



GREENE KING
BURY ST EDMUNDS

Case Study

Zenith client since:
2011

Zenith 
Intelligent Vehicle Solutions



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Customer Overview

Greene King is one of the UK's leading pub and brewing companies, running 2,400 managed and tenanted pubs, restaurants and hotels. Greene King has also been brewing its own award-winning ales for more than 200 years.

The company is based in the market town of Bury St Edmunds in Suffolk with establishments on city centre high streets and villages across the UK.

Greene King has developed a reputation as a company that delivers excellent service, value and quality to a wide range of customers – from pub goers and hotel guests to licensees, supermarkets and national pub chains.

Fleet background

Greene King has a fleet of over 550 company cars and more than 100 cash allowance drivers. Zenith provides funding and vehicle management including servicing and maintenance, breakdown recovery, accident management, vehicle administration and vehicle hire, as well as effective pool car management to reduce ancillary hire car spend.

Zenith has worked closely with Greene King in order to integrate its systems with their existing flexible benefits portal.

Greene King's cash allowance drivers are managed through Zenith's online Cash Allowance Management System (CAMS) which manages the financial and Health and Safety considerations of 'grey fleet' drivers who are not in traditional company cars.

Zenith conducted a whole life cost (WLC) analysis on the Greene King fleet in order to assist the company in operating more efficient choice lists.

Applying whole life costs

True WLC analysis provides a more complete picture of the actual cost of running a vehicle over its life. The purchase price, depreciation, tax rates (including NI), fuel, maintenance and repair costs, disposal costs and insurance all need to be considered rather than just the 'on the road' prices or monthly rentals. A vehicle with a higher purchase or rental price can actually cost significantly less than a 'cheaper' model over the course of its life.

Taking fuel out of the equation...

Fuel costs are an important part of WLC analysis, particularly when carrying out a funding comparison. However, some companies choose to remove fuel cost from the WLC calculation utilised to calculate the cost of a vehicle at the point an employee selects it.

If fuel is taken into account at its actual cost when calculating WLC, a sudden rise in fuel prices can lead to vehicles being pushed above the grade limit. This would mean a vehicle that was available one week could be unavailable the next. The WLC analysis conducted by Zenith for Greene King excludes the cost of fuel in order to avoid this problem.

The results...



By working with Zenith to switch to a true whole life cost analysis, we were able to offer drivers a selection of vehicles that were previously outside their grade. The new method of calculation was so well received by drivers that some cancelled previously placed orders for vehicles in order to take advantage of the new system. Rather than Greene King retaining the cost benefit of establishing the true cost of running each vehicle and setting grades accordingly, the savings were passed on to drivers and the results were used to provide an improved benefit.

Sam Driver
Transactional HR Manager



Zenith has always recognised that fleet running costs are more than pure rentals costs. The changes in recent years to the way company cars are taxed, along with an increase in demand from our customers to be able to clearly see the true cost of ownership, has led to the detailed model we run today. The overall logic to the WLC calculations is the same for all customers; however, as all our systems are built and managed in-house we can establish a bespoke set-up based on each customer's specific requirements. This allows the customer to include or exclude variables from the calculation, in the same way that Greene King did with fuel.

Tim Buchan
CEO for Zenith



If you would like to find out more about how Zenith can help your business, contact us.
A: Zenith, Anglia House, Holly Park Mills, Calverley, Leeds, LS28 5QS
T: 0113 256 5565
F: 0113 256 4877
E: info@zenith.co.uk
W: www.zenith.co.uk