

Creating a culture of carbon reduction

As the UK's largest independent tyre management specialists, DTM have committed to supporting our customers in reaching and evidencing their net-zero goals by maximising tyre life and minimising waste.

Then we asked, is there more that our Head Office team in Blackpool could do to ensure that our own inhouse operation is sustainable.



Through a series of workshops, involving all areas of the business, the DTM Blackpool team developed an Environmental, Sustainability and Governance (ESG) strategy, the aims of which were:



Environmental

- Motivating change
- Supporting carbon neutral tyre fleets
- Creating a carbon neutral office



Social

- Maximising staff satisfaction and retention
- Ensuring Customer Satisfaction and Retention
- Investing in our Communities



Governance

- Ensuring a certified partner network
- Maintaining certified systems and accountability for actions
- Providing healthy and safe working environments
- Achieving equal opportunities and diversity

DTM began by scrutinising internal processes, challenging our own actions, and introducing operational efficiencies and best practice across all areas of the business.

The team established a set of standards, known internally as PACE, (People & Culture, Approved Network, Customer First and Environmental Responsibility) with quarterly PACE goals set for each business unit. It was important for teams to identify and set their own goals. Goals must be small enough to be achievable and big enough to make a tangible difference to working practices, carbon output and ultimately the environment.



Momentum was growing

Individuals took pride in bringing change, and the team took ownership of their achievements.



Carbon reduction champions

A team from Blackpool undertook external training on the effect of climate change and the actions required to reduce carbon outputs. They attained Carbon Literacy Certification, and the original trainees became enthusiastic ambassadors, cascading the information to their colleagues, who set about implementing change across the business.

People quickly began sharing stories of how their newfound knowledge had made a difference outside of the workplace, resulting in changes of behaviour at home in their day to day lives.

Removing waste from landfill

DTM's Head of ESG and Compliance, Ian Woodfinden commissioned a new waste services company to support the business in helping to monitor waste levels, increase recycling and re-use, and divert waste from landfill. As a result, 0% of waste collected from HO is now sent to landfill, and is instead used to power cement kilns as an alternative to fossil fuel.



Now aware of their waste levels, the DTM Blackpool team understand the impact of waste, and from making more thoughtful purchase decisions, through to more effective use of everyday office materials, they now constantly monitor and report on waste, for weight and composition, to minimise output.



Energy efficiency

The Blackpool HO switched to a 100% renewable energy provider, and were also proud to achieve ISO 50001 Energy Management System (EnMS) certification, demonstrating an ongoing commitment to conserving resources and maintaining efficient energy management.

Supporting Community Projects and Charities

DTM's team regularly support local environment and community projects, and this frequently extends to social value activities in customer regions. This not only provides a valuable service to communities, but is also extremely rewarding to employees and whether it involves dog walking, charity fundraising, or clearing roadsides of invasive weeds, but the break from the norm and time in the fresh air is proving to be great for mental health, well-being, and team building.

Sustainability recognition for DTM team

Our efforts and achievements were being recognised in the market, receiving an award for Embedding Sustainability at Palatine's annual ESG summit in December 2024, and secured 'Most Sustainable Fleet Management Team 2024' from Fleet Vision International (FVI).

FVI's Managing Editor, Ann-Marie Knecht said "DTM were very worthy winners of our Most Sustainable Fleet Management Team against stiff industry competition. Their focussed approach, whole-team enthusiasm and tangible results are inspiring.



Just the Start

A great deal of progress has been made to date, but this is just the start of DTM's sustainability ambitions. CEO Leigh Goodland says "It has been hard work to get to this stage, but we are all able to look back with immense pride at what we have achieved. Every single person in the business takes our environmental responsibility extremely seriously and together we are ensuring that we continue to play a proactive role in minimising our environmental impact".

The DTM Blackpool team are committed to making each of their environmental projects a success and continue to identify new ways to be environmentally considerate. Sustainability is a core focus alongside commercial activities for businesses in the transport and distribution sector, and DTM's story shows that by questioning the norm, making a bold change of approach, and enthusing the whole team, positive change can benefit a company's people, customers, and the environment.

Our tips for success

1. Engage all parts of the business in identifying areas for change
2. Set achievable goals to ensure progress and build momentum
3. Empower the team by clearly communicating aims and responsibilities
4. Encourage a carbon reduction mindset to drive innovation and fresh ideas
5. Share ideas with peers and local businesses
6. Celebrate successes and keep people informed of the difference they're making
7. Consider utilising external expertise, i.e. carbonliteracy.com and bandmwaste.com