



Case study

The implementation of driver behaviour coaching and telematics has reduced fuel and emissions for Ubico

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The implementation of a telematics solution and Eco-Coaching has reduced fuel consumption and CO2 emissions for Ubico

Ubico is a limited company wholly owned by Local Authorities. Ian Bourton is the Head of Fleet Operations at Ubico and is responsible for finding solutions to assist with optimising the use of each councils' fleet.

The Challenge

Ubico was tasked with helping its partners achieve net-zero and other sustainability objectives. Ian is taking a strategic approach and considering a combined solution to tackle the problem including working with driver behaviour management and on board telematic systems to help local authorities optimise their fleet and tackle the climate crisis.

The Solution

Ian has been working with CMS SupaTrak to tailor a telematics system to meet Ubico's exact requirements, which is how Ubiconnect was created. It ensures that each of the partnered authorities are maximising the functionality of the CMS SupaTrak telematics system available to them.

Ubico implemented UbiConnect at the start of 2020 in the Cotswold District Council's fleet. They installed the EcoTrak solution alongside introducing Eco-Coaching sessions to help eliminate behaviours such as harsh acceleration, harsh braking, and unnecessary over-revving. Ian hired a Driver Liaison Manager, trained by CMS SupaTrak's EcoCoach – Tammy Catt, to coach the Cotswold District Council's drivers.

The Result

Since implementing the solution, Cotswold District Council have saved nearly 14,000 litres of fuel and more than 35 tonnes of carbon. They have seen the benefits of reviewing driver behaviour and introducing driver training. The benefits include more efficient and greener driving, as well as less stressed drivers. Ian also expects to see a reduction in the number of accidents.

Ian adds: 'It was also beneficial to have Tammy around. It is good to have a different face highlighting efficient driving techniques. It really reinforces the message and keeps people motivated. The drivers came back to us after a while and said they were applying the skills they had been taught in their own cars, and this was great to hear – it is a life skill and there are positives in driving more efficiently and safely for drivers in their private vehicles. Yes, it is about the environment, but it is also about your own safety, and your own fuel costs.'

 Ian Bourton of Ubico says:

Since the project started, we have seen significant improvements. There has been an increase in the MPG being achieved, a reduction in CO2 emissions and we expect to see a reduction in the number of road traffic collisions.

