



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 per cent 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 1:1 training sessions behind the wheel highlight practical techniques to reduce fuel consumption and are tailored to individual driving style and local roads. It can also improve observational skills, allowing drivers more time to react to unexpected situations.

FuelGood driver training is currently fully funded by Transport Scotland and free of charge to organisations.

Result

Million Miles are delighted with the benefits FuelGood driver training has provided. If all the trained drivers continue to put the techniques they learned into practice they could save £9,827 and 17.7 tonnes of CO₂ a 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 road safety for cyclists 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 in mpg which could save £1,021 and 1.9 tonnes of CO₂ annually if the techniques are translated into daily driving!”

Peter Elbourne, Million Miles Project Officer

“I was so impressed by the FuelGood 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

To find out how Energy Saving Trust can help you cut carbon emissions and save money, visit our website www.energysavingtrust.org.uk/bustrans or email sustainabletransport@est.org.uk

If you would like to speak to a transport advisor in your area please call **0800 0931 669**

