Company name – case study title

**Introduction** – brief description of your company and what your company does. Introduce yourself, including job title and a one line summary of the case study e.g. '[Company name] are based in [location] and supply [description of work]. [Name], [Job title], explains how [company name] have (achieved huge reductions in fuel use / reduced CO2 emissions, lowered NOx and Particulate Matter emissions, improved their road safety record, decreased transport related fines and charges etc) through FORS.'

PHOTO 1 HERE

A general photo, ideally showing vehicles with your company logo showing.

[this photo will be used to promote your case study on FORS-online]

**Section2** – How did you hear about FORS and what prompted the company to join? e.g. ‘We came across FORS at the [xxx] show. We realised it would help us to achieve best practice and benefit us by...’

**Section 3** – What was your experience of the initial FORS Bronze audit? e.g. '[Company name] passed their initial audit first time round... this showed us...from here we were encouraged to do...'

**Section 4** – What were your next steps as an accredited FORS company? E.g. 'Once we were Bronze we really made the most of the benefits on offer, in particular... [Performance management tool/driver CPC training/practitioner workshops/driver licence checking etc.]'

Please insert Quote 1 here. Please include the name and title of the person being quoted.

**Section 5** – Focus on a key benefit and/or improvement that you/the company/the drivers have seen from FORS e.g. ‘FORS workshops have been a practical way of both improving our knowledge and learning from others... we have implemented ... and seen improvements in ...’

Please insert Quote 2 here. Please include the name and title of the person being quoted.

**Section 6** – What was your main reason/s for progressing from Bronze to Silver and Silver to Gold? E.g. 'Once we were Bronze we decided that we should progress to Silver because…, in particular...'

**Section 7** – Quantify your improvements

* Performance data - Use figures (these may be performance management KPIs) that you have already provided to back up your words, see example below but it could be other sets of figures

|  |  |  |  |
| --- | --- | --- | --- |
|  | MPG | Incidents per 100,000 Kms | Number of PCNs |
| Jan-Dec 2015 | xx | xx |  |
| Jan-Dec 2016 | xx | xx |  |
| Percentage improvement | xx% | xx% |  |

\*Annual improvement in MPG and Incidents per 100,000 Kms

* Driver health and fitness review - provide details of how your company is actively putting appropriate measures in place to minimise the risk of incidents as a result of underlying health problems or diagnosis of a condition
* Strategy for recruiting drivers – give information about your strategy to engage in industry initiatives to encourage new drivers into the industry.
* Noise assessment – elaborate on measures taken to reduce noise pollution during driving, parking, loading or unloading, servicing or vehicle washing which is relevant to the vehicle type, load and sector
* Modal shift and alternative vehicles - how have you attempted to move part or all of your consignment from road to an alternative transport mode or used electric or alternatively-fuelled or powered vehicles within the fleet

**Section 8** – What are your plans for the future? E.g. ‘In order to make continual fleet improvements we will be (introducing alternatively fuelled vehicles, purchasing Euro VI vehicles, revising the way we monitor driver fitness and health, procuring low entry / high visibility vehicles, bringing additional OCs onboard etc… as this will help our company to…)'

PHOTO 2 HERE

Ideally a photo of the case study ‘narrator’ (yourself).

**Section 9** – Concluding paragraph. What does becoming Gold accredited mean for your company/to you? Sum up the benefits gained from FORS and the goals you want to achieve going forward.

**Section 10** – Please provide your social media contact details (e.g. Twitter, LinkedIn etc) for inclusion in the case study

**Section 11** – FORS member feedback questionnaire. Please can you take the time to complete a short questionnaire and provide feedback on FORS. Please note all answers you provide will be strictly confidential and will be used to help us to improve FORS. To access the survey, please click here: <https://www.surveymonkey.com/r/ZBNL8WB>