



# ECOSTARS

## FLEET RECOGNITION SCHEME

Edinburgh

### Newsletter 3- March 2013



Welcome to the third ECOSTARS Edinburgh Newsletter. Since the last newsletter in September we have seen member numbers increase from 18 to 29 and over 2800 vehicles are now registered with the scheme.

As promised, our next member workshop event is being planned for spring so please save the 18 April for what we hope will be an interesting morning.

The ECOSTARS Edinburgh team delivered a presentation to a meeting of the CPT's Bus Group in December 2012. Also you may notice that the Road Haulage Association are now helping us to spread the word about ECOSTARS.

The new scheme assessment criteria have now been adopted and all new Edinburgh scheme member applications and existing member requests for reassessment are now based upon the new assessment criteria.

We hope that you find this newsletter of interest. As ever, we'd be interested in any feedback or suggestions about content of future newsletters.

### MEMBERS UPDATE

The scheme continues to attract new members. We now have 29 members with over 2800 vehicles registered

For the most part our members come from the freight sector and we recently engaged the Road Haulage Association to help promote ECOSTARS. "The RHA welcomes this initiative on several levels", said RHA Director for Scotland Phil Flanders. "It will help enormously in raising public awareness as to the vital role the road transport industry plays in the recovery of the economy. It will improve efficiency, recognise operators that employ best practice in vehicle and fleet management, reduce emissions and create carbon savings.

*Edinburgh has longstanding air quality management issues; those operators who choose to take part in the scheme are acknowledging their responsibility for, and commitment to, improving the City's air quality and transport efficiency."*

However, we are still keen to encourage more bus and coach operators in the area to join ECOSTARS and in December we attended a Meeting of the CPT Bus Group. Soon after that meeting one of our new members, Edinburgh Coach Lines, joined.

We would like to welcome Edinburgh Coach Lines and all of our other new members who have joined since September. Our newest members include Wm Morrison's, Roger McDowell Transport, Martin-Brower UK, Carntyne Transport, NHS Lothian, John Mitchell (Grangemouth) Ltd., React Transport Services, Premier Deliveries Ltd., EAE Ltd. and Maynes Coaches.

The current list of members along with some photographs and company information can be viewed on our website [www.ecostars-edinburgh.org](http://www.ecostars-edinburgh.org) In future editions of the newsletter as well as providing updates on recruitment we would like to feature operators and share good practice. So please let us know if you would like to put your company in the spotlight in future editions.



### MEMBERS' WORKSHOP

Many members were present at our Members' Workshop in September 2012 at which time they met with Councillor Lesley Hinds, leader of the Council's Transport and Environment (T&E) Committee.

Councillor Hinds welcomed delegates and presented certificates and awards to new members. She also heard and participated in discussion with members about the things that could help towards improving environmental performance of commercial vehicle fleets in Edinburgh. She made it clear that feedback from businesses operating in the city is important to the Council and requested that a report about ECOSTARS Edinburgh and on the workshop discussion be presented to the T&E Committee. So, a report on ECOSTARS will be heard by that Committee on the 19 March.

We are now busy planning the next Members' Workshop for 18 April 2013. The workshop will be led by Transport and Travel Research Ltd (TTR) and will focus on Fuel Efficiency. We would also like to take this opportunity to present certificates and awards to our newest members.

The workshop is designed for fleet or operations managers to learn and share best practice on fuel efficient fleet operations. It will include discussion and review of current operations; consider the key elements of efficient fleet operations; and review the most relevant fleet

efficiency measures for creating the backbone of a strong fuel management programme.

The workshop will be designed and delivered by the TTR team that has provided similar seminars for the Carbon Trust, NHS fleets, local authority fleets and fire brigade services as well as working on the SAFED, Van Best Practice and Freight Best Practice programmes.

The event will be free to all ECOSTARS members. Further details about this workshop will be circulated soon and we look forward to seeing you on the day.

### OTHER RELATED NEWS

A report is being presented to the Transport and Environment Committee on the 19 March 2013 on the options around Low Emissions Zones (LEZs) in the city.

This report expands on options for LEZs in Edinburgh which were described in the report "Developing a New Local Transport Strategy: Issues for Review", considered by the Committee on 15 January this year.

It is hoped that this will lead to the commissioning of a full feasibility assessment of Low Emissions Zone / Emissions Management options for the city which will enable further consideration of the options and will employ the Government's recently revised Vehicle Emissions Factors (VEFs).

This will permit development of a business case to enable the Council to make decisions on the feasibility of introducing a vehicle emissions management / LEZ scheme in the city. This is being done with a view to achieving measurable and sustained improvements in the quality of air in the city, particularly in the city centre.

Both reports for this month's Committee can be viewed on the City of Edinburgh Council's [website](#)



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### SCHEMES IN THE UK AND EUROPE

ECOSTARS Edinburgh is one of seven new freight recognition schemes set up as part of the ECOSTARS Europe Project. Each is based on the model of the original ECOSTARS scheme set up in South Yorkshire.

A number of other Councils in the UK have now adopted ECOSTARS for their area. Several new schemes launched in February and March 2013 including those in the City of York, Nottinghamshire, Thurrock and Falkirk.

The Falkirk scheme launched at the Falkirk Stadium with a well attended workshop event. The scheme already has fourteen members many of whom received their certificates and awards at the launch, pictured above.

Mid-Devon Council runs an ECOSTARS fleet recognition scheme along with an ECOSTARS scheme specifically for taxi fleets in their area.

Meanwhile, the original South Yorkshire scheme continues to expand and has now welcomed its 50<sup>th</sup> member, B&Q in partnership with DHL. They will be presented with a special award to mark this significant milestone.

### THE EDINBURGH GUARANTEE

The Edinburgh Guarantee is a vision that all sectors of the city will work together to ensure that every school leaver in Edinburgh will leave school with the choice of a job, training or further education opportunity available to them. Although it is not a programme or a funded package, it is an invitation to employers to become involved in our vision that everyone has something to offer. The City of Edinburgh Council believes that by working together, we can deliver a better future for our young people, and for our economy.

What has been achieved so far?

100+ organisations have offered support. 1000+ opportunities have been identified – jobs, apprenticeships, placements, college and training places.

What can you do?

If your company would like to be involved by offering the opportunity of a job, a paid internship, work placement or support to a school leaver, or you would like to help in another way, please email

[edinburghguarantee@edinburgh.gov.uk](mailto:edinburghguarantee@edinburgh.gov.uk)

The  
Edinburgh  
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A positive  
destination  
for all



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### ABOUT ECOSTARS EDINBURGH

ECOSTARS Edinburgh is one of seven freight recognition schemes set up by the ECOSTARS Europe Project.

It is a voluntary, free to join scheme which offers recognition and provides guidance on environmental best practice to operators of goods vehicles, buses and coaches, whose fleets serve the Edinburgh area.

ECOSTARS aims to reduce the amount of energy used by commercial transport fleets by encouraging the adoption of fuel efficiency measures. This will bring benefits for members through more efficient operations and reductions in both fuel costs and emissions.

### BENEFITS FOR FLEET OPERATORS

- Free advice on improving operational efficiency
- Potential savings in fuel and associated costs
- Recognition for operators employing best practice in vehicle and fleet management
- Potential emissions reduction and carbon savings
- Featured marketing and promotional activities
- Raised profile as environmentally responsible service providers

ECOSTARS Edinburgh is open to businesses based in or whose vehicles spend a significant amount of time travelling in and around Edinburgh. Operators of fleets of all sizes are welcome. The scheme is free and it's easy to join.



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Further information can be found on the ECOSTARS Edinburgh website at:

[www.ecostars-edinburgh.org](http://www.ecostars-edinburgh.org)



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