



SAFE AND FUEL EFFICIENT DRIVING



SCOTLAND

SAFEd for Vans Final Report – Issue 2 November 2009

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Date | November 2009

Executive Summary

The Scottish Government funded the establishment of a network of Safe and Fuel Efficient Driving (SAFED) for Van instructors which could enable industry to reduce its carbon footprint and also provide cost reductions for businesses.

The aim of the programme was to embed a network of SAFED instructors which would be available to support and train van drivers on a commercial basis after the instructors had been trained, post 31 October 2009. A secondary objective was to train 100 reference students in SAFED for Van techniques to demonstrate to industry the effectiveness of the training.

To ensure Scotland had the capacity to deliver the project and deliver the training, 5 Senior Instructors and 45 Instructors were trained to deliver SAFED training. Instructors were located across Scotland to ensure that there was good geographical coverage for the majority of drivers to receive training across Scotland.

Funding was available for training over a 6 month period culminating in 100 reference students receiving the SAFED training. All the reference students successfully completed the training course. Across the project 32 organisations participated in the programme the majority of which had less than 60 employees. This achieved an important aim of the programme which was to engage with the smaller size of businesses which generally is a harder to reach market.

Three key data sets were recorded before and after the training so that the impact could be assessed. These were miles per gallon (MPG), the number gear changes and journey time. All three parameters have an impact of fuel costs and are important measures for fleet managers. The results of the training showed that as a consequence of the training:

- the average MPG improvement was 10.63%;
- gear changes were reduced by 34.7%;
- journey times were reduced by 1.8%.

The average annual mileage of those participating in the programme was calculated to be 21,000. To estimate the impact of the programme the results, together with the annual mileage figures, were used to determine cost and environmental savings potential. It was found that the potential savings for those who took part in the programme if the improvements were maintained for 1 year would be £30,442, equivalent to an annual saving of £353.98 per driver.

The corresponding reductions in CO₂ for the above is 74 tonnes of CO₂ for the reference students who participated in the programme, equivalent to of annual saving of 0.86 tonnes of CO₂ each.

These figures could have huge benefits on the industry in Scotland both from a cost and environmental savings potential.

The reduction in CO₂ emissions for the 100 reference students is equivalent to reducing 1.8 million van miles from Scottish roads if they maintained this standard for one year. This shows the impact that driver training can have in contributing to the Scottish Government's challenging CO₂ emissions targets.

A network of Instructors is now in place. This group are already benefiting from the experience they have gained as a result of being SAFED for HGV instructors. The infrastructure for commercialisation is also in place and a website and database dedicated to SAFED are operational and being used by the van driving community.

The programme has demonstrated that it can make a positive impact on the industry and has the ability to make further impacts to Scotland's transport and environmental agendas.

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1 Meeting Scottish Government Requirements

1.1 BACKGROUND

In March 2009 AEA was awarded a contract to establish a network of Safe and Fuel Efficient Driving (SAFED) for Van instructors which could enable industry to reduce its carbon footprint and also provide cost reductions for businesses.

AEA worked closely with:

- Road Haulage Association (RHA)
- Skills for Logistics

Initially 5 Senior Instructors were recruited to deliver instructor training, these were:

- Colin Aitken, McPhersons Ltd
- Kevin Brown, Instructor Training Services
- Gordon Dickson, Defensive Driver Management
- Billy McEwan, Instructor Training Services
- George Nichol, Instructor Training Services

Initial Objectives

The initial objectives were to:

- Train 50 Instructors to deliver SAFED
- Train 100 reference students

The Challenge

Given the specification and timescales we recognised there were three major areas to focus on, these were to:

- Create the instructor network
- Generate trainee demand
- Make it happen

1.2 OUR APPROACH

The right team

Each member of the project team brought expertise and skills needed to deliver the objectives.

There were regular meetings and communications to ensure that the scheme developed and would deliver maximum impact.

The right marketing strategy

The programme was promoted to commercial instructors through RHA and Skills for Logistics as well as extensive telemarketing through the ADI Fleet Register. This trainer network was also key in developing links into industry to identify the reference students.

The industry response to the introduction of a SAFED for Vans Trainer network has been incredibly positive. Both RHA and Skills for Logistics had been involved in previous SAFED programme and were keen to see SAFED promoted throughout their networks.

Data management

A database was developed which allowed the trainers to input the training results quickly and efficiently and also ensured that the results could be analysed in real time. The database was hosted on the SAFED Vans website allowing on-line

access which enhanced the speed of data gathering.

**Instructor Network
Management**

The majority of the instructor network had participated in projects of this nature previously, however, in order to deliver the project regular email communications were established.

1.3 KEY ACHIEVEMENTS

**Building a
successful
Instructor Network**

The first Instructors were trained in April 2009 and by the end of July 2009 we recruited and trained 50 Instructors (the target number).

The Instructors have expressed an interest in continuing to deliver SAFED training beyond the initial funded places.

One hundred reference students were trained between April 2009 to September 2009 (the target number).

**Let the driver
training commence**

The first reference students were trained in June 2009 with the final training being completed in October as planned.

1.4 STRUCTURE OF THE REPORT

The following sections provide an overview of the main activities undertaken over the past year.

Section 2 – Review of Marketing Activities
Section 3 – Review of Training Activities
Section 4 – Review of Embedding Activities

2 Review of SAFED Scotland Marketing Activities

Marketing activities Utilising the experience from the SAFED for Vans programme in England and given the short timescales it was clear that an extensive marketing campaign would not be appropriate.

Telemarketing proved to be very successful in recruiting the instructors and promotion of the project via RHA and Skills for Logistics had excellent results in the recruitment of reference students. Although this was a reasonably time consuming activity it proved to be very effective.

Press releases Press releases were produced and distributed at measured periods throughout the programme. This was a strategic decision and reflects the two marketing stages of the project:

- Stage 1 Objective - Raise awareness of the availability of SAFED training to potential instructors and businesses to recruit reference students.
- Stage 2 Objective - Raise awareness within the industry of SAFED as a result of Instructor training being complete.

Press coverage was achieved in the following key Scottish transport trade titles:

- Roadway magazine
- RHA NI & Scotland Newsletter
- Fleet Van Magazine

On-line presence was achieved on the following websites:

- Fleet Van Magazine

Website The SAFED website was an integral communication tool with both Instructors and industry and as such, was continuously updated throughout the programme.

The home page of the website is now the main gateway for SAFED training throughout the UK. It links to SAFED Scotland, SAFED England, SAFED Aggregates and SAFED for Vans.

The website can be seen at www.safed.org.uk and clicking the link to SAFED for vans Scotland.

The microsite can be seen at www.safedforvansscotland.co.uk.

Advertising An advert was placed in Fleet Van Magazine. This trade press advert was designed to effectively communicate with operators.

Fleet News is the industry leading Fleet publication going out to an average audience of 20,124 Fleet Decision Makers on a weekly basis. Of this audience 13,825 are responsible for van fleets between 5 -1000 vehicles.

3 Senior Instructors

The first three	<p>The Senior Instructors were trained between April and June 2009 on a 2-day training course. The course covered:</p> <ul style="list-style-type: none">• Background to the project• Overview of SAFED and its delivery• The procedures that Instructors were required to follow• On-the-road driving techniques• Appraisal of their driving and instructor skills
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4 Instructors

Signing up Instructors	<p>In line with the SAFED for Vans Programme in England trainers were identified from the ADI Fleet Register.</p> <p>After an initial telephone interview if a potential Instructor complied with all of the required criteria (ADI Fleet Registered Commercial Trainer) a contract was sent out for them to sign and return. Once we had received this they were allocated to a Senior Trainer to conduct the SAFED Trainer training.</p> <p>Recruitment of the Trainers worked very well as awareness was high and many had been waiting for the programme for some time.</p>
Training Instructors	<p>The Senior Trainers arranged Instructors training courses and AEA provided the contact details of the trainers to be trained. This allowed us to match Instructors to the most local Senior Instructor who had availability at the same time.</p> <p>A full list of instructors and their details can be found on the 'Find an Instructor' page on the website which includes all the commercial training instructors, regardless of whether they have vehicles available for training.</p> <p>The training itself went well with all trainers identified passing. One or two of the trainers had difficulty in scheduling the training and as a result we had to adopt a flexible approach to ensure that the training was completed.</p> <p>The trainers themselves found the training to be a useful service to be able to offer their clients.</p> <p>They would have preferred to have more branded marketing materials to assist them in convincing their clients to sign up for training. This was difficult to counter given the limited budget, however, we did develop a poster based on the advert in Fleet Van Magazine for them to distribute.</p>

5 Reference students

	<p>Students trained under SAFED for Vans Scotland came from a diverse range of operators from owner operators to large logistics companies.</p> <p>In total 100 students received SAFED training and of those trained none failed the course.</p>
Number of companies involved	<p>Training was delivered within 32 organisations.</p>

A list of the companies that participated in the programme has been included at appendix 1. Names of drivers have not been included.

**Was the training
done in own
vehicle?**

The preferred method of delivering SAFED is using the driver's own vehicle, or one they are familiar with, unlike most training which is given on a training vehicle.

Geographical spread

The majority of SAFED training took place within the central belt. SAFED was marketed across all regions equally. Unfortunately, the North and Highlands & Islands did not engage as much as the other areas of Scotland. This could be due to the type and size of organisation located in these regions.

Identifying the reference students was perhaps the most challenging aspect of the project as our aim was to target the smaller sized organisations, which is recognised as a harder to reach market. Some companies did respond to the advertisement in Fleet Van, although this was a very small number. The majority of companies were referred by the trainer network and the rest were as a result of telemarketing.

The main difficulties that companies faced when providing drivers for training was down to the current financial climate. Many were unable to provide drivers as they were operating with the minimum number of staff required and could not spare the time.

Further to this the main push for the project was during the summer break so again some companies did not have staff available for the training.

The cost of future training as well as the time out of the normal working routine would be a factor particularly for the smaller companies.

It was encouraging to note that of the companies who did provide drivers for the training they were surprised with the potential for improvement within their business as a result of the training.

6 Training Results

The results data from 100 reference students has been collected and analysed and the following results can be reported.

MPG	MPG figures were calculated using the data from 100 students after discarding results where MPG results showed an improvement greater than 60%. This gives an average improvement in MPG of 10.63%.
Gear Changes	The average reduction in gear changes for the data set was 34.7%.
Time	This gave an average reduction in journey time for the second run of 1.8%.
Average mileage for the drivers	Students were asked for their average annual mileage when they booked the training. This was available for 86 drivers, giving an average per driver of 21,000 miles per year.
SAFED's Achievements	The following table shows the expected results assuming that the average improvement in MPG of 10.63% was achievable and maintained for a whole year

Results Maintained for One Year

Total number of miles driven for the total number of students trained	1,813,000 miles
Estimated amount of fuel used before training	276,225 litres
Estimated amount of fuel used after training	248,038 litres
Fuel saved	6,209 litres
CO ₂ Savings due to SAFED programme (kg)	74,133 kg
CO ₂ Savings due to SAFED programme (tonnes)	74.13 tonnes
Fuel cost/litre	1.08 £/litre
Fuel cost savings	30,442 £

7 The Future of SAFED

Building on existing success	The programme has created a network of instructors skilled in delivering SAFED and an industry sector that is aware of the training and its benefits
Looking forward	Currently all 50 of the Instructors have registered with the online database demonstrating a commitment to commercial SAFED training in Scotland.
Protection	The Department for Transport (DfT) have recently trademarked the SAFED brand, and currently expect that to be considered as the official DfT SAFED course, training delivered in England under the SAFED name should be through trainers registered with the official management hub. Trainers based in Scotland should be registered/approved if the intention is for them to continue to deliver SAFED training beyond the Pilot study. At present it is unclear as to how they would be registered but this could be managed by one of the DfT Agencies such as Driving standards Agency or Joint Approvals Unit for Periodic Training. This is likely to be in the context of considerations over how the SAFED brand will be managed when the current DfT-AEA contracts expire on 31 st March 2010.

However, the ongoing management of the SAFED brand through a central hub as

per the England HGV programme would provide the Scottish Government with a mechanism, and the supporting infrastructure, to capture data on the carbon savings resulting from a national programme of SAFED training. If supported with sales and marketing activities, this could amount to a significant number of drivers, impressive fuel/carbon savings, at a relatively low cost.

This would also enable the training to continue into the future and be managed in way to ensure quality is maintained. Currently the structure is in place and instructors are confident in the support from the programme to allow this.

A number of business models could be considered to achieve this, with varying levels of Scottish Government financial support. The relative costs and benefits would need to be investigated in order to select the option with the most effective potential return on investment.

Demand is there

After a follow-up consultation with the Instructors, it is estimated that as many as 300 drivers per trainer may receive training in SAFED in Scotland during next financial year. This shows they have the confidence in the success of the training and the saleability of the training.

This will not last if a structure is not in place that compliments what they are hoping to achieve.

Appendix 1

Companies Involved in SAFED for Vans Scotland

BT
C & M Environmental
Chrysties Furnishing
Clackmannan Council
C-MEE
Croall Bryson & Co L
Culture and Sport
DC Thomson
DFH Services
Eagle Couriers
Eagle Couriers Ltd
East Ayrshire Council
FACEO FM UK LTD
Faceo FM UK Ltd
Findlay Irvine Ltd
Furniture Plus Ltd
ISS Damage
JAMES RONALD TRANSPOR
JLES (Falkirk Council)
Kings Security
LAND ENGINEERING
Menzies distribution
Moray Council
PDQ Couriers
Robert Wiseman & Sons
Scottish Borders Council
Spice of Life
Streamline Shipping
TEXSPEED
W M Dodds
Yuill & Dodds