



Virgin Media & Lightfoot Cutting fuel use, emissions, and risk with pioneering driver behaviour technology

As one of the UK and Ireland's largest broadband, TV, mobile and home phone providers, Virgin Media have an extraordinarily busy vehicle fleet. As their customer base continues to grow, the demand for service and installation visits increases with it.

Virgin Media's fleet exceeds 4,000 vehicles and inevitably covers many miles each year, using a lot of fuel in the process. With their commitment to sustainability – including a company-wide target to grow the business without increasing their carbon footprint – Lightfoot's ability to improve efficiency made it the perfect fit.



Encouraging fleet users to drive more efficiently and safely doesn't just help to reduce fuel use and emissions rates, it keeps them safer. Virgin Media had already taken steps to increase the efficiency of their fleet – from bringing in higher MPG vans, reducing the average CO₂ of their vehicles and cutting out journeys – but, by rolling out Lightfoot, have reinforced their commitment to driver safety and wellbeing alongside sustainable business practice.

For Virgin Media, though, the benefits of the technology stretch beyond its sustainability credentials:

"Since roll out there has also been a real improvement in driving techniques. We took Lightfoot on to help us ensure that every driver comes home safe and if we can make that journey more efficient as well, then that's a great win-win."

Dave Hodsdon (Head of Claims and Insurance, Virgin Media)

Lightfoot uses a traffic light system to advise the driver of how safely and efficiently they are driving via a small device which sits on the dashboard. Drivers aim to keep the lights green for as long as it is possible and sensible to do so, with a score of 85% or above earning them Elite Driver status. Elite Drivers deliver the biggest savings in emissions and fuel thanks to their safe, smooth driving and benefit the most from Lightfoot's rewards platform – earning weekly discounts, freebies, and prizes. The live feedback provided by Lightfoot helps to tackle the problem many Fleet Managers face; endless amounts of data provided by telemetry devices but little opportunity to give timely, direct feedback to drivers.

"Lightfoot is helping Virgin Media reduce costs and emissions and is playing a major part in their Zero Harm culture by reducing accidents and keeping drivers safe. It's a real pleasure to work with the team at Virgin Media – to see such a household name focused on operating sustainably and putting staff safety first is hugely refreshing. They lead by example for fleets across the country with their commitments to protecting drivers and the planet."

Rupert Lyon Taylor (Managing Director, Lightfoot)

Since launch, Lightfoot has been rolled out to nearly 95% of the Virgin Media fleet and the environmental benefits have been significant.

After one year, Lightfoot has already helped to improve their drivers' miles per gallon, a measure of efficiency, by 10%.

"With Lightfoot, it's expected the business will save a million litres of fuel each year through improved driving efficiency – equating to approximately 2,500 tonnes of CO₂ emissions, enough to fill 52 Sydney Opera Houses."

Rob McCann (Sustainable Growth Manager, Virgin Media)

1,000,000 litres of 

Lightfoot is delivering big savings in costs and emissions and supports Virgin Media's Zero Harm culture through reductions in accidents.

With Lightfoot, you could save 10-20% on fuel every year and operate a fleet that's almost half as likely to be involved in at-fault accidents. It's a no brainer.

