

## Local smarter driving training for employees

The Energy Saving Trust funded by the Department for Transport and the Northwest Regional Development Agency helped employees reduce their fuel costs and carbon dioxide (CO<sub>2</sub>) emissions through smarter driving training working with local organisations in the North West of England.

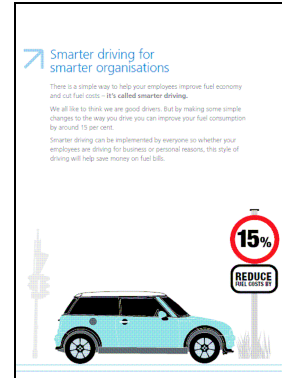
### The opportunity

With traffic levels increasing and an over reliance on private cars, road transport is a major source of CO<sub>2</sub> emissions and fuel use. Working with partners in the UK and Europe the Energy Saving Trust conducted extensive research on the technical and behavioural issues associated with improving fuel consumption. Using this knowledge we designed a short training course to help drivers reduce their fuel consumption and carbon emissions in England.

### The solution

With national and local funding we were able to offer local organisations based in the North West of England free smarter driving training for their employees from February 2009 to March 2010. The training was delivered on site with a qualified advanced driving instructor and offered employers the following benefits:

- Lower fuel costs for all staff including company car drivers. On average participants can expect to reduce their fuel consumption and CO<sub>2</sub> emissions by 15% (based on an average of 12,000 miles per year) which equates to between £200 and £250 per year.
- Helps employees save money and supports them in doing their bit for the environment, also boosting staff morale.
- Reduces the likelihood of accidents by encouraging a safer driving style and also leads to less wear and tear on vehicles
- Demonstrates an organisations commitment to the environment and enhances their corporate social and responsibly reputation
- Generated local PR opportunities



### Results

By focusing on the benefits to private and public sector organisations, over two years, we:

- Trained over 5000 employees at over 70 different local organisations - during 2009/2010 this represented half the trainees for the whole of England.
- Reduced the employees fuel consumption immediately after training by around 13%
- Reduced fuel costs by over £1 million – 1:11 return on NWDA investment (£125k) to the North West
- Reduced CO<sub>2</sub> emissions by nearly 2,500 tonnes

Following the training it is possible to calculate the specific annual financial and CO<sub>2</sub> savings for each trainee based on their percentage reductions in fuel consumption on the day, annual mileage and current car. With national funding we are currently working with recipients of the training in the North West of England and the wider English programme to evaluate the long term savings. These organisations through analysis of fuel card data are now monitoring the effect of the training on 'real-life' Miles Per Gallon (MPG) in the months following the training.

**Results for local programme delivered in the North West of England (Feb 2009 – March 2010)**

	Number of Trainees	Avg. fuel consumption reduction on day of training	Average Annual Mileage	Avg. Car CO2 emissions	Annual CO2 Saving	Annual Cost Savings Based on % Savings on the Day
<b>2008-09</b>	828	13.2%	11,555	196.7 g/km	338 tonnes	£147,334
<b>2009-10</b>	4251	13.1%	12,084	195.4 g/km	2,049 tonnes	£943,253

The free training programme has had a lasting legacy into 2010-11 and helped to kick start interest for a market in subsidised training. By the end of April 2010, we trained over 412 employees whose employers covered the training costs not met by the government subsidy. This has resulted in more CO<sub>2</sub> savings (139,495kg) and even further cost savings in fuel (£67,896).

The Energy Saving Trust's role is already recognised:

65 trainees at Blackburn with Darwen Borough Council received training to assist them in achieving their 10/10 agenda of cutting 10% of CO<sub>2</sub> emissions in 2010. Before the lessons staff were quite apprehensive and unsure as to what to expect and some even felt it might be like a driving test all over again.

*"The feedback from the lessons was extremely positive and everyone said how beneficial they felt it had been and how it had changed their driving technique". Nicole Cook , Senior Housing Officer & Energy Project Coordinator*

*"I was very apprehensive and quite dubious about any benefits of taking part in the smarter driving programme. The one hour that this took has made me reassess my driving and how I use my car. I use my gears differently now and I am far more conscious of my accelerating and braking. The real benefit is in the fuel consumption savings which have been estimated at £307.00 for the type of car that I drive, very worthwhile". Tania Hindle Customer Liaison Officer*



Trainees at Blackburn and Darwen Borough Council after training

Stepping Hill Foundation Trust based in Stockport is accessed by over 4,000 employees and hundreds of patient's everyday. The Trust participated in smarter driving lessons in order to reduce their fuel consumption, particularly by staff that used Trust vehicles. They also wanted the smarter driving lessons to provide a lasting legacy and to change the way in which employees drive for the better. Before the lessons staff that had been driving for a long time were sceptical that they could be taught new driving techniques. Following the 21 lessons staff opinion had change and achieved a total reduction in CO<sub>2</sub> emissions of 8,226 tonnes and a total fuel cost saving to individuals of £3,879.

*"Following the lessons I am more conscious of the need to anticipate the road conditions/traffic flow to reduce fuel consumption by decreasing the need for harsh acceleration and heavy braking" Peter Bowling, Assistant Manager Hospital Sterilisation and Disinfection Unit Department*

*"I now try to make sure that I consider all the points that were practised on the day and yes it makes me think" Pat Yates, Laundry Manager*

Trainees at Warrington Borough Council received 89 smarter driving lessons. The potential cost saving to staff following the lessons was estimated to be £16,333 equivalent to 35,810 kg CO<sub>2</sub>.

*“The campaign has proven to be a major success. The success is in no small part due to the enthusiasm of drivers involved who approached the training with an open mind. The Smarter Driving campaign can only be described as a win win scheme with real benefits as it requires no financial investment and no modifications to the vehicles, just an open mind and a willingness to change your driving style.”* David Smith, Fleet Manager



Trainee at Warrington Borough Council before training

76 trainees at BAE, Global Combat Systems in Cumbria received training and saved an estimated total of £10,725 on their annual fuel cost and 23,415 kg of CO<sub>2</sub>. BAE were encouraged to take part in the lessons as they felt that from a business point of view it made sense to try and reduce their carbon footprint by reducing fuel usage. They also stated that from a safety point of view it made good sense to have their employees involved in some hands on driving refresher training as well as saving money in the longer term.

*“All of the feedback was positive, especially when they converted the fuel savings to real money. Also many of our employees have had to re – think their driving technique as when they were taught to drive they were advised to get to top gear as soon as possible! This was proven to be very inefficient by the instructors”.* George Gibson Safety, Health and Environment Manager