



The ECO Stars Scheme Member Benefits

Jim Chappell
ECO Stars Scheme Manager
Transport & Travel Research

ECO Stars Fleet
Recognition Scheme



- Wider stakeholders benefits
- Benefits to the member
- How it works
- Short case studies

The logo for the ECO Stars Fleet Recognition Scheme is located in the bottom right corner. It consists of a red, rounded rectangular stamp-like shape with a white border. Inside the stamp, the text "ECO Stars Fleet Recognition Scheme" is written in white, sans-serif font. Below the stamp is a dark blue horizontal bar containing five white, five-pointed stars.

ECO Stars Fleet
Recognition Scheme

Wider Stakeholder Benefits

- Benefits to Local Authorities
 - Air Quality intervention
 - Economic incentive to local business
 - Non-regulatory engagement tool
- Benefits to the community
 - Reduced emissions
 - Safer operations



ECO Stars Fleet
Recognition Scheme



Member Benefits

- **Recognition** at both vehicle and management level for current operational practices
- **Advice** on measures which could help to improve performance (AQ, GHG, £)
- **Opportunities** to raise profile with other operators, customers & local communities
- **Membership** package:
 - Star rating Certificate
 - ‘Road map’ for operational & environmental efficiency
 - Ongoing guidance to progress



SAVE
£2,600*
PER VEHICLE IN FUEL COSTS!

By implementing the key measures recommended by the ECO Stars Scheme, a typical HGV operator could expect to reduce fuel consumption by a minimum of 5% in the first year. Based on 80,000 miles per year at 8mpg and an average of £1.13 per litre of diesel, there would be a saving of the equivalent of £2,600 per vehicle. For an operator with 10 vehicles this equates to a saving of one whole tanker of diesel!



**ECO Stars Fleet
Recognition Scheme**



How it Works

- Member vehicles and operating practices are assessed to recognise levels of environmental and energy saving performance
- A star rating is awarded

Fleet Composition



Fuel Management



Driver Skills Development



**Vehicle Specification
& Preventative Maintenance**



IT Support Systems



**Performance Monitoring
& Targeting**



**ECO Stars Fleet
Recognition Scheme**



Case Study

- Animal By-Products
- Over 180 trailers
- 35 HGVs
- Runs 24/7 across 3 depots
- 285,000 km per truck



ECO Stars Fleet
Recognition Scheme



Actions Since ECO Stars

- Appointment of a fuel champion
- Improved fleet with vehicle and trailer replacement
- Telematics introduced and used
- Driver by driver league tables
- The appropriate Driver CPC Periodic Training and refresher training
- Accident procedure refreshed



Results

- Fleet MPG average improved by 12% (+1MPG)
- Reduction of carbon footprint
- Better management of fleet
- Reduced annual vehicle motor insurance by over £80,000



Other Examples

Case Study



How ECO Stars can help small businesses

Small businesses sometimes miss out on opportunities – thinking only bigger companies will benefit – find out how a small fleet operator in Essex has taken ECO Stars advice to make practical changes to run its fleet more efficiently.



Construction company HW Wilson Limited has a proud history of serving the public and not-for-profit sectors throughout Essex, Hertfordshire, London and the South East.

Their team of experienced tradesmen provide a variety of services including design and build as well as refurbishment. The company's very first client was Barnet's and 90 years on, they are still working for the charity along with local councils and the NHS.

Joining ECO Stars - A 'No Brainer'

Director Philip Pearson said the company's green aspirations were only one reason why HW Wilson was attracted to the ECO Stars Fleet recognition scheme when they were approached in October 2012. "We have a small fleet of 13 vans and were interested in being greener but also how we could be more efficient. Joining ECO Stars seemed a bit of a no-brainer. We would get our vans and fleet management methods assessed by specialists and told how we could potentially reduce carbon emissions and save money. Plus it was totally free."

HW Wilson supplied a full fleet listing to the ECO Stars team – this was followed with an on-site visit to discuss their fleet and fuel management practices to complete the application form. Philip said, "The process was straightforward and Jim Cheppell, our ECO Stars assessor provided guidance at every step of the way."

Jim then rated each individual vehicle and the overall fleet and awarded a one star rating. He said, "This was due to relatively poor vehicle performance but also a simple lack of records. We recommended that HW Wilson immediately started to monitor their fleet more closely."

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.

Case Study



Making ECO Stars Work for You!

One of the less obvious benefits of ECO Stars is that it creates a communication channel between the local authority and fleet operators. Silverdale Tours has turned the tables and recommended some changes they'd like to see, plus hear how they've taken full advantage of free driver training offered by ECO Stars.



Coach operator Silverdale Tours has been saving customers in the Nottingham area for more than 40 years since they first started providing transport in 1970. It's grown significantly since and now operates a fleet of 45 luxury coaches – from 21 to 77 seats – from their depot on Little Trenches Street South. The company offers a full range of luxury coach trips to popular destinations in the UK and as far afield as Europe as well as passenger transport services including school transport, private hire and conference work.

Joining ECO Stars

Silverdale were one of the early members of the ECO Stars Scheme in Nottingham and the first coach operator joining in July 2012. They supplied a full fleet listing to the ECO Stars team – this was followed with an on-site visit to discuss their fleet and fuel management practices to complete the application form. Each individual vehicle was assessed along with the overall fleet management operation – the result was a four star rating.

Fleet Manager Simon Reed said, "We were very pleased to receive a four star rating – reflects the emphasis that we place on running the very best vehicles we can. It's very important to us to run coaches which are not only comfortable for our passengers, but also as fuel-efficient and efficiently managed as possible."

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The ECO Stars scheme is managed by transport consultants, Transport & Travel Research Ltd www.ttr.co.uk.

ECO Stars Fleet Recognition Scheme



Thank you

Jim Chappell

jim.chappell@ttr-ltd.com

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