

Macroom Motors, Macroom, Co. Cork

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Macroom Motors

Macroom Motors was established in 1971 by Donal Lehane, Micheal McSweeney and John O'Farrell. Macroom Motors began operating as a Toyota Franchise in 1975 and proudly continues to do so as one of the largest dealers in the country.

Today the company is owned and run by Donal Lehane and his son John.

Macroom Motors aim to provide the highest standard of service for their customers, both in sales and aftersales. Macroom Motors have consistently been in the top bracket in customer satisfaction surveys.

As well as being one of the largest sellers of new and used vehicles (passenger and commercial) in the country, Macroom Motors also offer

full service facilities, including an NCT bay for pre NCT tests and a fully equipped body repair shop.

Inclusion in the EcoBusiness Programme

Macroom Motors participated in the second year of the EcoBusiness programme. Prior to participation in the programme, monitoring of resource costs was typically through the examination of utility bills rather than based on activity or consumption/production patterns.

After joining the EcoBusiness Programme their After Sales Manager attended two 1/2 day workshops in the Macroom E centre. Subsequent to the first of these the business was visited by CTC for an on-site assessment. The main problem areas identified by Macroom Motors, from

an environmental perspective, were waste generation, and to a lesser degree, energy use. A number of improvement options in these areas were identified during the site visit.

Environmental Management prior to joining the programme Waste Management

Waste management, with the exception of waste oils, filters and batteries, was not a major priority. Bills were paid as they always had been and all wastes were disposed of in open wheelie bins.

Recycling

With the exception of cardboard, which has been separately managed for some time, there were no other recycling systems in place on site.

Energy

Energy bills were examined for anomalous costs but not on the basis of consumption. Most electricity bills were estimates. When the new showroom and garage was built efficient fittings were installed. Consequently, improvements in energy use on site were not considered as important.

Water

The site has its own well and so do not monitor water use. The site has a discharge licence and must provide quality monitoring of this discharge to Cork County Council twice a year.



AREAS IDENTIFIED FOR IMPROVEMENT DURING ON SITE VISIT

RECYCLABLES

Separate Collection Bins for Metals, Cardboard, Paper & Plastics



One of the first areas tackled at Macroom Motors was the issue of segregation of mixed wastes into recyclables

Waste

All wastes were being disposed of into two 1100L wheel bins. These should be removed and **separate** facilities put in place for the different types of regularly produced wastes.

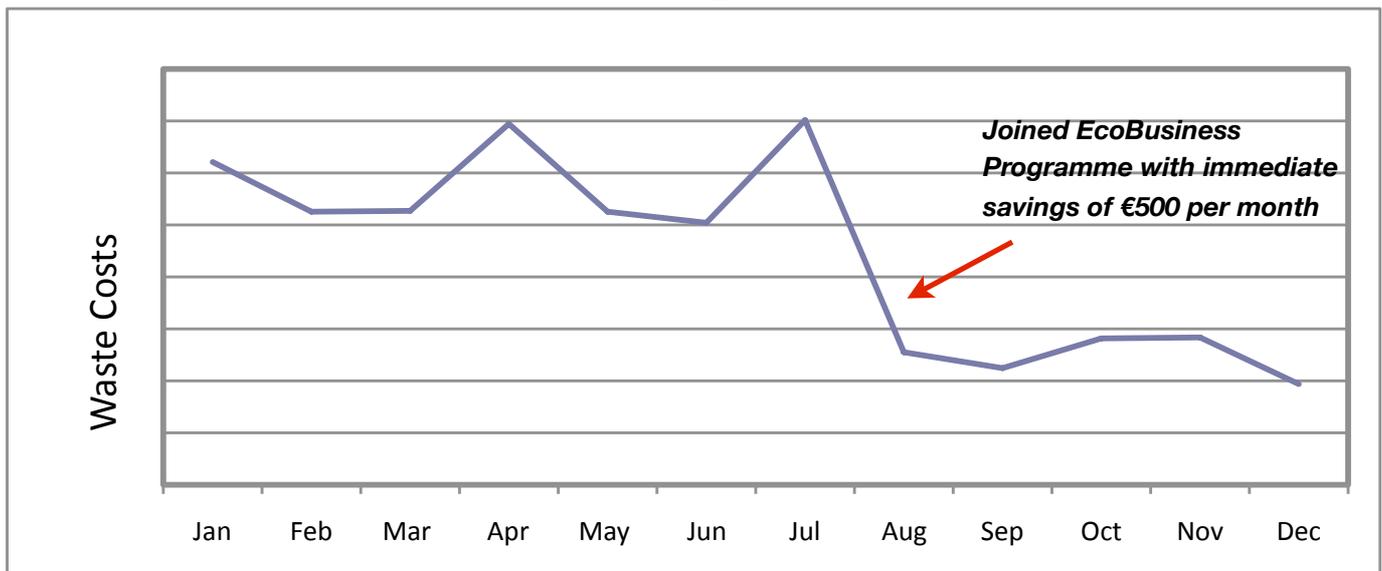
Electricity

Review compressed air use as it is a large energy consumer on site. Careful management of the compressor and the distribution system will minimise costs. Ensure that meters are read on the first of every month - previously most bills were estimated. Review lighting type and use on site.

Data Review

Bills are recorded and paid but any trends or anomalies in absolute values are not examined. Most electricity bills are estimates which makes accurate monitoring impossible. Establish measures for recording, monitoring and targeting. Compare these internally to a production factor for normalised results.

Environmental Improvements Made



The initial work of the Ecobusiness Programme focused on careful monitoring and measurement of utility trends and related business activity. Macroom Motors now monitor their on-going utility consumption levels and compare these over time. This in itself was a time consuming task but now affords Macroom Motors a much better level of control over their utility related costs.

Waste

Waste was the first area that was tackled by management. Hazardous wastes were already being well managed. These were removed by a licensed contractor and consisted of waste oils, filters and batteries. All other mixed wastes from the site, including offices, showrooms, stores and garage were placed into one of the two large wheelie bins on site. After a brief analysis of the mixed

waste being taken off site 10 new 240L bins were purchased. The bins were an essential part of a strict recycling programme which was established. This consisted of placing different bins strategically around the site, especially in the garage area where the majority of wastes were arising. The locations of these bins were decided after consultation with the mechanics. This resulted in a drop in waste management costs of

50% in the first year of the programme. One of the largest savings has been the removal of metal from the mixed wastes. While only small quantities were being placed in the mixed waste bin, the relative weight, in addition to the value now being recouped from the metal recyclers, results in significant financial savings.

Electricity

Electricity use is a large cost at Macrooom Motors. In addition to extensive lighting there are a number of pumps and compressors. Electricity use was traditionally measured only in terms of costs rather than actual usage.

are now being replaced with CFLs as they fail.

The external lighting is controlled by photocells and these are on a timer which switches them off at 1AM.

One of the largest energy users on site is the air compressor, which is used for the pneumatics and car lifts. Weekly leak tests are now conducted on the distribution lines and a cut off switch has been installed on the garage floor. This allows the compressor to be isolated during times of inactivity. A timer has also been put on the compressor to ensure it switches off after working hours.

Macrooom Motors were well aware of their electricity costs but not in the habit of examining consumption levels. Since joining the programme, Macrooom Motors have started recording this information and it is now inherent in their management.

While the economic downturn has had a huge effect on this sector, Macrooom Motors now have a system in place that allows them to constantly monitor their overheads based on use. This will ensure greater efficiencies and the setting of targets for further years.

Internal Communication

As part of the programme a Green Team was established. This team which meets on a monthly basis, consists of staff from different parts of the business.

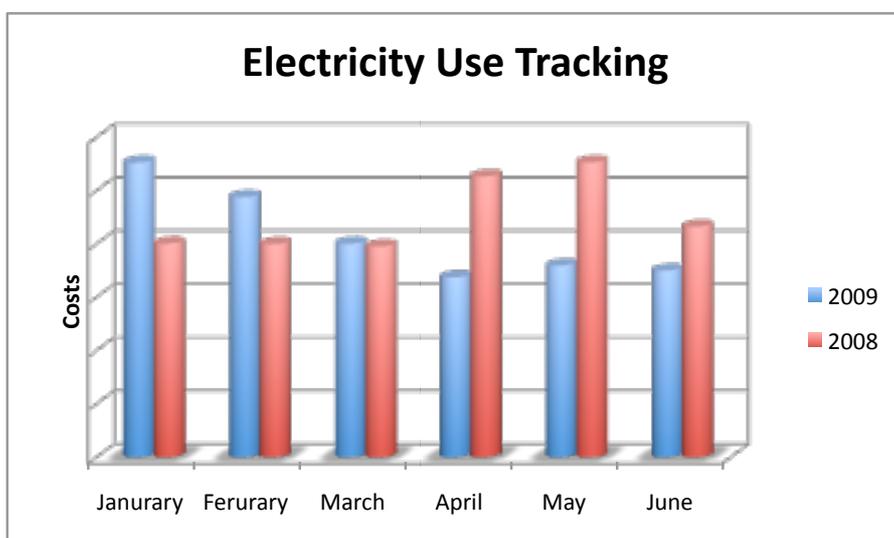
An environmental policy has also been drawn up and this is on display in the showroom to communicate the efforts they are making to their customers.

Future Plans

The tracking of waste and energy will be continued and this will be extended to generate specific metrics based on business activity. In addition, waste segregation will be further refined to facilitate more waste streams.

Sensors will be fitted in offices and other low use areas such as toilets, meeting rooms and some corridors.

While water use is not an issue due to the on-site well, it will be examined due to the ancillary costs associated with it such as pumping and water heating.



Now meter readings are provided to their supplier at the start of each month and this allows accurate monitoring of their **actual** consumption. The lighting used in the main garage, and also externally, was high efficiency lighting. Some of the fittings in the reception area were quite inefficient (mainly tungsten filament spot lights) and they

Metrics

The process of gathering resource use values and comparing them to a production activity, or to previous years activity is a useful exercise in identifying efficiency within a business. This process is often referred to as environmental metrics. As with many Irish businesses within the SME sector,

EcoBusiness Award funded by EPA STRIVE Programme under the NDP 2000-2006



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