

# Presentation from Enterprise Rent-A-Car



London Transport Museum  
24<sup>th</sup> November 2016

# Challenges

- Cultural reliance on grey (private) fleet
- Perceived mileage payment as salary
- No management of travel behaviour
- Data based on expenditure only
- Duty of care exposure
- No employee engagement with travel policy
- Historic anomalies



AYLESBURY VALE  
DISTRICT COUNCIL

# Whole Approach

- Reduced mileage
- Reduced payments and costs to Council
- Removal of lump sums
- Reduced journeys
- Reduced congestion
- Reduced CO2 and NOx emissions

# Whole Approach – Selling Points

- Oversight and control of fleet
- Reduced risk (corporate manslaughter)
- New cars
- Reduced mileage, damage, wear and tear on own car
- H&S – Tyre, fluid checks, clean and valet
- Removal of essential 'policy' 3 separate trips per week.

# Perceived Disadvantages and Challenges

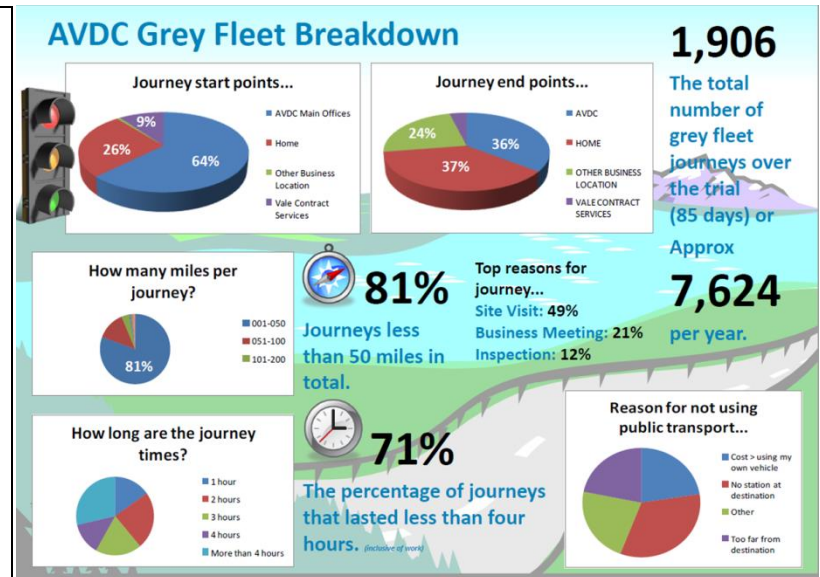
- Salary loss and Union
- Employment contracts
- Productivity/Effectiveness
- Flexibility – peak demand Tuesday morning
- Convenience - 'I like my own car'
- Commute issues
- Lifestyle issues
- Insurance (business)

# Solutions

- Journey assessment - profiling with all business drivers – three-month trial
- Generated trip data based on usage and need
- Presented findings and solutions to senior management and staff

# Solutions

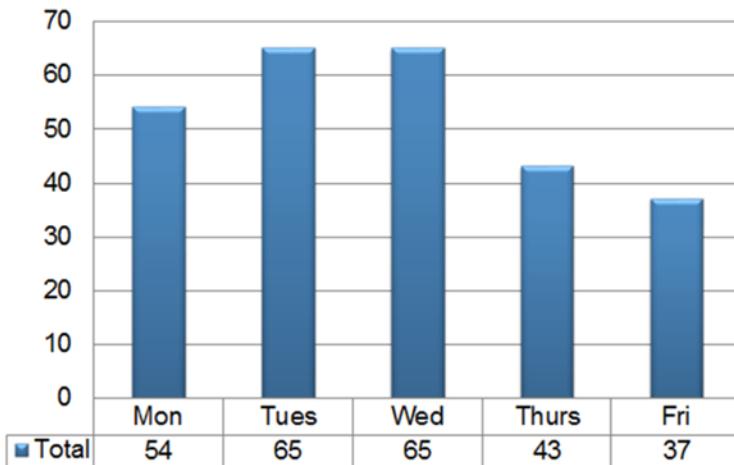
- Consultative approach with Staff & Unions
- Talks to teams and champions
- Tackled all users and anomalies
- **Incentives:**
  - Subsidised Trains (34%)
  - 50% off all local bus company fares
  - Locking cycle racks (50#)
  - Shower facilities
  - Cycle 2 Work scheme
- More cars needed on Tuesday mornings than we could afford!



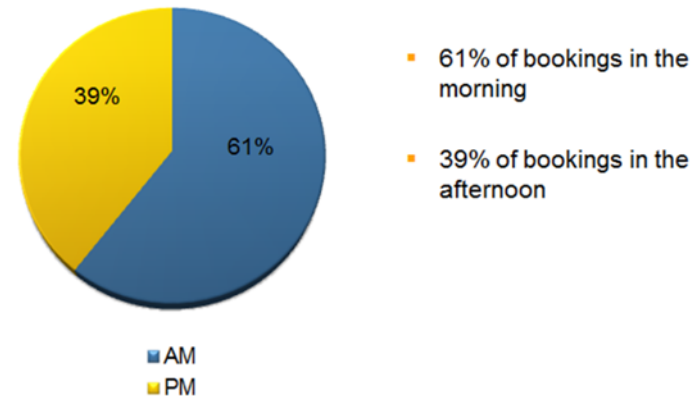
# Peaks – First Month

- The Reality of the first month

### Busiest Days



### Time of Day Rented

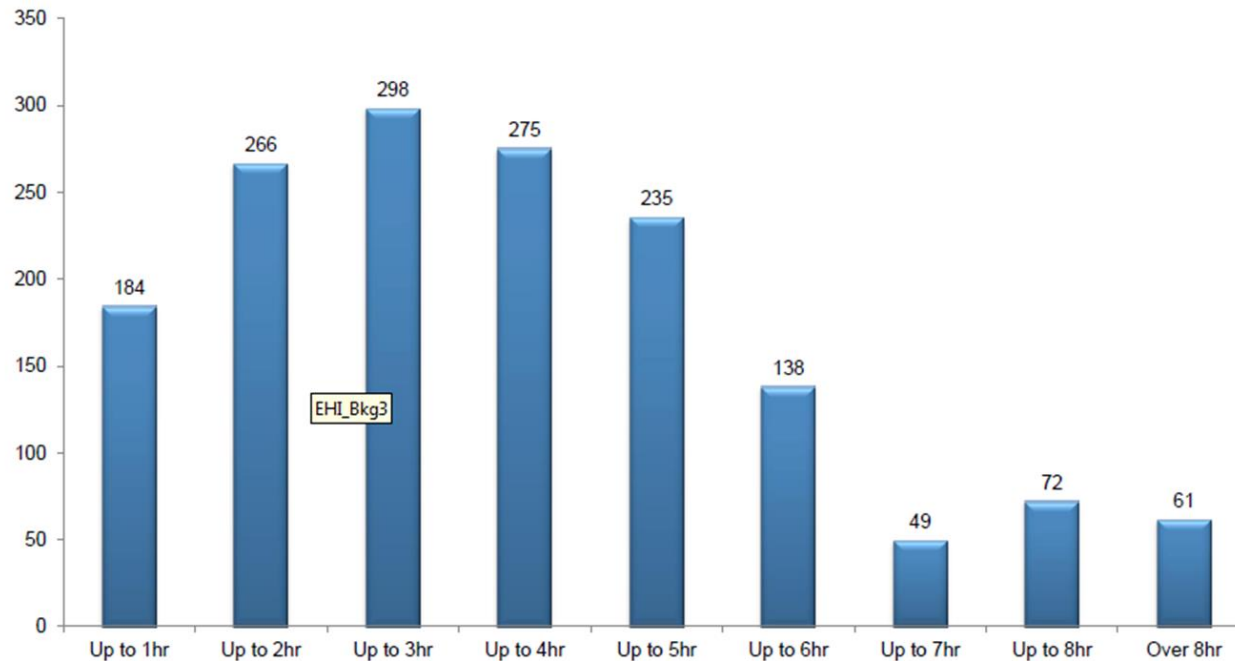


- Number of trips drops off when staff are not being paid to drive!



# Daily Hire Results – First 6 months

Overall Number of Hours Booked



- Criteria changed to 75 miles and 8 hours

# Results

- Launched nine (now 8) Car Club
- and 2 (now 3) EV Car Club
- Launched car daily hire programme – 60 (now 75) miles or 6 (now 8) hours
- Simplified travel policy
- Reduced grey fleet allowance
- Year 1 Savings - £90,000
- Halved CO2 emissions
- Managing risk through contract



# Reputational Benefits

EV Fleet at changeover in April 2016:



# Barriers to overcome

1. Lack of leadership to deliver the programme
2. Internal communication
3. Fear of cultural change
4. Upfront investment from the supplier– time and capital
5. Investment cycles – short contracts
6. Procurement protocol for new products

# Marketing Change

Councillor Sir Beville Stanier, Cabinet Member for Environment and Health:

“We are committed to finding more environmentally sustainable ways of doing business and daily business travel is part of that.

Our new car pool scheme will help cut down emissions of carbon dioxide and reduce staff travel costs. We also now have better control over employee journeys and can monitor where vehicles are.”



# Stay in Touch...

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