



**edenseven**

# Case Study

## Mears

Data modelling and transition planning for an EV fleet

## Overview

Mears Living is a large social housing maintenance and care provider who manage 17,000 homes for local and central Government, as well as being responsible for keeping 750,000 social housing homes in the UK in good repair.

Mears' objective was to create a detailed fleet transition plan to achieve their net zero aspirations.

Mears engaged edenseven, as an acknowledged EV and data specialist, to create their detailed transition plan.

## The Request

- To consolidate, analyse, and provide insight from data across Mears' entire organisation, including 3,200 vehicles, 80+ locations, and ~5,000 employees.
- To consider Mears' specific requirements, taking into account their home-based fleet and limited site visits, along with their payment and reimbursement processes.
- To support Mears' board-level and C-suite engagement regarding the program, as well as the key considerations and requirements.
- To analyse vehicle usage to prioritise transition, identify optimal replacements, and engage with supply chains to validate availability, lead times, and commercials.

## Skills & Knowledge

- **Data Consolidation:** Coordinating the analysis and insight of millions of data points, including the use of a specialist algorithm; these were then used to create board-level transition plans, business cases, and emissions modelling.
- **Industry Knowledge:** Expert understanding of, and insight into, the electric vehicle and EV charging infrastructure markets; including cars, vans, agricultural, and specialist vehicles.



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- **Clear Communication:** The ability to engage and communicate effectively with all levels of an organisation, from front-line drivers (including the use of a driver survey) to C-suite executives.

## Outcomes

- **Client Satisfaction:** Mears' CEO and Executive Director were content to sign off the transition plan and model.
- **Holistic Data Modelling:** edenseven produced a full model of optimal infrastructure solutions, combining vehicle usage, driver surveys, and charging insights and commercials.
- **Innovation:** edenseven provided insight on broader optimisation opportunities for Mears' fleet, beyond the original scope of the project.
- **Retention:** Following the completion of this project, Mears have remained in discussions with edenseven regarding the potential implementation of their electric fleet to cover areas which include Procurement, Data Analysis, Fleet Management, and Project Management.