



Welcome to The Bigger Picture e-update from Sky. This month, we've been busy bringing [arts](#) and [cycling](#) to the streets in London and Manchester, while in Wigan, St Mark's Primary School has been filming about [food waste](#) with Sky News. We're also proud as punch to have won two [environmental awards](#) this summer, so couldn't help mentioning that, as well as the increase in [audio description](#) services we now provide. Behind the scenes, we've been scribbling away about all the stuff we've done over the last year for our annual Bigger Picture Review - look out for it on our [website](#) in early September.

Watch highlights from the plinth



Future plinthers are planning some intriguing activities, such as the car fanatic who is hoping to wow the crowds in September with a rather special monument...

Even the most dedicated may struggle to watch One and Other around the clock, so as partners of the project, Sky Arts brings you the best bits online at [skyarts.co.uk](#). Don't forget that you can also tune into Sky Arts 1HD on a Friday evening at 7pm as we bring you the weekly highlights from Trafalgar Square.

It's been five weeks for One and Other: Anthony Gormley's fourth plinth in Trafalgar Square, supported by Artichoke and Sky Arts, and what a few weeks it's been. We've had people raising money for charity, dressing up, hiding in tents, protesting, holding a party (and more), and we still have nine weeks to go.

Britain - Get on your bike



On Sunday 2nd August, 15,000 people got on their bikes in Manchester to enjoy a free day of entertainment on traffic-free, city centre streets. It was the first of four [Skyride](#) city events that are taking place this summer as part of Sky's cycling campaign supported by British Cycling to get a million more people cycling for fun and fitness in the next five years. On Sunday 9th August, Skyride came to the London Borough of Hounslow, where 11,000 people turned up to enjoy a fantastic day's cycling that took in two stately homes.

As well as our city events in Manchester, Glasgow, Leicester and London, we're running over 400 [Skyride](#) Local events - smaller local rides led by fully trained coaches from British Cycling - throughout the summer. These will give thousands of people of all ages and abilities the chance to enjoy riding with their family and friends, reminding them of the fun of cycling and giving them confidence to get back in the saddle.

So get on your bike and get involved by going to [www.goskyride.com](#)

The eco warriors

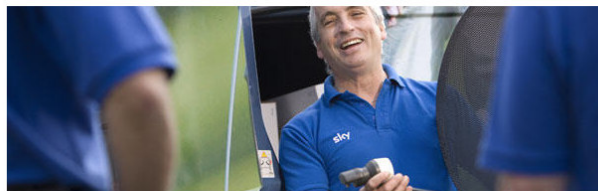


Congratulations to St Marks Primary School in Wigan, this year's Appetite for Action winners.

Appetite for Action is a free initiative we run with our charity partner, Global Action Plan to get primary school kids thinking about how to reduce food and packaging waste. Since September 2008, over 1,300 schools have registered to take part.

St Mark's formed a team called "The Eco Warriors", and judges felt that the team's members demonstrated a serious commitment to their 'Get Growing' challenge. The school was crowned the national competition winner in June and received a cheque for £3,000 and a visit by the Sky News team, who worked with the children during an action-packed day to produce short films. See their projects on the [Sky News website](#)

We are now recruiting for our second year. To get your school involved in the challenge and be in with a chance of winning next year, visit [www.appetiteforaction.org.uk](#)



Sky wins two environment awards

Climate change is one of the biggest challenges facing society, and we try to play our part by reducing our own impact, and inspiring others to take action. We were delighted to have our efforts recognised this June with two awards.

The first was a new award established by The Federation of Communication Services (FCS) to encourage companies in the telecommunications sector to minimise their environmental impact - we were awarded the FCS Green Award for a large company.

We were also one of the winners in the BITC's Big Tick Asda Environmental Leadership Award. The Environmental Leadership award is for companies that demonstrate leadership in minimising their impacts on the environment, and have this as a core part of their business.

For more information on how we are taking action on climate change visit [www.sky.com/thebiggerpicture/environment](#)

More audio described programming than ever



In 1999, Sky was the first broadcaster in the UK to provide an audio description (AD) service for customers. AD helps blind and visually impaired people to know what's going on on-screen when there is no dialogue by describing the action, and makes sure they don't miss a thing.

This year, we increased our AD provision to 20% across all our channels*, double the Ofcom requirement. Programmes with AD include some of Sky's most popular shows including 'The Simpsons' and '24'. The RNIB, who recently launched a 'More Audio Description' campaign, welcomed our commitment.

*excluding Sky Sports 1 and Sky News

What do you think of our newsletter? If you have any comments or questions, please get in touch by emailing us at responsibility@bskyb.com

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