



Sheffield City Council

FLEET SIZE	170 vehicles
INDUSTRY	Minibus & Wheelchair Adapted Transporters
REGION	United Kingdom
SOLUTION	Fleet management

Sheffield City Council, through its Transport department, aims to support children, young people and adults by offering transport options to those who have a range of learning and physical disabilities.

Services provided by Transport include a home-to-school service, vehicle and minibus hire, respite transport and a community health service.

B**USINESS CHALLENGE**
Focussing specifically on the home-to-school transport, the pressure has increased over the past few years to provide this transport for more children whilst working under increased financial and budgetary pressures. Therefore Transport sought a solution that could help them to better analyse their fleet of minibuses and transporters that provide this complex service.

Specific key challenges included monitoring driving time, vehicle mileage, the specific routes vehicles took while out on the road and ensuring they were able to better monitor arrival and departure times at schools.

In addition to continuing to seek efficiencies through better monitoring of their fleet, there was also a focus on becoming more customer-orientated by providing

passengers and their families with more accurate information regarding pick-up times and journey lengths.



S**OLUTION PROVIDED**
Prior to the implementation of a telematics system, a large amount of time and effort had already been invested in route planning and monitoring to prepare, produce and manage the most efficient routes and create a good basis from which Transport could achieve their objectives. A key challenge was monitoring the vehicles once they left the transport depot to ensure routes were followed correctly. Therefore, the need for better visibility led Sheffield City Council to select a telematics system, and MiX Telematics was chosen as the Council's preferred supplier.

Senior Transport Officer Mike Keens says that "one of the best parts of MiX was the real-time tracking performance. This seemed to be accurate, clear and easy to use, providing all the information we required from an active tracking facility. We also felt the reports feature would be particularly useful".

IMPLEMENTATION

In order to help save costs, MiX Telematics supported the Council in installing the units themselves.

“Allowing us to install the units ourselves meant we could use our own resources, which had a positive impact on the budget. The MiX Telematics Customer Response Centre (CRC) was extremely helpful; they got back to us on any technical issues, and if they didn’t know the answer, they would go and find it. All of our questions were dealt with quickly and efficiently,” says Keens.

Continuing, he says that “on top of this, MiX Telematics were very interested in our line of work and tailoring parts of the system to help us and was one of the main reasons we chose MiX Telematics”.

“MiX also provided a dedicated Senior Fleet Consultant who spent time with all of the operation staff, training them on how to use the system,” says Keens. “Again, this training was tailored to our specific needs. We were all impressed with the approach that was taken throughout the implementation process.”

RESULTS OBTAINED

“Six months after installation and there have been several instances where the new system has helped us improve our transport services,” says Keens.

“Just a few weeks after installation, we noticed one of our new drivers was arriving around 15 minutes late to school. Using the tracking feature, we could identify that he was not using the planned route.”

The driver was shown the historical trace of the incorrect route he was taking as well as a copy of the correct, planned route. This allowed the operation’s supervisors to explain and assist him in changing the route he took in order to reduce the overall distance he was driving.

Once the driver had made the suggested changes, the bus arrived at school approximately 25 minutes earlier than previously and 10 minutes before school start time.

This meant all of the children on board arrived at school on time. It also reduced the journey time for the two children who were picked up first in the morning.

“Without the system in place, it would have taken much longer to identify why the driver was arriving late to school. Identifying this issue early resulted in significant savings for Sheffield City Council,” states Keens.

“15 minutes driving time per journey, multiply that by two for inward and outward journeys equals 30 minutes per day less driving time. In terms of fuel, six miles per journey, again multiply that by two for inward and outward journeys equals 12 miles per day. If you consider there are 192 school days in each year, there is a potential saving of 2,304 miles worth of fuel per school year,” he says.

“We have been able to optimise our routes, save time, save on fuel costs and deliver better customer service. I am confident we will continue to see more and more benefits as time goes on, but we are happy with what we have achieved so far and are now looking at other ways MiX Telematics can help us,” concludes Keen.



ABOUT MIX TELEMATICS

MiX Telematics is a leading global provider of fleet and mobile asset management solutions delivered as SaaS to customers in over 120 countries. The company’s products and services provide enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security. MiX Telematics was founded in 1996 and has offices in South Africa, the United Kingdom, the United States, Uganda, Brazil, Australia and the United Arab Emirates as well as a network of more than 130 fleet partners worldwide. MiX Telematics shares are publicly traded on the Johannesburg Stock Exchange (JSE: MIX) and on the New York Stock Exchange (NYSE: MIXT).

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Mike Keens, Senior Transport Officer: Sheffield City Council