

ECO Stars Fleet Recognition Scheme®

ECO Stars Case Study

Coach tour company cut fuel costs and wins new business

Maxfields Travel

Nature of business: Coach tour company, offering holidays, private hire and day trips in the UK

Number of employees: 17 staff including two fitters and 10 drivers

Fleet: 13 coaches

Average annual mileage: 50,000 km

Area covered: UK wide

Maxfields Travel

Maxfields Travel is an independent family company, based in Sheffield, which offers short breaks, private hire and day trips throughout the UK.

The company was established in 1926, originally running coal lorries. In the 1930s, benches were added to allow Sunday school children to be taken to the coast. With coach deregulation in 1980, Maxfields started to organise day trips and today they run holidays, short breaks and day trips throughout the UK and to the Channel Islands.

The process

Maxfields joined the ECO Stars South Yorkshire scheme in 2013, following a recommendation at their Driver CPC training. They submitted a full fleet listing and an ECO Stars fleet expert visited the company to discuss and assess the fleet operation and practices. Each member is awarded an ECO Stars rating of between one and five stars based on their vehicle and fleet performance - Maxfields were awarded one star. It was recognised that this rating would be upgraded once their recently implemented telematics system had bedded in.

In fact Maxfields have steadily made improvements to their fleet management and following the latest review, their star rating has increased to four stars demonstrating their commitment to operational and environmental excellence.

As part of the ECO Stars process, once the assessment has been completed, a 'Road Map' is produced which highlights key actions that could be considered. Three key actions were recommended:

Key Actions

- Telematics optimisation
- Appointing a Fuel Champion
- Setting performance targets



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Key benefits

- ✓ 9% increase in MPG
- ✓ £12,000 saving on fuel costs
- ✓ Increased driver engagement
- ✓ Preferred supplier status

Telematics optimisation

Maxfields had recently invested in fleet telematics at the time of their first fleet review and the ECO Stars fleet expert advised them that full implementation of telematics would be beneficial. By providing operational information in a more timely fashion, they would be able to manage driver performance more effectively.

All coaches are now fitted with fleet telematics trackers and engine idling triggers automated email alerts – allowing early identification and resolution of improvement areas. Engine idling is a common problem for coach operators as drivers want to provide a warm coach for their passengers. Maxfields have reduced engine idling significantly by fitting timed heating systems to each vehicle.

Fuel Champion

A Fuel Champion, Steve Baker, was appointed in 2016, following the recommendation from ECO Stars, in order to establish a robust fuel efficiency culture at Maxfields. Steve monitors fuel consumption and driver behaviour on a weekly basis and communicates the results to management. As Steve is one of the drivers rather than a manager this also has the advantage of encouraging staff involvement.

Monitoring and targeting

The telematics system has enabled Maxfields to improve their monitoring of fuel use and driving standards, enabling them to build up baseline data and set target miles per gallon for each vehicle. Each vehicle and driver is monitored and audited for fuel usage and idling by the Transport Manager and any issues discussed with the individual, with Driver CPC training provided to address any performance issues.

Conclusions and future plans

Maxfields have made excellent progress to move from a one star rating to four stars and will continue improving their operational efficiency with the aim of attaining the maximum rating of five stars.

Being able to list their ECO Stars membership in tenders has made good business sense and Maxfields are now on the preferred supplier list for several local universities.

Peter Maxfield, Managing Director said, *“We are very happy with the ECO Stars scheme; it has not only saved us a significant amount of fuel, but is also a great selling tool. We take our environmental responsibility very seriously and now have more than 60% of our fleet fully fitted with exhaust filter systems and each vehicle purchased in future will be fitted with filter systems.*

We will keep working with our staff, providing training and environmental awareness raising.”



Back row Peter Maxfield, his wife Sharon Maxfield and nephew Trevor Maxfield Transport Manager Front row Alison Fox Senior Travel consultant Benjamin Maxfield Tours Manager

Interested?

It couldn't be easier!

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