



Background



The Manchester-based Peel Group is one of the UK's foremost privately-owned investment enterprises. Peel's strategy embraces a range of sectors - land and property; transport and logistics; retail and leisure; energy and media, with assets owned or under management of more than £5 billion. Group investment policy is focused on actively managing its diverse portfolio, enhancing the quality of the Group's assets and recycling capital over the long-term.

Through its investment portfolio, the scale, diversity, expertise and approach to continuously reinvesting across the North of England puts The Peel Group at the forefront of delivering shared ambitions for the Northern Powerhouse.

Find out more www.peelgroup.global

Challenge



The Peel Group operates a mixed fleet of around 150 vehicles. Within this fleet, a small number are on outright purchase, around 55 are on contract hire with full maintenance contracts and a further 90 are also on contract hire, but supported by our pay-as-you-go maintenance plan.

Prior to our involvement, there was no dedicated fleet management resource as this function was very much a bolt-on to the HR department. However, the HR department needed to concentrate on issues around personnel and employee benefits, rather than being involved with the fleet on a daily basis. It was proving to be too time-consuming and too big a drain on their resources.

The members of the HR team tasked with fleet responsibility were not fleet specialists. As a result of this, the fleet was not running as efficiently as it could be, and there was scope for it to be managed in a more professional manner.

The challenge was to outsource the fleet function to an external fleet management specialist that could take over the daily burden of running the fleet. As well as removing this task from the HR department, this would also result in increased efficiencies across the whole fleet.



The Solution

CLM introduced a fully outsourced fleet management solution to handle all day-to-day aspects of running The Peel Group fleet and to provide access to a much larger pool of fleet knowledge and expertise.

We helped to drive down maintenance costs and improve cash flow with the introduction of our pay-as-you-go (PAYG) maintenance policy. Under our PAYG solution, we provide our clients' drivers with access to a national network of preferred garage servicing outlets, which combine franchised, non-franchised, and mobile repairer options. Bookings can be made online or through our call centre booking facility. As a result of this, we are now in the process of moving the whole Peel Group fleet over to PAYG maintenance.

Another service we supply to The Peel Group is licence checking for both company car and nominated drivers, to ensure the group meets its duty of care responsibilities for its drivers.

We have also introduced daily rental vehicles to meet short-term mobility needs. One of these is our highly effective mini-lease solution, which allows vehicles to be hired for longer than typical daily rental periods but at more attractive rates.



Why CLM?



When it came to choosing a new fleet management specialist, The Peel Group selected CLM because as a fleet management specialist with over 30 years' experience, we are big enough to make a difference, but small enough to care. At CLM, each client can expect a first rate personal service from a dedicated support team, and a Client Relationship Manager who really understands their business.

“Over the four years in which we have been working together, we have developed an excellent working relationship with CLM, with a very high standard of customer service. Their levels of expertise and professionalism have taken the management of our fleet to another level.”

Carrie Westwell - HR Manager,
The Peel Group

Results

- ✓ The Peel Group has seen substantial savings in the maintenance costs involved in the running of its fleet as it moves towards full PAYG maintenance
- ✓ The carbon footprint of the fleet has continued to fall, even after the introduction of a user-chooser policy due to sound fleet policy management
- ✓ Duty of care responsibilities have been helped by the introduction of licence checking for all drivers and nominated drivers

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

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