



## Savvy Highlanders saving cash by driving efficiently

### Challenge

A Highland project supported by the Climate Challenge Fund is aiming to help the local community cut its car use by an ambitious 1% a year (roughly one million miles) in order to reduce greenhouse gas emissions.

Given its rural locality in the Black Isle, where many people depend on personal transport, the 'Million Miles' project is keen to help drivers use as little fuel as possible; especially as higher than average fuel costs is a major issue for many people in the Highlands.

### Solution

Energy Saving Trust's FuelGood driver training programme allowed Million Miles to engage with local drivers to help them to cut the fuel they use in each journey.

The 50-minute 1:1 training sessions behind the wheel highlight practical techniques to reduce fuel consumption and are tailored to individual driving style and local roads. On average a 15% fuel saving can be achieved; effectively saving up to 20p off a litre of fuel. It can also improve observational skills, allowing drivers more time to react to unexpected situations.

Million Miles initially offered eight drivers the chance to receive Transport Scotland-subsidised sessions for free. However, as word spread about the fuel savings that could be made they booked a further four days to train an additional 32 drivers.

### Result

Million Miles are delighted with the benefits FuelGood training has provided. If all the trained drivers continue to put the techniques they

learned into practice they could save an impressive £9,827 and 17.7 tonnes of CO<sub>2</sub> per year!

Other benefits included:

- ✔ Allowing the project to engage with sections of the community it would not otherwise have reached
- ✔ Providing support for people with no access to public transport
- ✔ Contributing towards the project's aims of improving cyclists' road safety by helping create safer drivers.

**“People were keen to squeeze as much out of a tank of fuel as possible and although participants were experienced drivers, everyone found it thought provoking! One driver achieved a massive 31% improvement which could save £1,021 and 1.9 tonnes of CO<sub>2</sub> annually if the techniques are translated into daily driving!”**

**Peter Elbourne, Million Miles Project Officer**

**“I was so impressed by the fuel efficient driving session that I went on to do the Advanced Driving course and am now a member of the Institute of Advanced Motoring! I've improved my observation skills, saved fuel and am generally a better, safer, lower carbon road user.”**

**Lizbeth Collie**

For more information and to find out how Energy Saving Trust can help you cut carbon emissions and save money, visit our website [www.energysavingtrust.org.uk/scotland/Travel/Driving](http://www.energysavingtrust.org.uk/scotland/Travel/Driving) or email [sustainabletransport@est.org.uk](mailto:sustainabletransport@est.org.uk)