
Maintaining the Habit when Training is Over

Friday 23rd November 2007

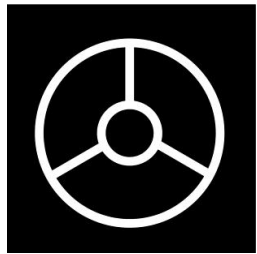
Jonathan James
Director Freight Best Practice

Safe and Fuel Efficient Driving



SAFED

- Safe and Fuel Efficient Driving (SAFED) for HGVs has been funded by the department for transport in England and designed to improve the safe and fuel efficient driving techniques of Heavy Goods Vehicle (HGV) drivers.
- The SAFED training programme has been developed specifically to enable both vehicle operators and training providers to implement driver training within the road freight industry. It provides training and development for existing HGV drivers through instruction relating to vehicle craft and road craft.



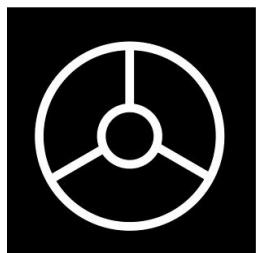
Safe And Fuel Efficient Driving

•17 elements;

- Braking
- Clutch/cruise control
- Gear selection
- Weather conditions

• **Benefits for Driver,
Operator, and Environment**



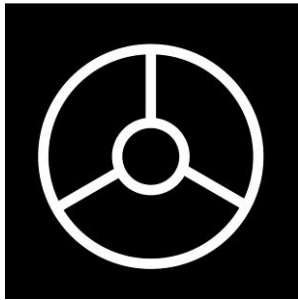


Safe And Fuel Efficient Driving

Savings Achieved:

- 10.01% fuel saving
- Saved £7,966,983
- CO₂ reduced by 28,468 tonnes
- Gear changes reduced by 36.9%





SAFED Case Studies

Lane Group Plc

- 4% fuel use improvement
- Defensive driving
- Customer support

achieving the difference



Kenyon Road Haulage

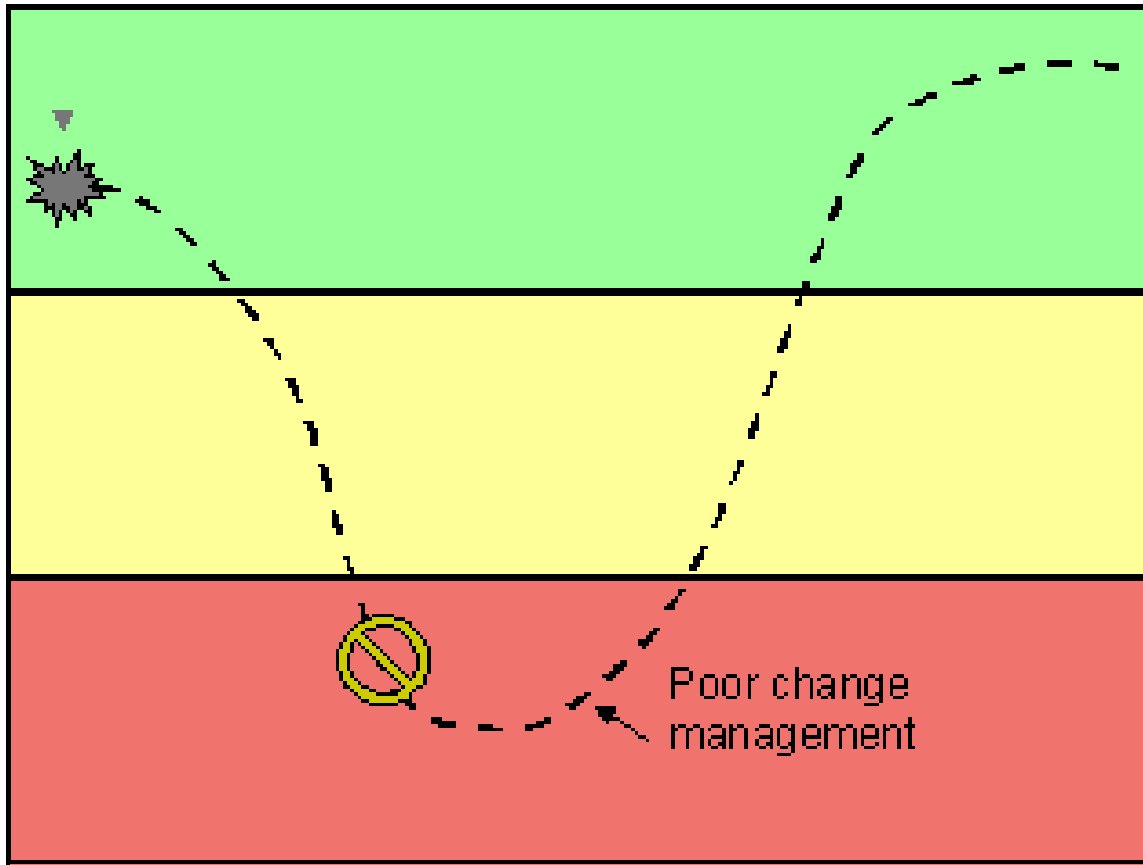
- “The initial Improvements were significant but we have slipped back”
- “Drivers exceeded 10mpg after training but have now slipped back to the high 8’s”



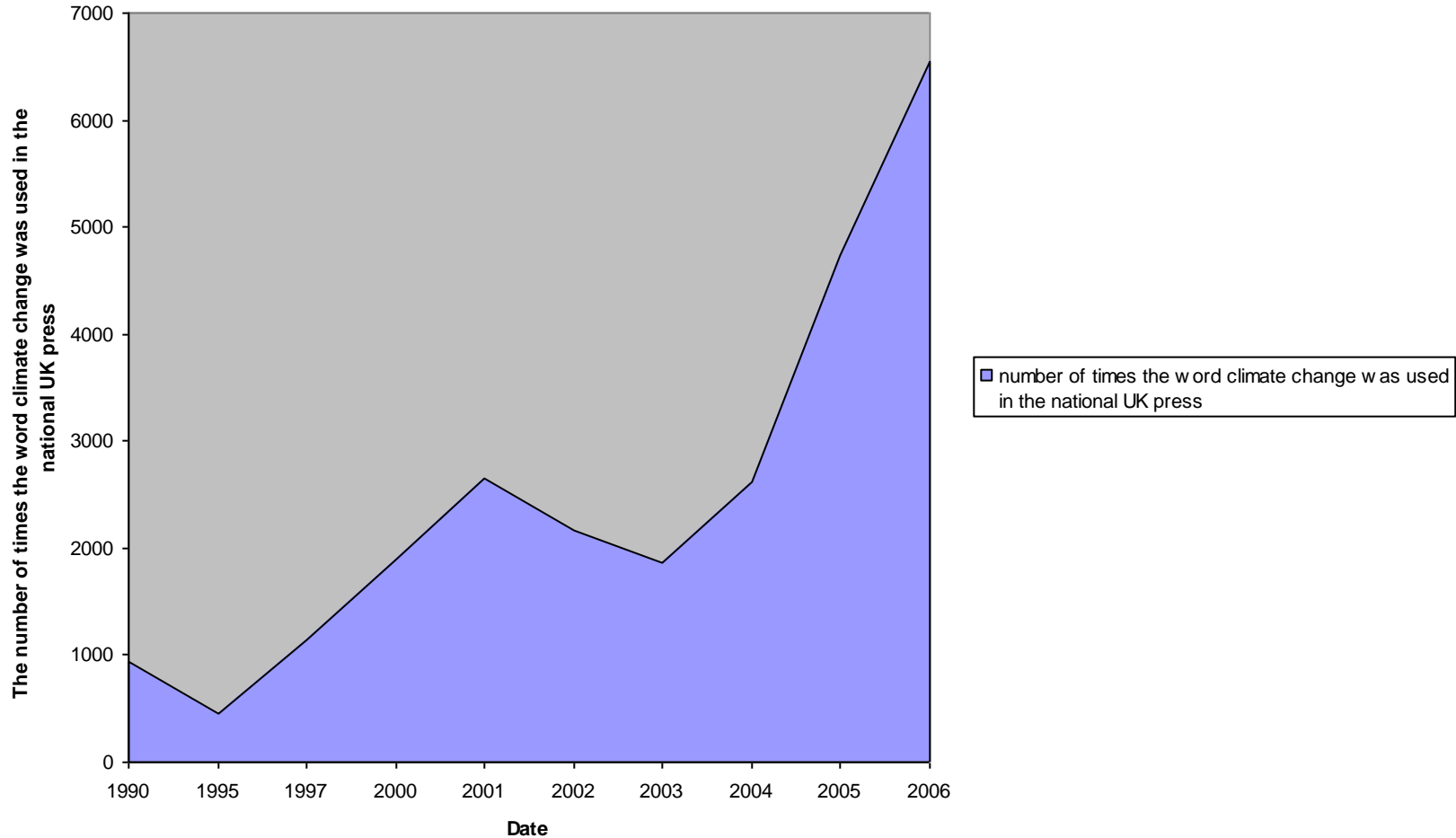
Change Management

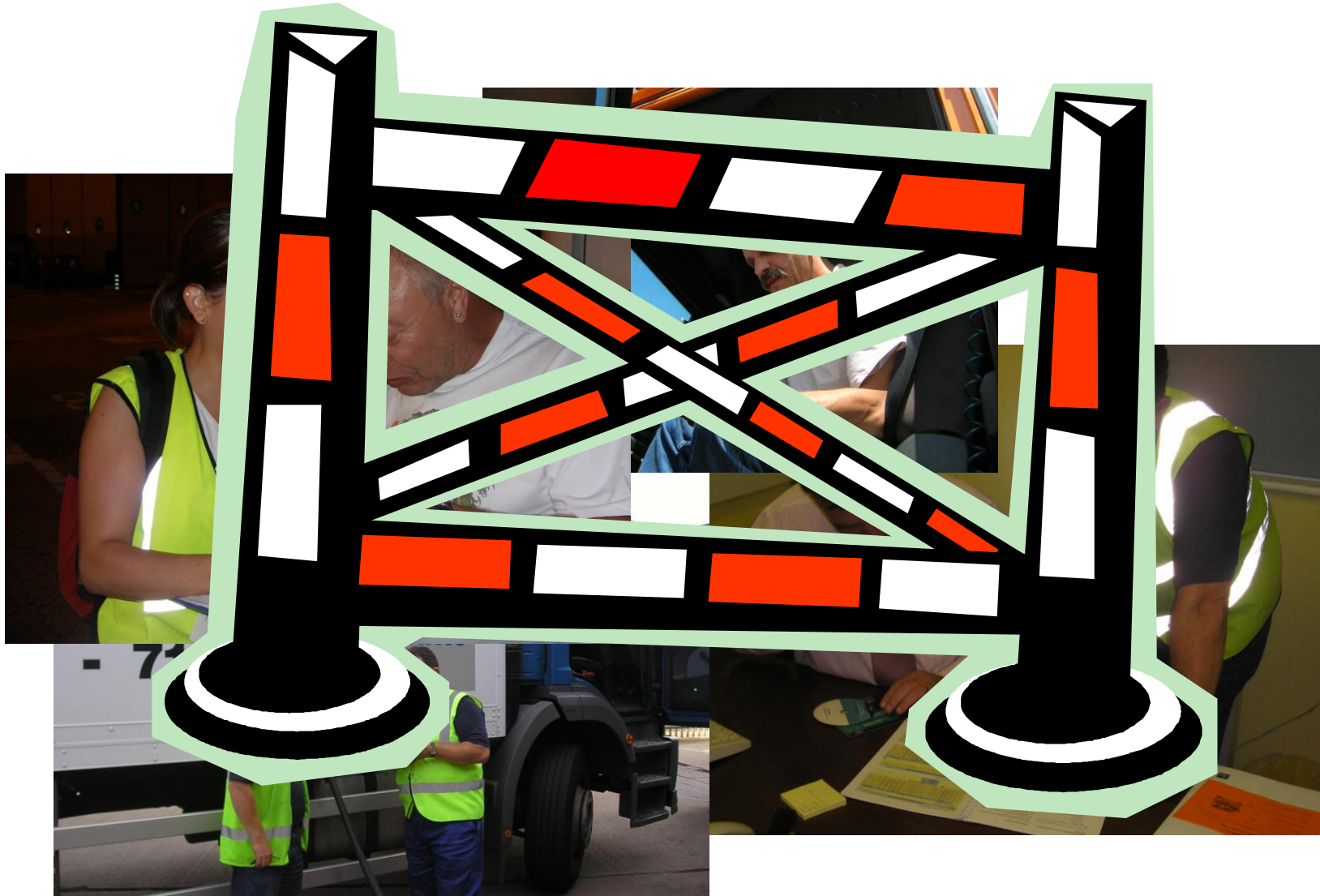


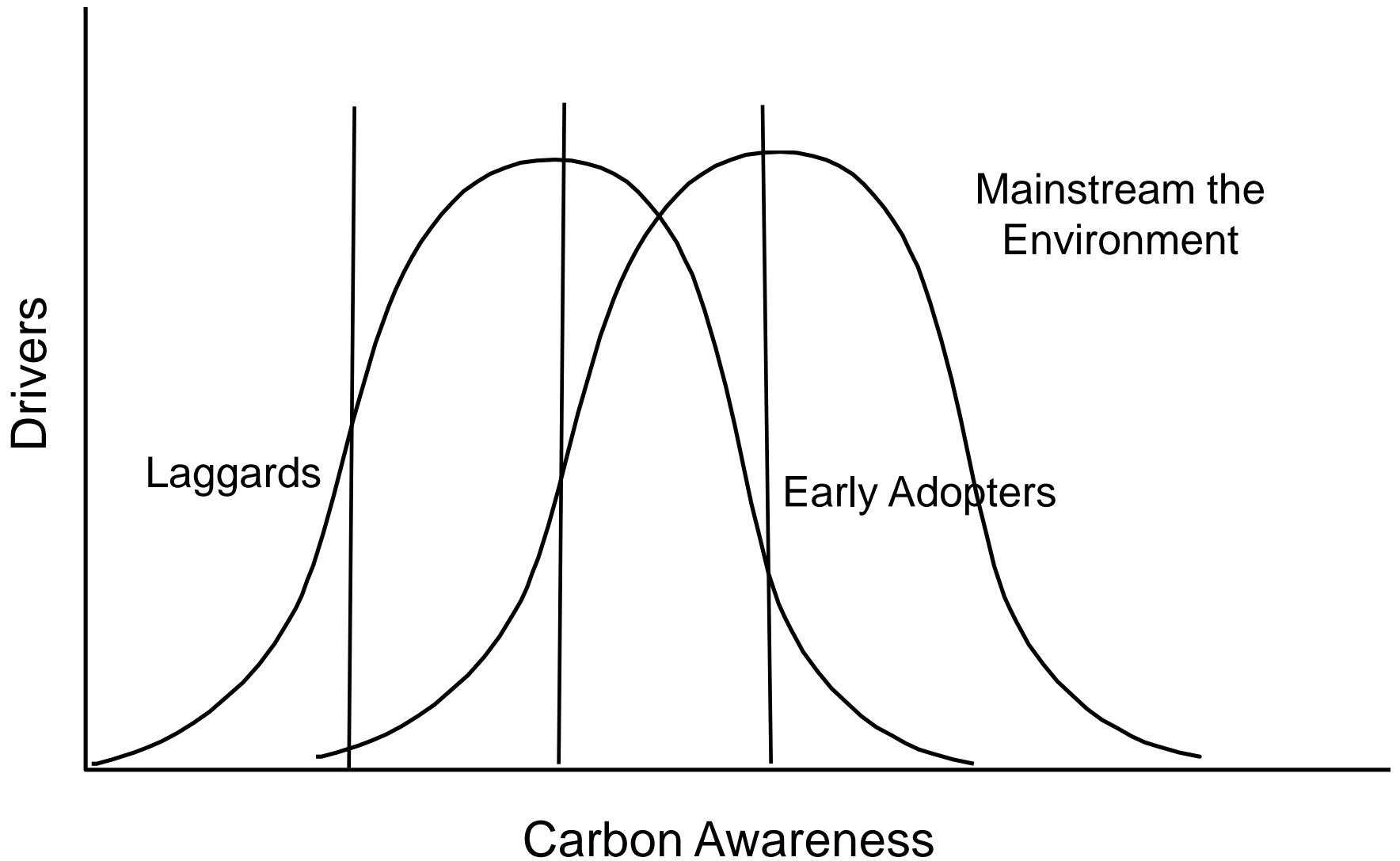
Managing Change



Number of times the word climate change has appeared in the UK press 1990-2006









**People orientated companies can
implement change more easily**

**Keeping employees motivated and
their morale high during times of
change**



Financial Incentives - Hardstaff

- **The Method**
 - Two internal driver trainers
 - Use financial bonus based on MPG performance to sustain driving improvements
- **Waste Reduced**
 - £2,600 per vehicle per year



Getting Buy-in - Walkers

- **The Change**
 - New Telematics equipment
- **The Method**
 - Geared presentations to Senior management, drivers & unions
 - Driver league table – reward and recognition
 - Targeted training
- **The Result**
 - Resistance to the change and driver table was minimised
 - Fuel consumption improved by 9%



Manage and reward



 *Reward & Recognition* 
Period 6
is hereby granted to:
for outstanding performance

M Kelly	30	£20
N Walsh	30	£20
R Edge	30	£20
R Fazackerley	30	£20
A Chipchase	29	£20
J Phoenix	29	£20
T Coley	29	£20
N Woods	26	£15
C Hartley	25	£10
I Addison	25	£10
J Bell	25	£10
J Gorman	25	£10
L Nicholas	25	£10
S Millman	25	£10
T Mills	25	£10
W Lamb	25	£10


Jamies Team

Freight Best Practice Help

- Saving Fuel Through People Guide
- Transport Operators Pack

Drivers: You are the key!

TURN IT FF!



When you're
on a break...
Don't idle.

→ FreightBestPractice

www.freightbestpractice.org.uk

 **Transport**
OperatorsPack

Department for
Transport

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→ FreightBestPractice

Department for
Transport

Fleet Performance Management Tool Incorporating CO₂ Emissions Calculator

Guide and Software



Vehicle Details											
Vehicle ID	Make	Model	Year	Registration	Engine Type	Capacity	Current Status	Location	CO ₂ Emissions	Fuel Consumption	Performance Score
101	Volvo	XC	2015	AB123	Gas	40	Idle	London	150g/km	100liters	85
102	Mercedes	Actros	2014	CD456	Gas	60	Running	Manchester	180g/km	150liters	90
103	Scania	P	2013	EF789	Gas	50	Idle	Birmingham	160g/km	120liters	80
104	DAF	XF	2016	GH012	Gas	45	Running	Cardiff	170g/km	130liters	88
105	IVECO	Stralis	2015	IJK345	Gas	55	Idle	Edinburgh	155g/km	110liters	82



FREIGHT TRANSPORT ASSOCIATION

Summary

- Commercial operations offers a group management situation
- Make techniques an everyday expectation
- Don't shy away from the environment
- Measure, report, reward and manage

Freight Best Practice Programme Impact Assessment 2007

Key Findings: Awareness and use of the FBP

- In total **9%** of all organisations use at least one aspect of the FBP compared to 5% in 2003
- FBP users cover **29%** of all mileage undertaken by freight industry

Key Findings: Savings

- FBP users have achieved financial savings of £190m through implementing measures to improve their fuel efficiency.
- This compares to users achieving £65 million in the 2003 impact assessment
- £2m has been spent on FBP over the last two years. This has resulted in savings of 240,000 tonnes of CO₂. This therefore equates to £30 per tonne of carbon.

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