



Case Study – Save money, save time, save the planet

Introduction

One of the main drivers behind driver training since the 1980's has been saving money, but we so often hear as the main objection to training, "We can't get the budget to do it!"

Either that or industry opponents to driver training trotting out that you "shouldn't train everyone, do a risk assessment first."

Well let's shoot all of that out of the water with some facts.

The Facts

Over a 5-month period RED DRM submitted monthly data to the Energy Savings Trust about driver training courses to a range of clients that included its Fuelsave training module.

This auditable data shows the following key facts:

- 409 drivers were trained, in cars, light commercials and even some proper trucks
- The average Fuelsave figure across these 409 training sessions is 11.3%
- The decrease in journey times was 3.6%

The Savings

Financial - Based on a vehicle doing 30,000 miles per annum, at 30mpg, in other words, a pretty standard white van, the financial saving equates to an annual saving per vehicle of £612.

Time - Drivers agree that the 'new' driving style is more relaxing but often state that they do not have time to drive like that as they have too much to do in a short space of time, i.e. they are under pressure! However, when they find out that they have increased their 'average' mph by 3.6% by driving in a fuel-efficient manner they pretty much roll over! Based on a 40-hour driving week this saving equates to 75 hours saved per year, per driver, or a saving of 1.5 hours each week.

CO2 - If it's the Planet that concerns you then the amount of CO2 savings based on the above scenario is 1548.40 kg of CO2 saved per vehicle per year, assuming a diesel vehicle or 1412.47 kg for a petrol; definitely not to be sniffed at!

The Cost

A half day's driver training is around £165 so with these results you will recoup the cost of training in fuel savings alone in just 3 months at worst and after that you are making money. Then there is less crashes, less damage, less stressed drivers, reduced vehicle maintenance and free Duty of Care!

Summary

So, it's new excuse time everyone but be warned we've been around now for coming up for 40 years so it had better be a good one; we've probably heard it before and if we haven't already got the answer we'll find one to suit PDQ!