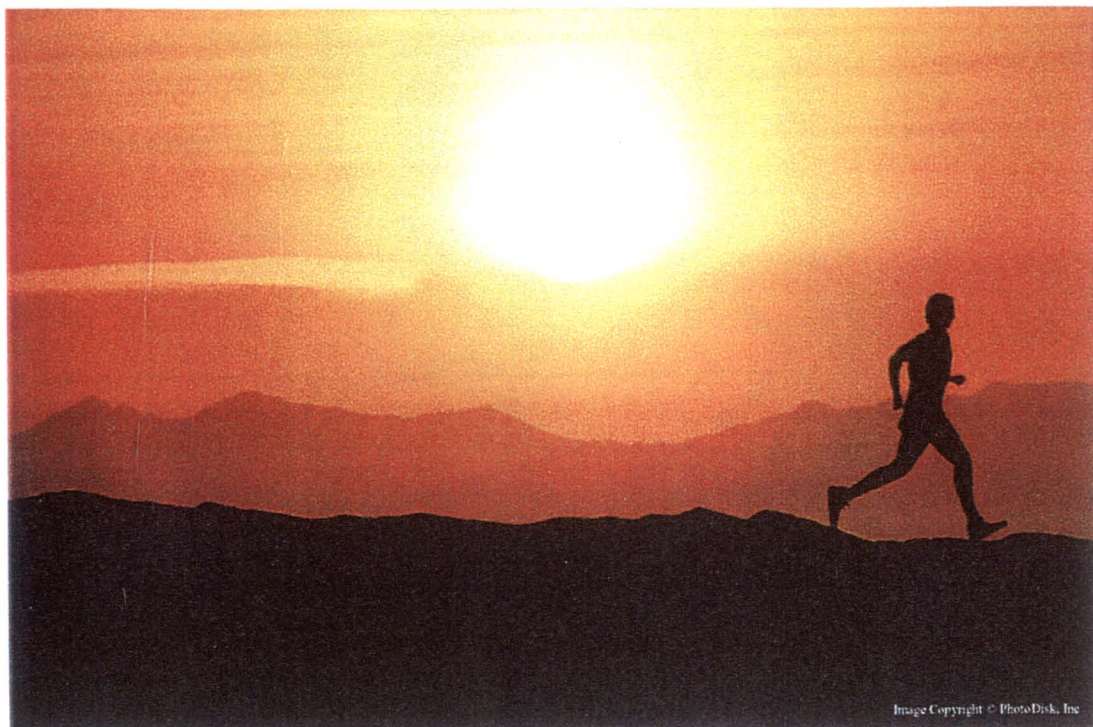


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Every year in the UK we consume 8% of our oil resources and 4% of our natural gas reserves. But fuel prices aren't keeping pace with other price rises. The cost of domestic fuel has increased by just 11% in real terms since 1970 – mainly as a result of VAT at 8% in April 1994 – while real per capita incomes have increased by 65%. Transport fuel prices have only increased by 2%.

Energy consumption in the UK has remained fairly constant since 1970, despite a 60% increase in Gross Domestic Product. This has been attributed in part to the increase of world oil prices in the 1970s and 1980s. Most of the improvement has been in the manufacturing sector where energy consumption has fallen by

40%. The commercial sector is growing fastest in the UK and here consumption has risen by 15%.

Energy consumption in UK homes has risen by 20% since 1970, mainly because of the increase in the number of households. Fuel consumed by road transport has risen even more – up 90% since 1970. There has been no improvement in fuel efficiency over the past twenty years for passenger or freight transport, despite increases in the fuel efficiency of individual vehicles.

In the longer term, as existing energy resources become scarcer, we can expect energy prices to rise, encouraging us to greater energy efficiency and boosting incentives to develop alternative sources.

BE ENERGY SMART FOR A BRIGHTER TOMORROW

Save Your Energy Competition

Look out for a competition, which will be circulated later in June to test your knowledge of energy saving at home and work. All correct entries will be put forward for a prize draw and winner will receive a:

FreePlay Wind Up Radio.



Good ideas protect the planet – spread them

Please send any comments, contributions or suggestions for articles to: *Darren Clements* for Avonmouth, *Willie Anderson* for Rutherglen and *Graham Wiltshire* for the other UK sites.



9 ATTACH 4: Inquiries

Depot's Questionnaire

Name:

Depot:

1. What are the main activities in your depot?
2. How many employees have your depot?
3. How many vehicles are in your depot?
4. What information would you like to have about the other depots?
5. How do people learn about what's going on in the rest of the company?
6. Is there a room for drivers, and do any of your drivers have access to computers?
7. How often do you receive visitors from other depots?
8. When were you last visited for a member of GMT?



10 Department's Questionnaire

Name:

Department:

Time in the job:

1. What are your main activities at the company?

2. Which departments do you work closer with?

3. What are your main priorities?

4. What are the department KPI's?

5. Who works with you?

6. What's the information that you expect to have on-line available to all company?

7. Comments:

Date:



11 ATTACH 5: Connect Flyers



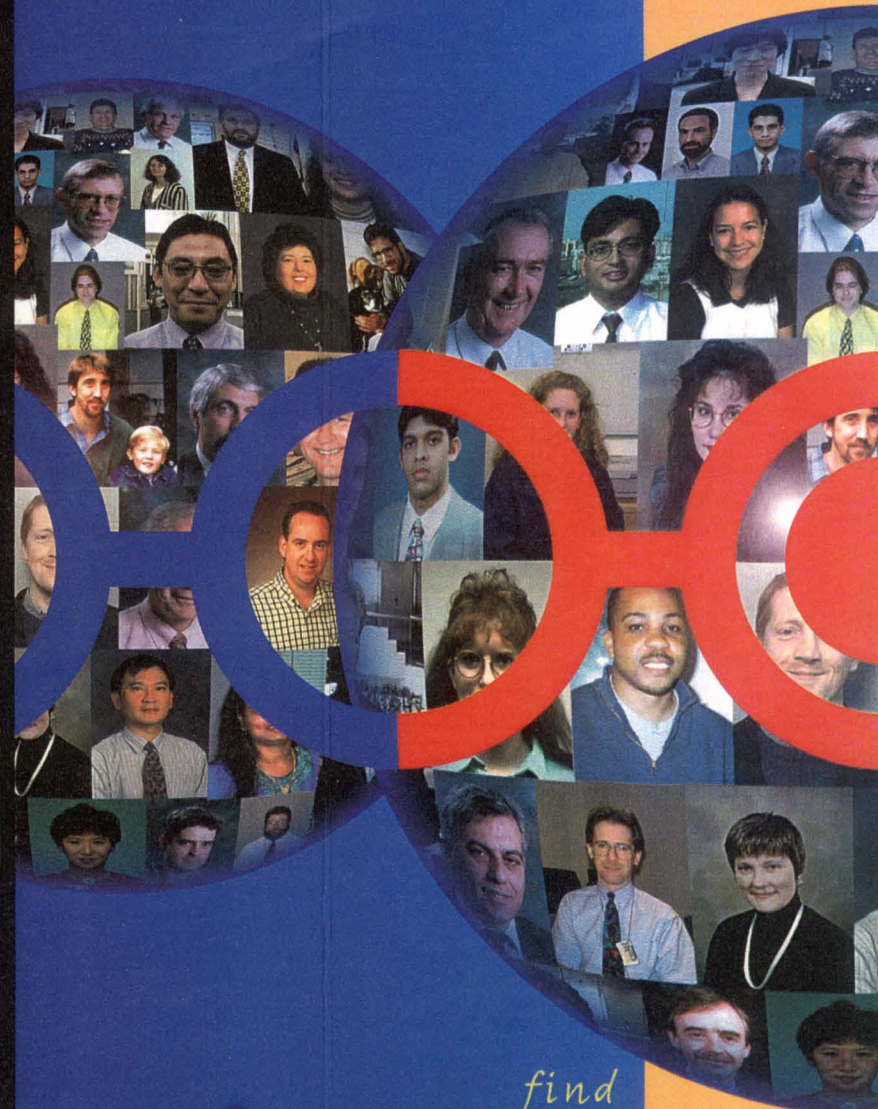
*help
people to
find you
today*



*Don't forget the on-line help,
and frequently asked questions may
be able to answer your query.*

*If you have any other comments
or questions, please contact
Colin Miller
– you'll find him in Connect!*

*If you want to encourage your team
or network to 'get Connected',
posters and deskdrops are available
to help, together with a network of
Connect Champions – people across
the company who are committed to
the success of Connect.*



*find
people to
help you
today*



Getting Connected

What is Connect?

Did you know that there are over a million man years of knowledge and experience invested in the people currently working for BP?

How many of those people do you know? A few hundred, perhaps?

There must be someone with similar challenges to you – someone might have just solved the problem you're facing . . .

Connect is a personal knowledge sharing tool – It enables you to find people to help you, and to help people find you – for just a few minutes of your time.

Connect provides an easy way to locate anyone working on BP business, based on their knowledge and expertise.

You can use Connect to create your own personal home page on our intranet – it only takes ten minutes – as well as your contact details, you can add a picture, your resumé and links to other information – in fact, anything you want to say about yourself.

You won't be starting from a blank sheet – Connect starts with the contact information that's held about you in e-mail (Exchange/Outlook).



Seven easy steps to getting yourself Connected

1. Visit the Connect site from the Group Intranet Home Page or at <http://connect.bpweb.bp.com>
2. Fill in the "Basic Contact Details" Connect will have started with the basic information held about you in Exchange/Outlook but you may want to change some of it. The tick boxes to the right show where information is already present, if a box contains a red tick it means that the information does not correspond to "Approved" information held by Connect. Most items in this section are selected from drop-down boxes. If the entry you want to select is not present contact the Connect administrator whose name is shown on the main Connect page.
3. The next section covers Knowledge and Expertise. You can enter a free-form description and select from a range of particular skills within a particular Area of Expertise. These are intended to provide a common language to describe expertise within the company. Choose the areas of expertise and skills on which you are willing to offer help and guidance. This section also allows you select languages in which you understand or speak – its up to you to decide if you think you are fluent enough to specify it. Please E-Mail the Connect Administrator if you would like to add areas of expertise, skills, or languages to the lists. When completing this section, ask yourself: "What would I like someone to contact me about, that might be of value to BP, my team or me?" This might include an area of specific professional expertise or a piece of work you're currently involved with.
4. In the section entitled Relationships to Others you can list colleagues from within BP or outside the company. You will have probably already selected a team within your business unit, the colleagues you list here may be a smaller group of people that you work closely with, they may even belong to other business units and teams. The ability to list external contacts is a particularly powerful area within Connect. Here you can create a Connect record for anyone that doesn't work for BP – perhaps someone who has very specific skills that you have worked with. Once you have created their Connect record they can be searched for just like anyone else. The one difference is that you will be responsible for maintaining their information.
5. Connect also allows you to upload a CV/Resume, a Photograph and a Sound File. For help with any of these please refer to the Frequently Asked Questions section located at the foot of the screen.
6. Finally, in the Homepage Administration section you can grant Delegate Access to your homepage. Using this facility will enable the selected delegates to update your Connect information.
7. Now you have your own Connect home page you can join any of the Communities (Networks) that are recorded within Connect. Return to the initial Connect screen by clicking on the "Update your Details" heading at the top of the screen (tip: clicking on any heading like this will always return you to the initial Connect Screen) and then select the Communities tab. Select the community in which you are interested and then click on "search", if you want to join the community move to the bottom of the screen and select "Join this Community". As you join communities details of them will automatically appear on your Connect home page.

8 steps to making a Connection

1. Visit the Connect site at <http://connect.bpweb.bp.com>
2. Do you already know who to contact? If so, just fill in the details – name, location and click on the search button
3. Looking for particular expertise or knowledge? Then select the area you're looking for from the list. You can make more than one selection from the details list.
4. You'll be presented with a list of possible matches. People who have Connect home pages will be indicated in a lilac colour, whereas people who haven't yet created their page will remain in white.
5. Click on the person's name to view their Connect home page. Now it's up to you to get in contact – you can decide whether to make a phone call, send an e-mail or arrange a VT videoconference.
6. If you want to contact a number of people – perhaps to generate a temporary network – then click on the 'E-mail results' button on the results list. This will construct an e-mail to the people listed. You can refine the list in Exchange/Outlook in the usual way.
7. If you want to perform a more general search – perhaps for a more obscure subject which doesn't appear on the list – use the 'text search' option. This will search the text of every Connect home page, or any uploaded resumé.
8. Looking for a network or community? Use the 'Communities' tab to search for a network by name, or from a description of why it exists.



. . . just imagine that you knew everyone in BP !





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BIBLIOTECA



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