

Birmingham City Council take control of their fleet with Eco-Map



Birmingham City Council is the largest local authority in Europe today, servicing in excess of 400,000 homes each year. Their Fleet and Waste Management Division is responsible for the collection, recycling and disposal of over 500,000 tonnes of waste per annum that is generated

Birmingham City Council has chosen Eco-Map to provide them with a vehicle tracking system to support their fleet management needs. They have had the Eco-Map vehicle tracking solution installed into over 300 of their Waste Management and Street Cleansing vehicles and like many organisations, have made this investment in order to save their business considerable cost, conform to new government duty of care and taxation guidelines and above all, take control of their valuable assets.

The Environmental division operates a large fleet

including street cleansers, refuse collectors and recycling trucks. These vehicles represent high value assets and Birmingham City Council needed to find a solution that would be able to monitor and precisely locate any vehicle in the fleet, on demand.

Mark Childs, GIS Project Manager for Waste Management Services explains that "until now, we have had no definite way of knowing where our vehicles are at any given time. The implementation of Eco-Map has given us this capability."

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Eco-Map is a simple to use, cost effective tracking solution which is easy to install and scalable to any size of organisation. With 60 second updates as standard, Birmingham City Council’s Waste Management fleet is visible on the Eco-Map web based mapping system, which can be accessed from any Internet connection. The comprehensive reporting capabilities of Eco-Map have allowed the Waste Management Division to monitor and manage their fleet in ways not previously possible. “Eco-Map’s capabilities have enabled us to monitor

our assets and manage them more effectively. This has brought about increased efficiencies throughout our fleet” says Mark.

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The implementation of Eco-Map has had a positive impact on the fleet’s fuel costs and Mark believes this is a direct result of “more efficient driving techniques” being demonstrated throughout the fleet. EcoTrak fuel saving technology has also been trialled for the Council’s compactor vehicles and has demonstrated an annual reduction in fuel costs of up to £1,700 per vehicle.