

## Case Study

# Adoption of 60 Enterprise Car Club vehicles sees Highland Council enjoying huge reduction in carbon footprint and travel costs.



### The Issue

Highland Council recognised an urgent need to review how the council was organised in order to drive improvement and close a gap in funding of £27.9 million in 2019/2020. As part of its review process it reviewed the Council's management of grey fleet, defined as all vehicles owned by an organisation's employees, used for business purposes. The council found that relying on grey fleet was having a significant, detrimental impact on the public-sector organisations ability to meet its financial and sustainability targets.

### The facts

- The council had 3,200 grey fleet drivers who travelled nearly 6 million business miles in 2016/7
- This cost the organisation over £2.2 million in the same year, which constituted 82% of the Council's travel spending

- The grey fleet mileage of the Council was more than 6 million miles a year
- The total emissions of this was around 2,000 tonnes of carbon dioxide, which constituted around 3% of the council's total emissions

### The problems

- The details of grey fleet were not being adequately captured, meaning the Council could not be certain that grey fleet vehicles had a valid MOT or met EU safety and emission standards. This is because few council workers were choosing to drive the latest, most efficient vehicles and were afraid of ULEV technology
- There was a risk that if a staff member was in a work-related road accident, the organisation could be prosecuted as it had not taken steps to ensure that the vehicle involved was deemed safe. Road accidents were the biggest single cause of work-related accidental death in the UK, and the grey fleet the most dangerous option for employee road travel.
- On average, it was estimated by the Energy Saving Trust that employees round-up on average 15-20% on the cost of their journeys.
- Car hire in the Highlands was a significant problem as the booking process was lengthy and time consuming and particularly different and expensive during summer months due to demand from visitors to the region.
- There was awareness of the fact that many staff and members were undertaking the same journey many times a day.

### The solution

- Enterprise worked with the Council to analyse employee mileage in detail to identify why, how, when and where trips were taking place, if alternative options were suitable, and where it would make sense to have dedicated car club vehicles located on-site.
- The council introduced a fleet of 60 Enterprise Car Club vehicles which saw dramatic results in just 12 months. The majority of the 60 vehicles are plug-in hybrids and 5 plug-in Nissan LEAF electric cars are based at the Council offices in Inverness, Golspie and Fort William.

- This model provides council staff with quick and easy access to a car for short-term hire to be used for local journeys. The vehicles used for the car club produce low carbon emissions per kilometre and are regularly safety and cleanliness checked. The Council was also able to review the driving licences of employees prior to them using a vehicle and regularly throughout the scheme. Enterprise installed car club technology, including the ability to book online or via a mobile app.

### The benefit

- The Highland Council has reduced its annual business mileage by more than 825,000 miles and most cost savings in excess of £400,000 in the 12 months since introducing Enterprise Car Club
- This represents a 15% reduction in overall business travel costs.
- This has reduced the carbon footprint from staff travel by approximately 377 tonnes of carbon dioxide in 12 months by transferring grey fleet mileage onto dedicated hybrid and electric Enterprise Car Club vehicles, a reduction of 19%.
- The councils Grey fleet mileage has fallen by nearly a quarter (22%) and its overall business mileage has dropped by 13%.
- Employees are now in safe, low-emission and well-maintained cars with modern safety features.
- The data provided by Enterprise means that the Council can keep finding efficiencies to improve how, where and when people drive for business. This means mileage is transparent and all staff-miles can be easily accounted for.
- The data provided by Enterprise means that the Council can keep finding efficiencies to improve how, where and when people drive for business. This means mileage is transparent and all staff-miles can be easily accounted for.
- The council can keep providing important local services in a cost-effective and sustainable way through the immense cost-savings delivered by the scheme.

## Summary

There was an urgent need for the Council to address the issue given the unacceptably high-risk profile associated with grey fleet travel and also the staggeringly high estimated emissions produced by the vehicles. In this location, due to the geography of the Highlands, there will always be a requirement to travel extensively. By adopting the Enterprise Car Club model, the Council has effectively reduced its carbon footprint as well as its administration burden.

This solution has effectively addressed a number of travel-related challenges in the Highlands and Enterprise, a member of the Urban Mobility Partnerships have effectively delivered sophisticated mobility solutions which tackle air quality and condition and transform how consumers travel.

A significant factor in the success of the club has been an employee communications programme that provides clear information on how to make better travel choices. This will shortly include the generation of automated emails to notify when employees could be utilising vehicles more efficiently.

The Council now aims to increase its car club fleet to 80 vehicles by the end of this year to achieve even greater savings.

In addition, the Council is rolling-out an improved ICT infrastructure to encourage video conferencing and is focusing on shared and public transport for service delivery where practical.

Enterprise have transformed the approach to business travel and the programme has meant that the business mileage is drastically reduced, saving taxpayer money and meaning the council can continue to safely deliver essential services to the residents of the Highlands.