Launch of the first East Midlands ECO Stars fleet recognition scheme

We are pleased to announce that the ECO Stars fleet recognition scheme was officially launched in Gedling on 7th March.

The ECO Stars scheme in Gedling Borough Council is the fourth local scheme to be launched in the UK following the success of schemes already running in South Yorkshire, mid-Devon and Edinburgh.

The ECO Stars scheme, which was originally developed by the South Yorkshire local authorities in 2009, recognises the efforts of fleet operators to improve their operational and environmental performance. It does this by providing star ratings for both individual vehicles within a fleet and overall fleet management practices. Member businesses and transport operators receive a free operational efficiency review and road map to outline the measures they can practically take to reduce fuel consumption and save money on fleet operating costs.

The Gedling ECO Stars Scheme is managed by Transport & Travel Research Ltd on behalf of Gedling Borough Council and funded by DEFRA. The scheme is open to operators of vans, trucks, buses and coaches, regardless of fleet size who are either;

1. based in Gedling,
2. based outside Gedling but with vehicles operating for a significant proportion of their time in Gedling or to specific locations in the Borough on a regular basis.

Four vehicle operators signed up to the Gedling scheme as 'launch partners'; Frank Key Ltd of Daybrook, Nottingham City Transport and Trent Barton Buses. Gedling Council will also be monitoring its own fleet through the scheme and looking at the ways in which it can reduce its own environmental impact and operating costs. Several household names are in process of signing up to the scheme in relation to their activities in the area and the scheme managers will be working to sign up other businesses, large and small, over the coming months.

Speaking at the launch Councillor Jenny Hollingsworth, Portfolio Holder for Health and Wellbeing at the council said:

> *"Pollution is becoming more of an issue wherever you are, but particularly on main routes where there is a lot of standing traffic like the A60. I am delighted that we are able to help local businesses to not only tackle this problem which affects us all, but also to support them*

to become more cost effective and efficient, which means less pollution for us and money saved for them, which in these economic times is very important.

As a council we also run a fleet and will be looking at how our own vehicles can be improved to make a difference locally. Our 3 star rating is very encouraging, but shows that we need to make improvements and we shall be working very hard with the experts to ensure our fleets are as efficient as possible."

David Astill, Commercial Manager for Nottingham City Transport, said;

"*Having invested £9m in the last year alone on 56 new buses NCT is proud to be recognised as having one of the lowest emission fleets of buses in the UK and is delighted to be playing a part in helping to reduce emissions in the Gedling area."*

Robert M Sansom, Frank Key Group Chairman, said;

"We at Frank Key are very pleased to be able to cooperate with Gedling council and join their ECO Stars scheme. As a local business we understand the importance of the local environment to those who work and live in the area and we are keen to do what-ever we can to reduce our impact on it."

If you'd like to find out how to join the scheme please contact the Gedling ECO Stars Scheme Manager, Alan Lewis, on 01543416416 or email ecostars@ttr-ltd.com, quoting 'Gedling' for more information and an application form.

Additional information on the scheme can be viewed on the Gedling Council website – http://www.gedling.gov.uk.

