

# ECO Stars Fleet Recognition Scheme®

## ECO Stars Case Study

Rotherham Community Transport drives cost of insurance down – saving £40K/year.

### Rotherham Community Transport

**Nature of business:** Demand responsive community transport for individuals and groups

**Number of employees:** 94 (74 paid and 20 volunteers)

**Fleet:** 38 minibuses

**Average annual mileage:** 523,000 (137,000 passenger rides per year in 2016)

**Area covered:** Rotherham

### Rotherham Community Transport

Rotherham Community Transport (RCT) is a community organisation with charitable status, offering demand responsive transport to individuals and groups that are unable to use conventional public transport.

RCT has been serving Rotherham since 1989 when it started the first “Handy Bus” Dial-a-ride scheme, with two minibuses. The fleet has grown to 38 vehicles and provides over 11,000 passenger journeys a month for older people, adults and children with disabilities. RCT also provides community transport for schools and community groups.

### The process

RCT joined the ECO Stars South Yorkshire scheme in June 2011 and supplied a full fleet listing to the ECO Stars team. An ECO Stars fleet expert visited to assess each vehicle along with the overall fleet management operation and awarded an initial two star rating. It was clear then that their fleet profile and management practices provided a solid foundation on which to build.

As part of the ECO Stars process, once the assessment had been completed, a ‘Road Map’ was issued which highlighted key actions that could be considered. Four key actions were identified.

### Key Actions

- Roll out of in-cab telematics to entire fleet
- Upgrading vehicles/Retro-fitting exhaust after treatment/automatic anti-idling
- Acceleration and braking monitored
- Driver training and incentives



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## Key benefits

- ✓ 3.71% reduction in CO<sub>2</sub> emissions
- ✓ 1.52% decrease in particulate matter emissions
- ✓ £40,000 cost saving through reduced insurance costs
- ✓ 4% increase in MPG

## Environmental improvements

As a community based organisation RCT are aware of the importance of generating operational efficiencies and the need to minimise traffic pollution. Despite operating increasing mileage as part of RCT 's expansion, the majority of which is in urban areas RCT have reduced emissions overall.

## Fleet Maintenance

Since joining ECO Stars RCT have moved to a new site with space to expand their maintenance facilities. This has enabled RCT to carry out repairs and maintenance far more efficiently with four service bays. RCT now carry out on-site tyre fitting, maintenance of passenger lifts and routine servicing.



## Telematics optimisation

Routing and scheduling, managing passenger bookings and fuel usage monitoring was carried out through the Computer Assisted Transport Scheduling System. ECO Stars suggested that in-vehicle telematics be trialled on some of the minibuses to allow real time management information to be collected.

## Upgrading vehicles/retrofitting Driver training and incentives

RCT's drivers receive safe and fuel-efficient driving training through the Minibus Drive Awareness Scheme (MiDAS). ECO Stars recommended that RCT introduce a scheme to monitor individual driver MPG and annual fuel use.

## Conclusions and future plans

Thanks to a combination of interventions many of which were recommended in the ECO Stars bespoke Road Map Rotherham Community Transport now has in place an effective fuel management programme and have developed a clear environmental ethos.

An outstanding achievement for any organisation, particularly one with charitable status and one that has clearly benefitted from the ECO Stars membership through effective use of the Road Map.

**Adrian Parkinson, General Manager, Rotherham Community Transport** said:



“ Rotherham Community Transport are pleased to be associated with the ECO Stars Scheme, being part of the scheme shows our commitment to continually look at ways of improving our fleet efficiency.

With the help of ECO Stars we are proud to have progressed from our initial 2 star rating in 2011 to the 4 star rating we have recently been awarded. We are committed to further reducing our impact on the environment and we believe that ECO Stars can help us achieve this. ”

## Interested?

*It couldn't be easier!*

To join ECO Stars call: **01344 770700**  
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