

# Delivering greener services to the community

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**This case study** demonstrates the business benefits of improved **energy efficiency** and **carbon abatement** to a leading national support services company.

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**The company began their low carbon journey when one of the directors, Ian Findlater started to raise the profile of sustainability in the organisation. To get broader buy-in he setup up Environmental Champions - a voluntary group focused on reducing office carbon and waste. Then, May Gurney decided to create a full-time position dedicated to managing sustainability.**

May Gurney, consider it their responsibility to deliver social and environmental sustainability in everything they do. The company has set itself high aspirations in its bid to become a low carbon business.

**Their targets include;**

- A 50% CO2 reduction by 2012
- To be carbon neutral by transitioning fleet to renewable fuels as available
- To integrate carbon management into Business Management System by 2010
- To undertake climate change adaptation planning

**By 2014 to;**

- To be prepared for climate change and be carbon neutral
- Divert waste from landfill and measurably maximise reuse and recycling opportunities
- Consider lower CO2 options for all projects and manage supply chain sustainability risks
- Consider and report on eco-system impacts
- Develop Local Community Investment Plans on all major contracts.

**In this year alone the company has achieved:**

- **A 17.7% reduction in carbon emissions**
- **A saving of over £1 million on vehicle fuel**

The majority of this carbon reduction came from a reduction in emissions from vehicle fuel which represents **93%** of May Gurney's carbon footprint.

**May Gurney minimised site waste and reduced associated expenses over 20% by improving measurement and educating staff**



In 2008 May Gurney began calculating their carbon footprint on a monthly basis and have achieved third-party certification from the Achilles Certified Emissions Management and Reduction Scheme (CEMARS) for the past two years.

They participated in the Carbon Disclosure Project (CDP) in 2008, 2009 and 2010 and have **reduced carbon emissions by 17%** from a 2008 baseline, and **83%** of the electricity purchased is from renewable sources.

May Gurney developed the SLIM (Speed - Litres - Idle-time -- and Miles) UR CO2 initiative. It is company wide training focused on engaging and energising people to change their behaviour behind the wheel. This in turn has helped the company to reduce their CO2 emissions, improve employee safety and reduce costs.

Furthermore, the household recycling activities delivered for long-term clients, produce a net carbon benefit for the communities the company serve, with tangible improvements to quality of life. These activities have saved three-times the carbon produced by all Group-wide activities.



## Background

May Gurney is an infrastructure support services company, committed to helping clients in the public and regulated sectors deliver sustainable improvements to front-line services across the UK.

May Gurney make sure that the road, utility, rail and waterways networks and public buildings are well maintained and that household waste is collected, managed and recycled. These essential maintenance services, which are based on long-term contracts, are the ones that are visible to local communities, and make a very real difference to the quality of life.

## Resource efficiency projects and initiatives

- Explore renewable energy options for the transport fleet, including trialling hybrid commercial vehicles and mixing regular and bio fuels. The market has yet to offer effective alternatives to existing technologies at a scale significant enough to make a tangible impact. In the meantime, the company maintain a watching brief on the market.
- A series of initiatives to support transport related emissions reductions, such as video-conferencing, cycle purchase plans and lift share.
- On the 1st April 2010, May Gurney took the decision to transfer their electricity supply to renewable sources, across the Group.
- In combination with sensible approaches to fuel management, May Gurney are now working closely with staff and clients to look more closely at how work is planned and scheduled, to deliver the next round of carbon reduction efficiencies.

**“For example, their Environmental Services business saved 110,832 tonnes of CO2 (January to December 2009) through their household recycling activities for long-term clients – more than three times the total amount of CO2 produced from their Group-wide operations”**

**The company has a number of other initiatives to work towards in the coming months, including:**

- To further improve fleet management to maximise efficiency
- To monitor the market and trial promising technology for efficiency improvements or renewable fuels
- To start to move the company towards renewable fuels as they become commercially viable in the market

## Company Details:

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## Business Support Received

May Gurney worked with the University of East Anglia to address the environmental impact of their transport fleet. They also worked with the Energy Saving Trust to audit working practices and make recommendations for more efficient resource management. Furthermore, to link to national standards May Gurney signed up to the WRAP Utility Contractors agreement, which they also used as a basis to audit the companies' performance and drive improvement in the business.

**University of East Anglia** – The University has a long tradition of working with government, industry and many other influential bodies making a real difference to their success.

T: **01603 591574**

W: **<http://www.uea.ac.uk/business>**

**Energy Saving Trust** – The UK's leading impartial organisation helping people to save energy and reduce carbon emissions.

T: **0800 512 012**

W: **<http://www.energysavingtrust.org.uk/business>**

**WRAP** – works closely with a number of sectors to help them achieve the benefits of resource efficiency and share best practice.

T: **0808 100 2040**

W: **<http://www.wrap.org.uk/business/index.html>**

## Comments from May Gurney:

We continue the process of establishing a robust sustainability management system. This requires a deep understanding of the complex interdependencies created by the interaction between the economy, environment, our stakeholders and society. Corporate sustainability does not yet have the history, tools, and certainties of disciplines that underpin other business activities. Therefore, we have continued to focus on creating an environment where corporate sustainability creates value and to embed underlying structures and processes to deliver long-term sustainability.

**Dr. Tom Macagno, Head of sustainability**

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