



## The Company



Short break holiday operator Center Parcs operates 25 holiday villages across the Netherlands, France, Belgium, Germany and the UK. There are currently five villages in the UK. The resorts are set in natural woodland and guests stay in purpose-built lodges and villas that offer varying levels of comfort and amenities.

No two villages are the same and each resort offers a number of family-friendly facilities and activities such as horseriding, watersports, arts and crafts, and relaxation spas. Center Parcs is a popular holiday choice in the UK and welcomes 2 million guests on a 24/7, 365 days a year basis.

## Background



Center Parcs was in the process of opening its latest Village at Woburn Forest, Bedfordshire, and required a fleet of vehicles that would meet the unique demands of this new holiday resort. Vehicles are integral to the smooth running of Center Parcs villages, with different models and types required for a wide range of services and departments.

The new vehicles would form part of Center Parcs' overall fleet of 175 vehicles, which are based at its existing four short break locations – Sherwood Forest, Elveden Forest, Longleat Forest and Whinfell Forest. Center Parcs purchases all its vehicles and replaces them after five years, with the exception of mini-buses which are replaced every three years.



## Challenge



Center Parcs has a specific environmental policy that all new vehicles must meet. The policy sets out a minimum 'green' standard that stipulates no petrol vehicles are to be used, and that diesel vehicles must meet the latest European specification. It also requires electric vehicles to be introduced wherever they can be practically used.

A Center Parcs' spokesperson said **"It was very important that the vehicles selected were as environmentally friendly as possible. We are committed to being as green as possible and we want to invest in the latest technology, and consistently reduce our carbon footprint wherever practically possible."**

## The Solution



CLM implemented an outright purchase fleet of 35 electric and low-carbon vehicles, providing Center Parcs with the ideal mix of vehicles to meet its many and varied transport needs at the new Woburn Forest Village, in line with its ongoing fleet policy.

For this project, we first provided a consultative service to help identify and evaluate vehicles before the client made its final choices. We were then responsible for procuring the vehicles - utilising our buying power and contacts. We ensured that Center Parcs' precise specification needs were met by spraying all vehicles in corporate colours and adding the corporate logo. We also managed all conversions and ensured they were fitted out correctly.



## Specifics of the Solution

CLM provided Center Parcs with the following vehicles for its Woburn Forest fleet:

- ✓ Nine Renault Kangoo Z.E. electric vans, seven of which are used by the Technical Services team to carry out maintenance work across the Village, and two by the Dining-in Services team to deliver takeaway meals to guests. In addition, there are two Renault Kangoo diesel vans which are used by the Technical Services team to go offsite.
- ✓ Three Toyota Auris Hybrids used by guest services, which operate as pool cars to travel between the other four holiday villages. In addition, three Toyota Hilux double-cab diesels are used by the Grounds, Forestry and Security teams.
- ✓ Five Ford Transit 17-seater minibuses, three of which are used to transport Housekeeping cleaning teams onto Woburn Forest.
- ✓ Nine Mercedes Vito diesel vans, two of which have refrigerated units to deliver groceries from the site's supermarket to guest lodges. The rest are used by Housekeeping. A Ford Transit with tail lift is used to transport catering goods around the Village to the various restaurants.
- ✓ One Mercedes Vito eight-seater Travel Liner used to take guests around the site, and a specially converted Renault Traffic used for disabled guests, and those with mobility challenges. The onsite medical team uses a Subaru Forester 4x4, which has been fitted out as a paramedic vehicle and is capable of handling medical emergencies.



## Why CLM?



CLM has been the specialist fleet management partner of Center Parcs since 2007, forming a successful partnership under an outsource arrangement that has seen the two companies work closely together on developing and refining the fleet policy. In particular, CLM's experience and understanding of fleet management has helped Center Parcs improve its ongoing fleet strategy.

**“CLM has maintained a very close relationship with us over the years and fully understands the needs of our business. They have the knowledge and experience to work with us to deliver an efficient fleet that is fit-for-purpose. We are delighted to have been able to open our newest village, and we are thrilled with the excellent reaction and feedback from guests.”**

## Results

- ✓ Provided the client with the ideal end-to-end turnkey package of vehicle management, including accident repair services
- ✓ Handled entire de-fleeting process and managed the process in reverse; collecting all vehicles, evaluating them and removing logos before disposing of them on the client's behalf
- ✓ Enabled client to concentrate on its key goal of delivering excellent quality short breaks for families
- ✓ Helped client refine and improve its fleet policy over the years

To find out more about how our fleet management solutions can help your business, speak to one of our experts on:

 [info@clm.co.uk](mailto:info@clm.co.uk)

 01908 210 100