

# ECO Stars Fleet Recognition Scheme™

## ECO Stars Case Study

ECO Stars can save you thousands in unexpected areas...

### JG Pears

**Nature of business:** Animal by-product renderers, manufacturers of tallow and animal feeds

**Number of employees:** 280 staff (67 drivers)

**Fleet:** 35 HGVs, supported by 200 trailers

**Average annual mileage:** 285,000km per vehicle

**Area covered:** Nottingham and Yorkshire

JG Pears were established in 1974 as an animal by-product business and have grown and diversified over the years, with a 24/7 operation from three depots. They provide a valuable, if not glamorous service in the area, with clients ranging from local farmers to multi-national companies.

### The process

JG Pears joined the ECO Stars Schemes in Nottingham, York and South Yorkshire in May 2013. They supplied a full fleet listing and an ECO Stars fleet expert visited them on-site to discuss their fleet and fuel management practices and to complete an application form. Each individual vehicle was assessed along with the overall fleet management operation – the result was a four star rating, which was an excellent achievement for their first time around.

### Fleet Manager, Andrew Bostock was delighted with the assessment

*“I joined the company the previous year and we had made some significant changes in the way we worked and so I was pleased to get a very respectable rating.”*

*It highlighted there was still much that could be done to get the most out of the assets we had. We strive to be efficient in our transport operations but it was great to get external recognition of this together with a realistic view of what more we could do”.*

*One of the advantages is the whole process is free, however, this should not detract from the quality and value the process can provide. The external verification both acknowledges what we have already achieved but using experienced industry assessors the feedback is realistic, relevant and above all helps us to further improve”.*



JG P  
JG PEARS

[www.ecostars-uk.com](http://www.ecostars-uk.com)

01344 770700 [ecostars@trl.co.uk](mailto:ecostars@trl.co.uk)



@ecostarsuk



## Key recommendations

- ✓ **Fleet renewal**
- ✓ **Targets and performance measurement**
- ✓ **Enhanced driver training and buy-in**

After the assessment visit, a 'roadmap' was produced, highlighting key actions that should be considered to improve operational and environmental efficiency. JG Pears looked at these recommendations and were able to implement a number of actions:

## Fleet renewal

Whilst JG Pears already had a good renewal policy, reviewing this policy against the needs to the business allowed them to ensure that the vehicles were fit for purpose. The vehicles do a demanding job and the trailers in particular can have a big impact on efficiency and customer service. With that in mind, 20 new aerodynamic trailers were bought and some of the older, less efficient vehicles were replaced with newer, cleaner vehicles, including two Euro 6's. Our new euro six fleet is returning an average of 9.7mpg this is based on 16 Euro six trucks introduced in 2015. During 2014 we had a fleet of Euro 5 s the average then was 8.4. Going forward we will be replacing another 4 Euro 5 trucks with the new Euro 6 trucks

## Targets and performance management

Telematics were just in their infancy when JG Pears joined ECO Stars. We invested time in understanding and using the information generated by the telematics system to develop a systematic and meaningful performance management process, which included targets. A driver league table was created, which allowed greater visibility of performance and has proved to be a powerful motivational tool.

## Driver training

With the bedding in of the telematics and league tables, JG Pears were then able to develop driver by driver training plans ensuring they could get the very best out of their greatest assets – their staff.

## Improved performance

- ✓ **Annual vehicle motor insurance reduced by £80K**
- ✓ **Average fleet MPG increased by 10%**
- ✓ **Fleet's carbon footprint reduced by 8%**

After a year of ECO Stars membership, the fleet was reassessed and in recognition of all this work JG Pears were awarded 5 Stars. This was a great demonstration of the company's commitment to improving their management practices. Better still, the operational improvements have had a significant impact on the bottom line. Through better training and attention to driver behaviours, JG Pears were able to reduce annual vehicle motor insurance by over £80,000. The focus on driver training and performance management pushed fleet MPG average up by 10% - helping to both improve the bottom line and reduce the fleet's carbon footprint by 8%.

## Conclusion

ECO Stars helped JG Pears drive improvements which would in turn save money, reduce their impact on the local environment and enhance their sustainability credentials.

## Interested?

*It couldn't be easier!*

To join ECO Stars call **01344 770700**

email **ecostars@trl.co.uk**