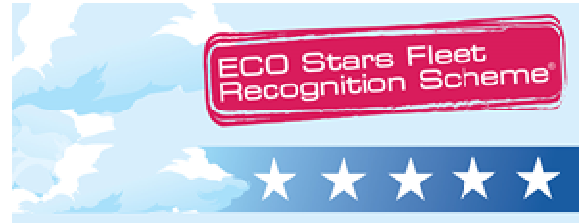


# Devon ECO Stars Fleet Recognition Scheme

## 2015-2016 Project Report

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Report  
For

Devon County Council  
Public Health & Devon  
District Local  
Authorities

Prepared by



May 2016

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### Appendix 1 – Recruitment email

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# 1 Background to ECO Stars in the United Kingdom (UK) and Europe

## 1.1 Origins

The ECO Stars Fleet Recognition Scheme has its origins in South Yorkshire, initiated and developed by the four local authorities of Barnsley Metropolitan Borough Council (BMBC), Doncaster Metropolitan Borough Council, Rotherham Metropolitan Borough Council and Sheffield City Council, with some additional financial support from NHS Barnsley.

The aim of the scheme was to put in place an effective mechanism to engage and influence the environmental impact of operators of commercial vehicles on local air quality. Such vehicles, utilised by freight, bus and coach operators, had been identified as significant contributors to poor local air quality in the South Yorkshire region.

The development of the Scheme began in the summer of 2008, managed by Transport & Travel Research (TTR), and launched in January 2009. Since then, ECO Stars has grown into a programme of 21 fleet schemes (for vans/trucks/buses/coaches) in the UK, a further six in Europe, and four UK taxi schemes.

A powerful indicator of the success of the Scheme has been the growth in the number of new schemes being launched and by the number of operators participating: the original South Yorkshire Scheme now has 120 operators as members. Across the 21 Schemes there are now over 450 unique members.

ECO Stars has been funded through a variety of channels, including Department for Environment Food & Rural Affairs (Defra) Air Quality Grant, Department for Transport's Local Sustainable Transport Fund (LSTF), Local Transport Plan (LTP) funding, other internal local authority funds, Scottish Government Air Quality Grants and European Commission (EC) match-funding.

The UK fleet schemes are open to freight operators and service providers operating HGVs and vans, and to Passenger Carrying Vehicle (PCV) operators running buses, coaches and minibuses. The smallest operator has one vehicle and the largest many hundred vehicles. The fleet schemes do not include passenger cars, even if they constitute part of the scheme member's fleet, such as company cars.

## 1.2 ECO Stars for Taxi and Private Hire Vehicles

Following the success of the second ECO Stars fleet scheme launched in Mid-Devon in October 2011, an application was made by Mid-Devon District Council to Defra to develop, pilot and run an ECO Stars scheme for taxi and private hire vehicles. Previous studies in Mid-Devon had attributed negative effects on local air quality to this specific sector. Following the successful development and piloting of the Taxi Scheme in Mid-Devon, through adapting the original commercial vehicle assessment criteria for the taxi and private hire industry, the scheme was adopted by the ECO Stars Steering Group.

### 1.3 Current Schemes

There has developed since launch, over the past seven years, a network of ECO Stars Schemes in the UK and Continental Europe reflecting a diverse set of predominantly urban local authorities, yet all with Air Quality Management Areas (AQMAs) as a common theme. The profile of ECO Stars has particularly grown in the UK with increased interest from City Regions. At present eight of the worst 20 UK cities with the highest annual mean PM<sub>10</sub> count have an ECO Stars Scheme.

In Scotland membership of environmental fleet recognition schemes is noted as an action that can be taken by businesses as part of their responsibility to contribute to improved air quality. ECO Stars is ideally placed to assist in the delivery of both points, providing coverage of the bus, coach and van sectors as well as freight transport.

### 1.4 UK

There are currently 21 ECO Stars fleet schemes operating in the UK, varying in size from metropolitan consortia to individual local authorities. Current membership comprises more than 450 unique operators and over 45,000 vehicles. The schemes are:

- South Yorkshire – commenced August 2008
- Mid-Devon – commenced October 2010 : Devon from August 2015
- Nottingham Urban Area – commenced December 2011
- (Originally Gedling Borough Council)
- City of Edinburgh – commenced August 2011
- Thurrock – commenced April 2012
- Falkirk - commenced September 2012
- City of York – commenced November 2012
- Dundee – commenced July 2013
- Warrington – commenced July 2013
- Sefton - commenced August 2013
- North Lanarkshire – commenced September 2013
- Fife – commenced July 2014
- Glasgow – commenced September 2014
- South Lanarkshire – commenced September 2014
- Staffordshire & Stoke - commenced April 2015
- Royal Borough of Greenwich – commenced April 2015
- London Borough of Sutton - commenced April 2015
- Swale Demonstration – commenced January 2015
- Cornwall County – commenced November 2015
- Manchester Demonstration – commenced December 2015
- West Yorkshire – commenced April 2016

### 1.5 Taxi and Private Hire Schemes

There are currently 4 ECO Stars Taxi and Private Hire Schemes operating in the UK:

- Mid-Devon – commenced October 2011
- Dundee – commenced July 2014

- Falkirk - commenced November 2014
- Fife – commenced May 2015

## **1.6 Europe**

A European ECO Stars scheme (Branded EU ECOSTARS) ran between June 2011 and May 2014 and was funded by Intelligent Energy Europe, a funding programme run by the European Commission through its then Executive Agency for Competitiveness and Innovation.

The principle of the project was to build upon the South Yorkshire fleet scheme example and to trial its application across selected European locations. The schemes encompassed by this funding programme included:

- Spain - Basque Region
- Spain - Cantabria
- Italy - City of Parma
- Czech Republic - City of Ostrava
- Sweden - South East Sweden
- Netherlands - Rotterdam
- UK - Edinburgh
- UK - South Yorkshire

In addition to South Yorkshire and Edinburgh, the schemes in the Basque Region, Cantabria and Rotterdam have continued and grown post the European funding.

## 2 How the Scheme is delivered

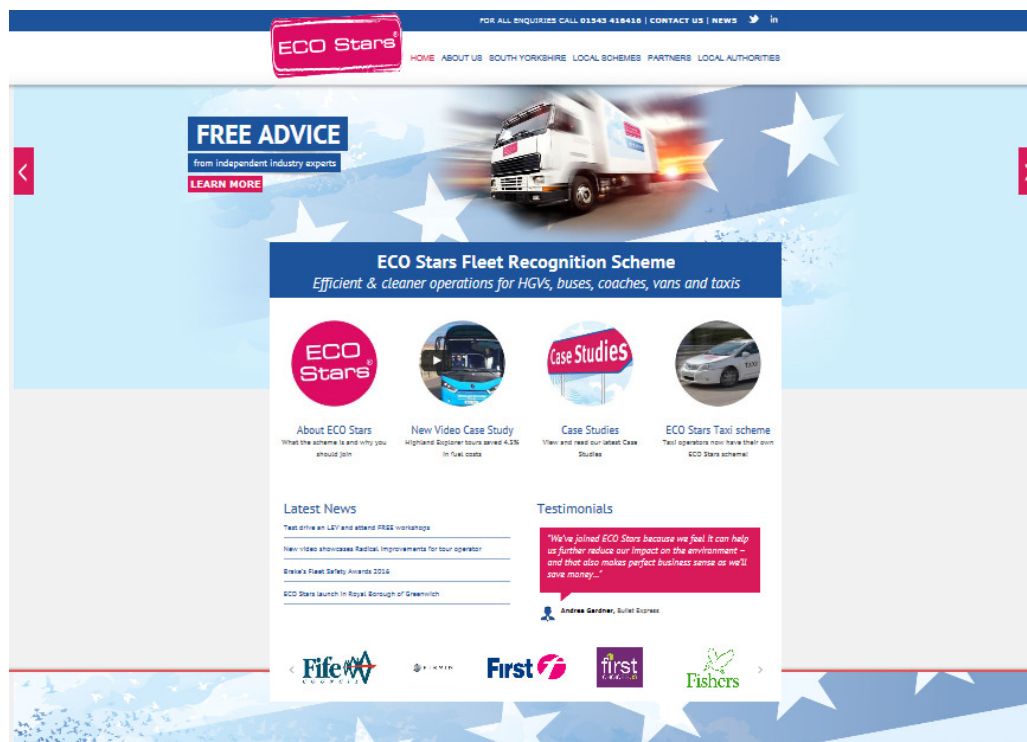
At its heart, ECO Stars is a fuel management and operational efficiency support programme, designed to help operators reduce fuel consumption, thereby improving air quality through reducing particulate emissions and vehicle carbon. It also has the added benefit of providing the tools and ongoing support for operators to reduce operating costs which makes the Scheme highly attractive and beneficial to the local economy.

All ECO Stars schemes are required to engage with local fleet operators in order to recruit members. Over the seven years that ECO Stars has been delivered, various engagement mechanisms have been tried and tested. Success has been proven to result from a mix of marketing, publicity, direct approach and approach through third party organisations such as trade associations and Chambers of Commerce.

Recruitment has been aided significantly with the recent introduction of the new UK ECO Stars website: [www.ecostars-uk.com](http://www.ecostars-uk.com)

Some local authorities choose to maintain their own local ECO Stars web page(s), primarily linking to the main website.

Figure 1: ECO Stars Website



The Scheme works on the principle of reviewing operators' vehicles on an individual basis for environmental credentials, including Euro Engine Standard and any additional fuel saving technology and environmental features, such as anti-idling cut-off and in-cab fuel monitoring. All Scheme vehicles are awarded a star rating and these are then aggregated to give the operator's total vehicle star rating.

Applicants also undergo an assessment of their operational fuel management practices. This assessment focuses on the following areas:

- Their fuel management programme
- Driver skills development regime
- Vehicle specification and maintenance
- Use of IT support systems
- Targeting and monitoring of performance.

The operational practice assessment is then combined with the aggregated vehicle star rating to provide an overall Scheme star rating between 1 star and 5 stars, with 5 stars being the optimum. The Scheme criteria are adaptable to reflect changing environmental and technological standards.

Upon becoming a member of ECO Stars, operators receive a short action plan, known as a 'Road Map', setting out measures which would help to improve their operational practices from air quality, environmental and economic perspectives. The Road Map is based on best practice and is directly applicable to the operator. Members also receive a certificate and are offered window decals for their vehicles. Members' profiles are collected for inclusion on the relevant local authority ECO Stars web pages. Other features include member workshops as well as a follow-up operator contact process throughout the duration of their membership. Successful implementation of the measures contained in their 'Road Map' will enable operators to increase their star rating up to 5 stars, the maximum available. Ongoing engagement and improvement is one of the key tenets of the Scheme.

## 2.1 Programme Governance

Programme ownership and governance is the responsibility of BMBC, which employs a full time Programme Officer, Ann Beddoes. Her role includes chairmanship of the ECO Stars Steering Group.

The Steering Group, is made up of local authority officers from each of the ECO Stars schemes, with specialist knowledge in transport and a variety of environmental areas including air quality and pollution control. It meets bi-monthly – usually in South Yorkshire – where a summary review of each scheme's progress is presented and any relevant programme business is discussed. The meeting has a dial-in facility to allow maximum participation.

As well as routine matters, the Steering Group is responsible for the programme's strategic direction including maintenance and review of the scheme criteria. The criteria were last reviewed in October 2012, in preparation for the introduction of Euro VI and the increasing introduction of cleaner fuels and zero emission commercial vehicles to the market. It is important that the Scheme reflects current technology and standards and reviews of assessment criteria take into account these factors. The Steering Group also initiates other developments such as the creation of a scheme Qualitative and Quantitative assessment tool, mentioned below.

Each year there is a General Management Meeting (GMM) which acts as an AGM that includes in invite to participate to EU scheme managers, and, importantly, is open to council officers from interested local authorities. The next GMM will be on 6 October 2016 in Sheffield.

## **2.2 Scheme Features and Benefits**

The ECO Stars scheme is a 'win-win' scheme for central government, local authorities and scheme members, as the positive environmental and financial improvements associated with clean and efficient road transport operations benefit all parties. It is a toolkit of measures that a number of local authorities have chosen as part of their response to poor air quality and feature within their air quality action plans, sitting alongside other actions such as traffic management.

### **2.2.1 Local Authority Benefits**

The main benefits for local authorities running an ECO Stars scheme are improvements in air quality through the reduction in harmful emissions associated with the running of cleaner vehicles and improved fuel management that ECO Stars promotes, encourages and rewards. These emissions are NO<sub>x</sub>, PM<sub>10</sub> and PM<sub>2.5</sub>. In addition, from a wider governmental perspective, these interventions also reduce emissions of CO<sub>2</sub>.

As ECO Stars has a significant fuel management and fuel saving profile, for local authorities there are benefits to the local economy, assisting business profitability, that in turn contribute to overall local economic plans.

A further benefit of the scheme is the proactive engagement with sometimes hard to reach industry audiences, and in particular with SMEs.

### **2.2.2 Operator Benefits**

ECO Stars has always accepted, as a scheme, that incentives for commercial vehicle operators to join are varied and not always environmentally led. Being a scheme that concentrates on fuel efficiency from a vehicle, driver, journey and management perspective, the economic benefits of scheme membership, adopting the best practice actions from the 'Road Map', are highly attractive.

During the scheme's 7 year life span to date, the desire for operators to improve their environmental performance has grown. Increasingly, supply chains (both private and public sector) are looking to award contracts to operators with positive and proactive environmental profiles and some of the larger national operators have environmental performance as a key business objective. ECO Stars is a perfect fit with those who are looking to demonstrate their environmental credentials.



### 3 Devon Scheme

Part IV of the Environment Act 1995 requires local authorities to review and assess the current and future air quality in their areas against objectives set out for eight key air pollutants, under the provisions of the National Air Quality Regulations 2000 and the Air Quality (Amendment) Regulations 2002.

This is a common problem in the UK, where approximately 50% of the atmospheric nitrogen dioxide is associated with emissions from motor vehicles. Larger and older vehicles, particularly diesel powered, produce more nitrogen oxides than newer 'cleaner' vehicles and vehicles powered by other fuel types. Monitored nitrogen dioxide levels show variation throughout the day, with peak levels coinciding with morning and evening rush hours. Source apportionment studies carried out indicate that a significant proportion of the emissions within AQMAs arise from diesel vehicles.

The ECO Stars Scheme additionally provides Devon with a platform to engage with the road freight and road passenger transport sectors to address the specific problems that it has identified. ECO Stars provides recognition and encouragement to vehicle fleet operators who have a key role to play in improving vehicle emissions and local air quality.

An agreement was required between the Devon consortium and the South Yorkshire ECO Stars Steering Group on the use of the ECO Stars brand, design guidelines, agreed wording for the rolled-out Scheme description, and participation in the national ECO Stars Steering Group.

## 4 Devon ECO Stars Work Programme

The Devon ECO Stars Scheme involved engaging with and influencing local commercial vehicle operators (van, truck, bus and coach), encouraging them to become Scheme members and then supporting them to improve their operational and environmental performance. This was achieved through a variety of means including marketing outreach, direct liaison and working through established local bodies such as Trade Associations and other commercial groupings.

The scheme commenced in August 2015 and continued into April 2016, to date recruiting 9 members.

### 4.1 Mid-Devon Legacy

The Mid-Devon scheme ran from October 2010 to December 2012, funded from a Defra Air Quality grant. At completion in December 2012 the scheme had 19 members.

Despite not being resourced as a stand-alone scheme, Mid-Devon benefited from the programme-wide activity across the UK, which included ongoing recruitment of multi-location based transport operators with a strong presence in the Mid-Devon area, even after completion of the original project recruitment phase. Consequently, at the beginning of the new Devon-wide Scheme in October 2015, membership from the original Mid-Devon scheme was carried over, giving the new Devon scheme a solid starting point of 44 members. This split the emphasis of activity between recruitment of fresh membership and re-engaging with the 44 established members and reassessing their positive environmental interventions resulting from their membership. Having an established member base also helps in recruitment of new members, who can see that there are already many companies on board, and provides reassurance that they are not 'early-adopters'.

### 4.2 Scheme Activity

The activity to run the Devon ECO Stars Scheme is set out under each of the headings below.

#### 4.2.1 Task 1: Progress meetings and reporting

Mid-Devon District Council led the Devon consortium for the scheme. Transport & Travel Research met formally for:

- An inception meeting at the start of the contract
- A review meeting during the scheme in December 2015

TTR also provided regular written (emailed) update reports at the end of each month advising of scheme progress, and prepared the two-monthly dashboard summary for the ECO Stars Steering Group meeting, which forms part of the UK wide reporting circulated to all scheme administrators

During the last month of the project, TTR produced this written summary report of the scheme's achievements with recommendations as to the next steps to be taken to continue the scheme across Devon.

#### 4.2.2 Task 2: Operator recruitment

This was the key activity to secure operator membership of the demonstration project. TTR experience shows that concerted effort on this task, in conjunction with proactive business contact, leads directly to improved success in terms of membership numbers.

The steps involved in member recruitment by TTR were:

- Establishing contact with commercial vehicle operators based in and with a significant business journey profile in Devon, including using local information and contacts from the consortium
- Following up potential contacts, enquiries and leads by telephone/email to determine interest in scheme
- Arranging site visits to confirm interest and talk through application process (and undertake first-level assessment against broad criteria)
- Chasing promised application forms, dealing with any further enquiries
- Assessing application forms received, confirming membership and status
- Conducting an on-site visit to each applicant and potential applicant during which vehicle details were verified and management procedures discussed.
- Production of Road Maps – fleet efficiency action plans – on completion of application and on-site assessment. The Road Maps are a very important and tangible output that provides members with a vital tool to improve their environmental performance

#### 4.2.3 Task 3: Scheme support and marketing materials - design and print

The following support materials were used during the delivery to convey essential information about the Scheme:

- Member guidance notes (5 pages on scheme objectives, application process and assessment criteria)
- Membership application form
- Vehicle decals (tax disc style available on request from members)
- Members logo (for internal use on headers/web-sites)
- Welcome letter
- Member certificates (1 to 5 star)
- Upgrade letter

In the absence of an agreed common scheme logo and Devon branding the scheme has continued to be promoted under the original Mid-Devon branding. Below is an example of the membership certificate in use in Devon:

**Figure 2 – Devon Membership Certificate**

#### 4.2.4 Task 4: Database and Scheme administration

The administration of the Devon ECO Stars Scheme demonstration project entailed the following activities:

- Responding to enquiries about the scheme and potential membership received via the scheme telephone number and email address
- Dealing with member queries
- Administration of the specific Devon scheme database
- Incorporation of the Devon database within the overall national database to ensure exploitation of links to the other ECO Stars schemes
- Issuing Membership Packs (welcome letter, certificates, vehicle decals and Road Maps) for new members

#### 4.2.5 Task 5: Scheme Launch & Marketing

Normally each ECO Stars Scheme has an official launch after 3-4 months of preparatory engagement and operator recruitment. This period of initial recruitment allows a core group of inaugural members to be established who could be present at the launch event. As this was a project rolling out from the original Mid-Devon scheme (which already had a launch event) it was agreed that a launch was not the best use of limited resources, and effort was therefore focussed on recruitment activity.

A copy of an email for recruiting new members is at Appendix 1.

#### 4.2.6 Task 6: Operator follow-up

The ECO Stars scheme has been designed for operators to progress through the star ratings, which requires periodic follow up with members in order to confirm any changes to the fleet and remind members about the measures within their Road Maps.

Expansion of the Scheme enabled TTR to carry out follow-up calls with the existing 44 members, to confirm that the Road Map is appropriate and to ascertain whether the fleet profile has changed and/or management practices have been adopted.

#### 4.3 Scheme Membership Targets

The membership target for the Devon ECO Stars scheme demonstration project was to reach 18 members by the end of March 2016. TTR offered to continue to work to achieve this target beyond the project completion date of March 2016 in the event of there being a shortfall of new recruited members.

#### 4.4 Team Members

To deliver ECO Stars in Devon, we made use of the successful and experienced project team who currently work on ECO Stars in the rest of the UK, namely:

- Programme Director – Chris Douglas
- National ECO Stars Programme Manager – Jim Chappell
- Recruitment Managers – Steve Willis and Alan West
- Marketing Manager – Jone Ayres
- Consultant Support and Technical Administrator – Audrey Holt

## 5 Recruitment and Reassessment Achieved

### 5.1 Devon Activity

There has been significant activity in Devon during the period August 2015 to May 2016 split between:

- Recruitment of new members to the scheme
- Re-engaging with and re-evaluating existing scheme members

#### 5.1.1 Recruitment

Recruitment has followed two main paths of activity; contacting operators based in Devon with no external footprint, and contacting transport operators with Devon based operations as well as operations in other parts of the UK. The following 9 new members have been recruited to the Devon Scheme:

- HSL
- Air Monitors
- Co-op
- XPO Logistics (B&Q)
- Wilko
- TNT
- Stan Robinson
- ASDA
- Axminster Power Tools

There are a number of potential members that are very close to completing their membership at the time of this report. Namely;

- Exeter Council
- WJ North
- Exeter University
- Axminster Carpets

Their sign up will take the scheme to 13 new members.

During the recruitment activity TTR have proactively contacted 97 local operators to promote the scheme and encourage joining. These were from a variety of industry sectors. Operators' desire to engage with the scheme has been slow to progress. The initial Mid-Devon scheme – whilst growing to 44 members – had lost momentum during the un-resourced period between December 2012 and August 2015. That said, recruitment has slowly taken hold and although the scheme has officially completed, there is a strong pipeline of interest which can be converted into new members and which will generate new momentum for the scheme.

The scheme also now has the added advantage of an adjacent scheme, with Cornwall having started in December 2015. This contributes to the growth of ECO Stars footprint in the South West and will only help to raise the local scheme profile.

### 5.1.2 Re-engagement and Re-assessment

During the period October 2015 to April 2016, there has been a programme of re-engaging with the existing 44 members from the original Mid-Devon scheme. As a result, the following are in the process of re-assessment to ascertain whether they have increased their star rating:

- Gregory Distribution
- Mid Devon DC Refuse Services
- Wincanton (Chevron)
- Ashwood Engineering

The benefits of re-engagement are to encourage ongoing improvement, building up a network of local operators who are already scheme members, to update records and to reassess star rating where applicable.

At present five Devon members have completed a re-assessment, with two increasing their star ratings from 3 star to 4 star, with the other three companies remaining at five stars.



As part of the recommendations within Safe Style UK's roadmap, a review of their fleet was undertaken which highlighted opportunities for improvement especially regarding their age profile. As part of this review, the older vehicles amongst the Devon fleet have been replaced with new and fuel efficient models. Within their management operations there has been improved management briefings and targeted KPIs for the drivers, which have all combined to increase fuel awareness within the business and as such, their star rating has increased from 3 to 4 stars.



Although good management practices were in place at Stagecoach regarding fuel usage on original assessment, the fleet contained a number of older vehicles. However, on re-assessment, it was evident that investment has been made to replace the older models with new efficient vehicles, which includes new anti-idling technology as standard. Their star rating has increased from 3 to 4 stars.



A review of management processes at C&D South West would suggest that the company has continued to maintain their high level of fuel awareness including driver training, targeted KPIs and carbon monitoring. The fleet has

continued to be replaced within timescales and this has ensured that the age profile of the fleet remains young with modern fuel efficient technology. The star rating remains a 5.



With the company already at a high level of management with regard fuel processes, fuel monitoring, driver performance and regular renewal of older vehicles, the star rating for Next remains 5 star. Recommendations regarding alternative fuelled vehicles were highlighted, which may be a consideration for the vans (<500kg).



No change to their original 5 star rating but they continue to replace the older vehicles first and within a three/four year cycle.

## 5.2 Recommended Next Steps

After a period of relative inactivity in Mid-Devon the roll out to Devon County has 'kick-started' ECO Stars in the wider Devon region. Scheme continuation will allow follow up with those operators already interested and in the recruitment pipe-line. We can also continue active recruitment through use of local forums such as Chambers of Commerce, networking groups, Business Gateways, and trade associations. We can offer to present at any relevant business or environmental events. The increase in membership in Devon can be promoted through the local and trade press as part of an awareness promoting activity.

Engagement and reassessment of existing members can also continue and we can provide support to those members requiring further guidance and support to improve their star rating.



## 6 ECO Stars Evaluation

Since the commencement of ECO Stars in 2009, there have been a number of evaluations carried out to ascertain the value of the scheme from a qualitative and quantitative perspective. Evaluation of the impact of the City of York scheme was conducted early in 2015. The fleets of 12 members were analysed for emission improvements resultant from scheme membership; both from individual vehicle enhancement and management practice perspectives. Reduction in emissions of both NO<sub>x</sub> and PM per vehicle varied from 1% to 20% across all of the sample members. A members were positive as to the benefits of membership to them as a business and the easy of participation.

The ECO Stars Steering Group commissioned the University of the West of England (UWE) in 2015 to develop a Quantitative and Qualitative Toolkit that evaluates emissions savings resultant from members undertaking improvements as a direct result of their ECO Stars Road Map. A pilot study of ten South Yorkshire members is close to completion and has demonstrated that there are tangible reductions in PM, NO<sub>x</sub> and Carbon emissions from the majority of members who have implemented their ECO Stars Road Map recommendations.

The output from the Toolkit is a summary table, per operator, which estimates:

- Particulate Matter emission (g)
- NO<sub>x</sub> emission (kg)
- CO<sub>2</sub> emission (t)
- Total fleet distance (miles)
- Fuel use in period (litres)
- Miles per gallon
- Indicative fuel cost
- Number of vehicles

While CO<sub>2</sub> output is a relatively linear calculation based on the volume of fuel consumed, PM and NO<sub>x</sub> emission calculations are rather more nuanced and are significantly influenced by journey and vehicle type.

The maximum impact of the Toolkit is seen when data is available over multiple periods of operation, allowing comparisons to be made in relative emissions. If fuel efficiency initiatives have been implemented in the periods studied, their impact should be seen in the emissions outputs, although it should be noted that it is not usually possible to identify which specific action is responsible for an improvement.

Input data is generally sourced for similar time bands over multiple years, such as comparison of February - April 2014, February - April 2015 and February to April 2016. Comparisons can only be made if input data is available, and if that data is of suitable quality and granularity. In theory, if the operator remains willing, data can be built up over a number of years to show longer term trends. To enable direct comparisons to be made from year to year, the results are calculated on a relative basis so that identical mileages are compared, even if more miles were driven in later time periods. This is so that relative emissions can be compared: it is

recognised that year-on-year growth in a business generally results in increased activity and mileage. Calculating relative values allows for this growth while enabling year-on-year emissions to be directly compared.

When data from multiple operators is available, comparisons can be made in terms of the numbers of operators reducing, increasing or with no change to emissions year-on-year. At present the overall outcome for the 8 participants in the South Yorkshire pilot study showed a year-on-year reduction as follows:

- 63% Reduction in PM
- 88% Reduction in NOx
- 63% Reduction in CO2

The full findings of the report will be made available through the ECO Stars Steering Group in the very near future (June/July).

## 7 Conclusions and Recommendations

The County-wide scheme has, within the space of 7 months, delivered 9 additional members, drawn from a mix of commercial vehicle operators across Devon. Another 4 operators are very close to completing their membership; which would take the membership to 13 members. These operators have been recruited to the scheme as a result of direct approaches, supported by the ECO Stars website which is managed at no cost to the Devon Scheme. TTR will continue to recruit from the existing pipeline of operators engaged.

During the running of the scheme, the members received bespoke advice – based on industry best practice – on:

- The environmental profile of their commercial vehicle fleet, varying from van to HGV
- Their fuel management systems, both manual and automated systems and their effectiveness in the control and use of fuel in the business
- The effective use of eco driver training including the additional safety benefits
- Vehicle specification and additional preventative maintenance available to reduce fuel consumption and overall fleet running costs
- The effective use of IT and the variety of systems available
- Using targeting and monitoring to improve fuel consumption and environmental performance

In a relatively short space of time the wider county based scheme has shown that:

- There is an interest and appeal within Devon for ECO Stars amongst commercial vehicle operators of a variety of business types and organisational sizes
- The Scheme has gathered new momentum in recruitment and engagement with air quality improvement action that should be continued in order to realise the maximum benefit to the Devon local authorities within the consortium of the work put in to date
- There is an opportunity - even for high graded members - to adopt industry best practice and provide practical direction on ways to improve the environmental management of commercial vehicle fleets resulting in improved air quality
- The benefits of the wider ECO Stars programme, in particular centralised marketing and communications and development of new innovations such as the quantitative and qualitative toolkit, add to the cost effective nature of the Scheme
- From the evaluation conducted, there is evidence that membership of ECO Stars can result in reductions in:
  - PM
  - NOx
  - Carbon
  - Fuel used
  - Fuel expenditure

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## Appendix 1 – Recruiting Email



## Save on fuel costs, become a greener business, join Devon ECO Stars, over 50 operators already have!

Becoming a member of the [ECO Stars Fleet Recognition Scheme](#) couldn't be easier. It's **FREE** and simple to join.

Why join?

- save up to £2,450\* per vehicle in fuel costs
- improve your environmental credentials
- increase your competitive advantage (especially with local authority contracts)
- join the 50 companies already members in Devon, these range from small family business to High Street names.

Our dedicated transport expert will offer you free advice, take you through the application process. As a member you will also receive access to a range of free tools and resources to help you every step of the way.

Start your journey to saving today, contact [Steve Willis](#) or [Alan West](#) for a free no obligation consultation.

\* Based on 80,000 miles per year at an average of 8mpg and diesel at £1.07 per litre. Figures updated in 2016 from Department for Transport Freight Best Practice Programme.



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