



co wheels

Case Study

Salford City Council

Grey Fleet

An in-house car club helped Salford City Council reduce its grey fleet mileage claims by 27% and achieve significant environmental and cost savings.

Challenges

Salford City Council was spending large amounts on reimbursing staff for business travel, and staff were accruing significant mileage travelling across the City and the region.

Car business mileage per annum was estimated at 1,700,000 miles. Salford City Council paid £1.1 million in car mileage and essential user payments in 2014.

The council decided to take an innovative approach to business travel by implementing a new management regime. This included launching a car club that was not only for council use, but that could also be used by residents and businesses in the community.

Primary objectives of the scheme

- Make substantial cost savings by providing alternatives to employees using their own vehicles (grey fleet).
- Contribute to the council's Carbon Management Plan by reducing the number of miles driven by grey fleet vehicles and transferring any necessary miles to a cleaner and lower emission car club fleet.
- Operate the car club as a shared resource for community benefit.

Solution

A partnership with Co-wheels - Salford City Council chose Co-wheels car club to implement the car club scheme after a comprehensive procurement process. Co-wheels' strong social value ethos matched the values of the Council, as well as offering excellent value for money.

Introduction of Travel Hierarchy - Salford City Council introduced a new management regime for business travel in 2015. This involves a Travel Hierarchy which stipulates how travel on Council business should be undertaken.

Firstly, the need to travel is questioned (can remote conferencing replace the trip or can the trip be linked with another activity), and then public transport, walking or cycling is promoted. Where a car is the most practical option, staff should use the car club. Grey fleet should be used as a last resort and requires special sign off.

Fleet vehicle choice - 21 vehicles were deployed at the Council's Civic Centre. A range of low emission and hybrid cars was chosen for the fleet, to cater for a range of journeys, complimented by two fully electric Renault ZOE's.

Results

Financial - 27% reduction in business mileage claims (for car club, pool car and grey fleet) in Q1 2015 compared to Q1 2014. Salford City Council then beat Year 1 savings target of £200k.

Environmental - 12 tonnes of CO2 have been saved as a result of the Green Wheels scheme.

Commuting and parking - There is some evidence that staff travel to work has been influenced by the adoption of the Travel Hierarchy. Now that staff do not routinely use their own vehicle for Council business travel, some are finding it easier to use alternative ways of travelling to work. Pressure on the staff car park has also been reduced.

The Travel Hierarchy and car club utilisation has been proven. Social workers were amongst the first cohort of staff to be signed up to the scheme. Their travel needs are probably the most challenging as the nature of their work requires a lot of travel by car, sometimes at short notice or in an emergency. The design of the scheme has addressed the particular needs of this group showing it can be applied to the whole council.