

Matthews.ie

Green Transport of the Year entry



Pakman Awards 2017

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Matthews.ie have taken a road less travelled over the past ten years, and that journey has led them to a 26% reduction in fuel usage and established them as leaders in green transport in Ireland and the UK.

Their Transport Energy Management plan has taken them from audit in 2007 to becoming the first passenger transport company in the UK and Ireland (and only the second in the world) to achieve the coveted ISO 50001 certificated energy management standard – marking them as the cleanest passenger transport company in Ireland.

Matthews had secured the major standard thanks to a five-year energy saving campaign which saw them reduce their greenhouse gas (GHG) and carbon dioxide (CO₂) emissions by 20%.

They have reduced their annual diesel costs by over €50,000 by training their drivers in a more eco-friendly and less stressful driving style, which has also led to savings in insurance costs.

After ten years of progressive fuel savings, Matthews.ie have now integrated on-board telematic systems which have the potential to further increase that reduction.

The company has also made great advances in the area of rainwater harvesting and induction lighting on the premises, resulting in large savings in costs and to the environment.

“As an organisation, we review fuel usage daily. Exceptions are acted upon and drivers get feedback by phone and text message,” said Road Passenger Transport Development Director Noel Matthews.

“The telematic system, automatically identifies fuel usage by individual drivers for feedback after each shift – which is an automated and time-saving extension of our more manual procedures.

“With our emissions at just 20g of CO₂ per passenger kilometre, compared to an A-labeled car at 140g/km, we can confidently say that we are Ireland’s cleanest passenger transport service.”

Matthews.ie is an expanding company which employs 85 people and has a fleet of 43 vehicles across commuter, tour and corporate hire services.

The company carries 4,500 passengers a day on 145 services to and from the north east to Dublin.

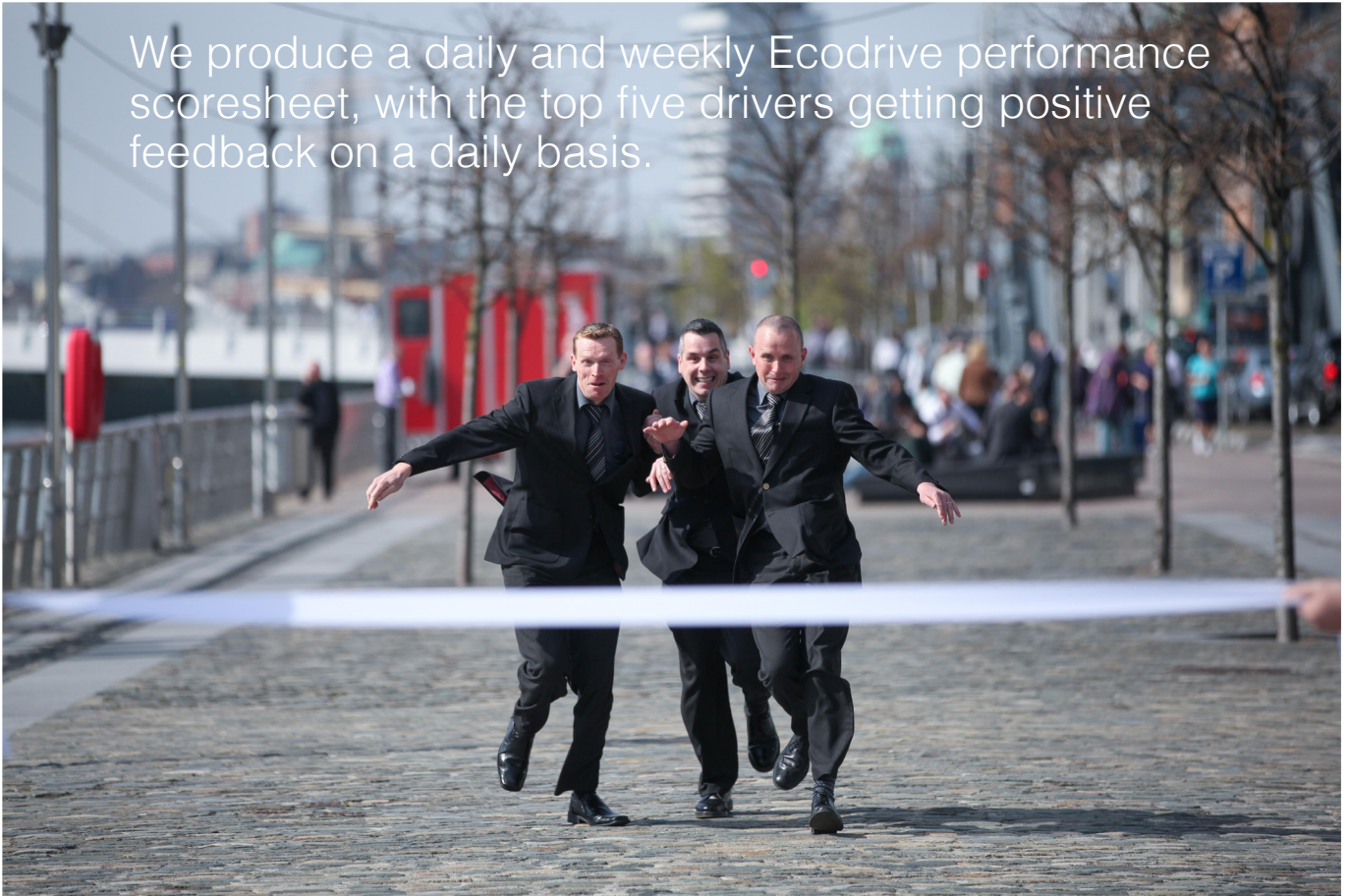
Matthews have received numerous awards for their ground breaking work in the areas of management, safety and energy conservation.

They were the only transport company in the state to have secured a contract at the London Olympics, where they sent 15 coaches and 30 drivers.

They are the only transport company in Ireland to have alcolocks installed – and every Matthews coach and support vehicle carries one of the devices.

The company have been recognised nationally as exemplars of best practice in energy management, and have scooped two SEAI Sustainable Energy Awards.

We produce a daily and weekly EcoDrive performance scoresheet, with the top five drivers getting positive feedback on a daily basis.



Matthews.ie's green journey began thanks to an industry conference at Croke Park, organised by the Coach Transport and Tourism Council of Ireland.

Both Managing Director Paddy Matthews and son Noel (now Road Passenger Transport Development Director) could see the immediate gains to be made from following an energy management path.

"An energy assessment in 2007 showed our fuel usage at 35l/100km, which was fairly much industry standard, if not a little better," said Paddy.

"At the initial meeting, our ears perked up immediately with the potential savings we could make, and we decided then that we were going to make a serious attempt to follow this path.

"A few further meetings were organised and, although the number of interested parties filtered down, we were hooked.

"We stayed heavily involved and got a lot from the group sessions where operators shared

experiences, for example, their frustrations with drivers idling engines on hot days with the air conditioning on etc.

"Based on what we'd learned, we started to do some small stuff ourselves, and we invested in a tracking system, and started to measure every litre of fuel vs every kilometre driven at the pump.

"We then compiled where we were, and, with monitoring in place, we found ourselves at 32.8l/100km.

"Seeing the potential of getting this further reduced, we took advantage of a Volvo offer to train our drivers in fuel-efficient driving, which proved very effective and laid the foundations for our own instruction course.

"As we achieved more results, we had the challenge of trying to identify good and bad drivers. Some of our buses could have up to three drivers at the wheel in one day, so separating the good from the bad was an issue.

"With the savings that we had already made, we invested in a

much more in-depth telemetry solution from Bluetree in Galway, which can identify each driver v the diesel they use.

"At Matthews, we found the optimum way of performance managing the drivers was to introduce a leaderboard, showing how each driver is performing.

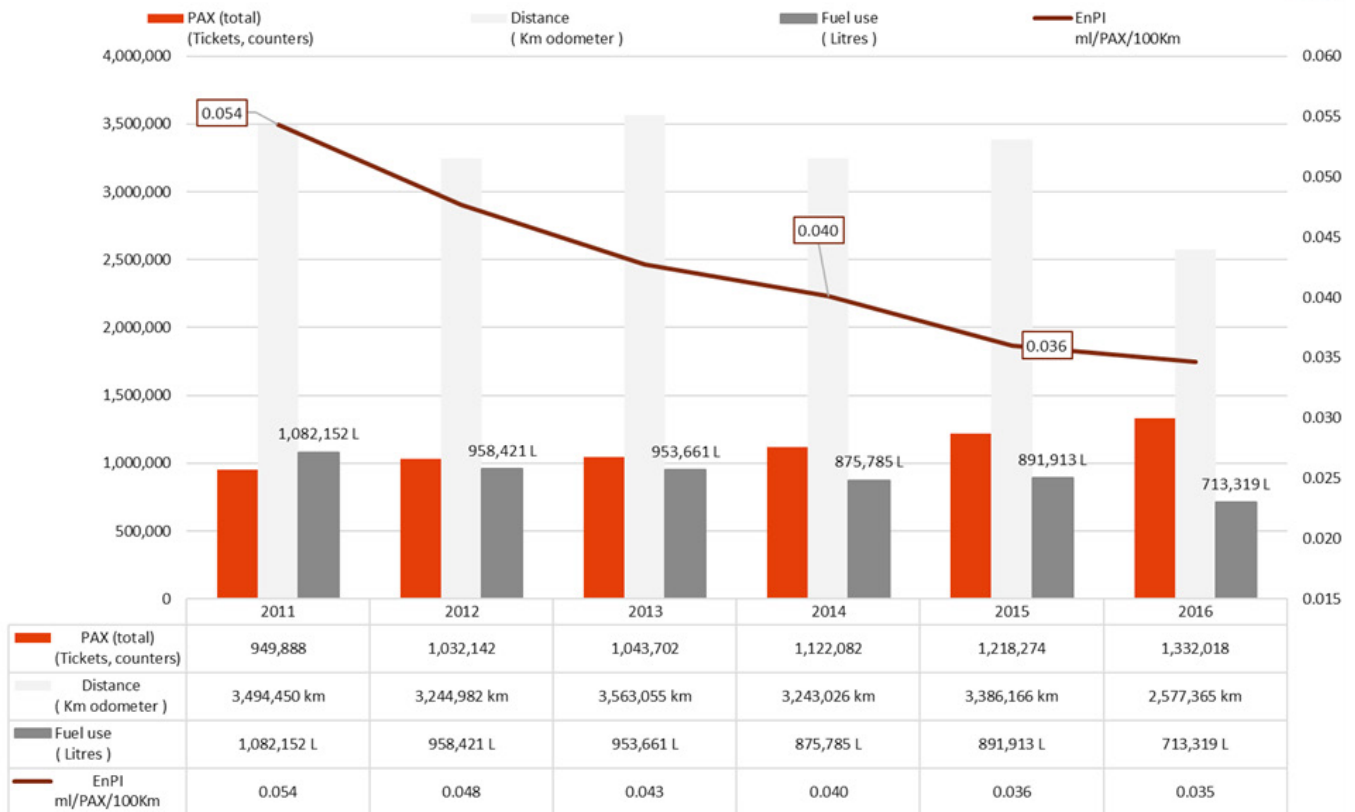
"We produce a daily and weekly driver performance scoresheet, with the top five drivers getting positive feedback on a daily basis.

"At this stage (2011) we had got our fuel usage down to 29l/100km – but we weren't finished yet.

"We trained one of our best performing drivers as an EcoDrive.ie trainer and changed the process of recruitment and induction within the company.

"Drivers now do EcoDrive as part of their route training and have their performance levels monitored from day one. We are happy to say that this process took another three litres off and we now have an average audited usage of 26l/100km.

Matthews.ie Energy Performance Indicators (enPI) 2011-2016



Matthews.ie have managed to constantly keep their Energy Performance Indicators (EnPI) travelling in the right direction.

In 2011, the company's ml/PAX/100km was 0.054, whereas in 2016, their performance was 0.035 as shown in the graph above – a 35% differential in six years.

“Fuel usage and emissions are at the core of our company's performance measurement, as ecodriving is safer driving. At the end of the year, even the drivers' Christmas bonuses are related to their fuel usage performance throughout the year,” said Noel Matthews.

“Our day to day management and performance really shone through in the ISO 50001 audit where we achieved an emissions level (as an EnPI or Energy Performance Indicator) of just 20g CO₂ e/pax/km, helping us secure this first for Ireland and the UK.

“On our current path, we didn't think that we could reduce our fuel usage any further.

“However, the Matthews way has always been to try another route, so we have been exploring the chassis market to find a more economic chassis.

“We recently requested a demonstration vehicle on a week's trial and two average drivers (not our best) took that figure of 26l/100km down to 23l per 100km.

“With better Eco Drivers and more training (especially on the throttle) we feel that we can achieve this on a consistent basis which in coach terms would be phenomenal.”

The drivers who have been at the coalface of this programme delivery are equally enthusiastic about its benefits.

“It's nice to feel that you are actually making a difference,” said driver Simon Smyth.

“By eco driving I am helping the environment and, of course, saving fuel. With rising fuel prices, this keeps my job and the planet more secure.

“I enjoy teaching others to do the same and am of the firm view that

the more people who come on board with this, the more everyone wins.”

Driver Mickey Callan echoed Simon's sentiments.

“Being an ecodriving has a lot of benefits – firstly it keeps your carbon footprint down, and in my opinion, it makes you a better driver.

“It saves your company money on both fuel and the maintenance of the vehicles and overall, it has helped me to become a more relaxed, and I believe, a better driver.”

Although it can be hard for drivers to curb their natural instincts, the company has come up with an innovative reward this year, along with the traditional bonus.

“We are taking the top five drivers to Mondello Park for a day out so they can really stretch their skills and abilities, gaining insights not possible on the open road,” said Noel.

“We are indebted to Conor Molloy of Authentic Energy Management Services who has been with us through every step of this process,” said Noel