Press Release

FOR IMMEDIATE RELEASE

Five Star names join Gedling's ECO campaign

Boots, Asda, Sainsbury's and 3663 are some of the most recent companies to sign up to Gedling Borough Council's ECO stars campaign, launched in March, aimed at tackling pollution on our roads.

The council won funding to operate the ECO Stars scheme which is a free and voluntary scheme, but businesses will reap the benefits by taking part.

The scheme which has been running since March, offers advice and support to help fleet vehicle's operate more efficiently and reduce fuel and general operational costs. Businesses receive a star rating that rates individual vehicles and overall fleet operations to recognise levels of operational and environmental performance.

Pollution levels, particularly along the A60, encouraged the council to take a stand and tackle the problem by encouraging businesses to operate cleaner and more efficient vehicles.

Businesses who have already signed up to the scheme include Frank Key of Daybrook, Nottingham City Transport and Trent Barton. The council will also be monitoring its own fleet through the scheme.

Gedling Borough Council are optimistic that the addition of 5 star rated companies such as ASDA, Sainsbury's, 3663 and Boots as well as several other high profile companies will help to boost the campaign and hopefully encourage more businesses to sign up to the scheme:

Cllr Michael Payne, Portfolio Holder for Public Protection said:

> "It is great to see so many high profile companies joining the ECO stars scheme. Pollution levels on our roads need to be tackled and these companies are leading by example, showing that they take the issue of pollution very seriously. We hope that this will boost the campaign and we will see more and more businesses joining the scheme".

Alex Gourlay, Chief Executive of the Health & Beauty Division, Alliance Boots said:

> "Actively caring about the environment and the responsible use of resources is integral to the way we've been helping to improve the health

of our customers and local communities for over 160 years. We're absolutely delighted to have achieved a 5 star rating in the ECO Stars Fleet Recognition Scheme, confirming our belief that a healthy environment is good for business".

David Coulling, Transport Manager of the Nottingham Depot, 3663 said:

"BFS group – trading as 3663 are delighted to have signed up to the ECO stars scheme that will help fleet operators across Gedling improve their environmental performance. Carbon reduction is a key focus for our company and we source our vehicles to ensure we meet the euro 5 emissions legislation.

We have many efficiency and reduction initiatives in place, including using 35% recycled bio fuel and introducing Telematics supported with continual driver training. This has provided us with fuel savings and reduced wear and tear to our vehicle components.

By joining the ECO stars scheme we hope to demonstrate to all our customers and local authorities that we are committed to our environment and the sharing of best practice".

***Notes to Editors**

Other companies, along with their ratings, who have joined the scheme are:

Norbert Dentressangle (for Dulux Paints)	5*
Dairy Crest	5*
ASDA	5*
Wastecycle	4*
Sainsburys	5*
United Biscuits	5*
Silverdale of Nottingham	4*
Lafarge Aggregates	5*

The council's fleet has received a 3 star rating under the scheme along with Frank Key. Nottingham City Transport and Trent Barton were awarded a 4 star rating

PHOTOGRAPHS - Photo's attached from left to right – Councillor Michael Payne & Sainsbury's General Manager Stuart Townsend

If you require high resolution versions of photo's please contact rob.mccleary@gedling.gov.uk

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NOTES TO EDITORS

The ECO Stars (Efficient and Cleaner Operations) Fleet Recognition Scheme was launched in Gedling in March but has been in existence since January 2009 in South Yorkshire. The ECO Stars South Yorkshire scheme has in excess of 5,000 vehicles signed up from across 30 members, who include household names such as Sainsbury's, Next, Stagecoach, First Group, as well as Local Authority fleets and other local fleet operators.

The ECO Stars scheme is managed in Gedling, South Yorkshire, Thurrock, Edinburgh, Falkirk and Mid Devon by transport consultants, Transport & Travel Research Ltd www.ttr-ltd.com <http://www.ttr-ltd.com/> .

For more information, contact the Communications Team on 0115 901 3801 or 0115 901 3773 or email carolynne.tasker@gedling.gov.uk <mailto:carolynne.tasker@gedling.gov.uk> , caroline.newson@gedling.gov.uk <mailto:caroline.newson@gedling.gov.uk> rob.mccleary@gedling.gov.uk <mailto:rob.mccleary@gedling.gov.uk>

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