

Case Study



Sharing 5 star tips



Joining ECO Stars

ECO Stars Fleet Recognition Scheme (Efficient and Cleaner Operations) is a free, voluntary scheme designed to provide recognition, guidance and advice to operators of goods vehicles, buses and coaches active in Gedling. The 3663 Nottingham Depot joined the ECO Stars Scheme in April 2012 registering 49 vehicles. 3663 is also a member of the original South Yorkshire ECO Stars scheme.

The 3663 Nottingham Depot received the maximum five-star rating on joining the Scheme. After receiving recognition for this achievement, 3663 is rolling out the fuel efficiency practices to more depots across the company.

The Road Map

Key to the ECO Stars scheme is the bespoke Road Map which is an action plan developed by the ECO Stars Fleet experts to help members progress to higher ratings levels by improving the fleet profile through:

- Fuel Management
- Developing Driver Skills
- Vehicle Specification and Maintenance
- Use of IT Support Systems
- Fleet Performance Monitoring

Even a five star operator can make targeted improvements to their fleet management and to reduce emissions. Suggested measures for 3663 are identified in a tailored Road Map developed by the ECO Stars team. For example, maintenance actions should be undertaken to ensure that the fleet remains at a high level of fuel efficiency. Other recommended 3663 measures are listed over the page.

ECO Stars - What is it?

The *free* ECO Stars Fleet Recognition Scheme recognises and advises any business that operates a fleet of vehicles – from heavy goods, buses, coaches or vans to improve efficiency and reduce fuel consumption and emissions. Industry experts rate vehicles and overall fleet management performance - both operational and environmental – and award members an ECO Stars rating between 1 and 5.

Each member receives a tailored Road Map – an action plan designed to help members progress to higher rating levels by improving their fleet profile through key measures including fuel management, developing driver skills, vehicle specification and maintenance, performance monitoring and use of IT support systems.

The ECO Stars scheme is managed by transport consultants, Transport & Travel Research Ltd www.ttr-ltd.com

3663 Measures

Measure 1: Add Exhaust Gas Recirculation, Selective Catalytic Reduction, or Particulate Traps to the small number of existing fleet vehicles where this is not standard.

Measure 2: Extend driver training in fuel efficiency to include 'top up' training for drivers who do not perform well.

Measure 3: Investigate the Green Band system to make sure ratings are consistent with driver performance.

Measure 4: Extend the driver rating system to include individual km per litre (kpl) targets for drivers.

Customer & Employee Benefits

As well as reduction in fuel consumption, 3663 has seen other benefits from becoming a member of the ECO Stars scheme.

Driver Recruitment / Retention - Recruiting and retaining good drivers is a constant challenge, and the way that driver skill is developed, recognised and rewarded has proved an effective tool in attracting staff.

Winning Business - The eco-friendly credentials of the depot help to win additional work. A major benefit of the ECO Stars scheme is that 3663 can demonstrate their environmental performance has been assessed and recognised by an impartial body.

Changes in Staff Habits - Several drivers have reported changing their behaviour whilst driving their own personal vehicles. This results in an improvement to local air quality and lower impact on the environment beyond the operation of the company's vehicles.

Fuel Efficiency

As a result of acting on measures 2, 3 and 4 of the roadmap the 3663 Nottingham Depot was able to meet a company target to improve its fuel efficiency by 5% - one of only 2 depots to manage this.

The key to this was by optimising the use of their telematics package, setting stretching targets for their drivers for 'green band driving' and clamping down on vehicle idling at customer premises.

Conclusions

The 3663 Nottingham Depot fleet is a very good example of a very fuel efficient fleet. 3663 has a high level of efficiency, and are using measures ranging from driver training and performance motivation through league tables and rewards, to a high blend of biofuel in all of their vehicles, to novel approaches to route planning that further increase efficiency.

After receiving a 5 star initial rating, the depot has continued to improve its fuel efficiency through a range of actions, and remain engaged with the idea of reducing fuel consumption. As such they are the benchmark depot within the company against which the other depots around the UK are judged.

They have also noticed wider benefits from joining the ECO Stars scheme including attracting business through better environmental credentials and improvements in staff retention.

"Joining ECO Stars has provided us with a free, independent assessment of our vehicle fleet and fuel management processes. In turn that has allowed us to demonstrate our environmental credentials, which is important to many of our customers."

David Couling, Transport Manager at 3663's Nottingham Depot

3663 has suggested that it would be useful to attend meetings with other scheme members as it would be helpful to hear operators share their techniques for fuel efficiency and fleet management. As such, the ECO Stars Road Map would offer a starting point for further discussion about how to improve their fuel efficiency.

Interested?

It couldn't be easier!

**To join ECO Stars
call: 01543 416 416**

email: ecostars@ttr-ltd.com

Gedling Borough Council is a member of Nottingham ECO Stars which is being delivered as part of the Nottingham Urban Area's successful Local Sustainable Transport Fund programme helping to establish Nottingham as an exemplar for integrated sustainable transport. For further details visit: www.nottinghamcity.gov.uk/lsfprojects.