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Golf cart rounds  
monitored to date and  
counting...

## “DSG TAG has been a real positive at Skibo Castle”

Simon Bath, The Carnegie Club at Skibo Castle

### THE BUSINESS PROBLEM

The Carnegie Club at Skibo Castle is one of the world's most exclusive private clubs. Located west of Dornoch in the Scottish Highlands, the club became a Members-only establishment in 2008. There is an 18-hole golf course, a swimming pool, and a variety of dining options, and as well as providing accommodation in the 12th century Skibo Castle itself, the estate also has thirteen guest lodges and a fleet of approximately twenty five golf cart style buggies for use by lodge guests. There are many tarmac paths and gravel tracks suitable for buggies on Skibo's 2,500 acre estate, and guests need the buggies to get around.

Up until recently the estate used a variety of petrol-driven carts, but an increasingly green approach throughout the establishment led to their replacement in 2010 by a fleet of E-Z-Go electric golf carts.

As well as buggies, the Club also has approximately seventy petrol and diesel utility vehicles for a variety of purposes, including guest vehicles for the 80-mile round

trip to Inverness airport, maintenance vans, gamekeeper and estate vehicles for multipurpose use including off-road, and a variety of other staff vehicles.

In late 2010, management found themselves needing to re-think their approach to their fleet of guest and utility vehicles. Carnegie Club members tend not to use golf carts on the Skibo Castle golf course, mainly preferring to walk and enjoy the incredible Skibo scenery at their leisure. Apart from a small number of golf carts which are controlled by the starter, no other golf carts are allowed on the golf course – although in practice guest lodge buggies would regularly find their way onto the course. The club managers decided to examine how more control over how the lodge buggies were being used could be exerted.

Rising fuel costs also made it increasingly important to keep track of how the estate's other vehicles were being used.



### THE DSG TAG SOLUTION

Through meetings with E-Z-GO, the management team at Skibo Castle discovered the capabilities of the DSG TAG system, and in spring 2011 its entire fleet of guest lodge buggies and utility vehicles were tagged by DSG.



A Textron Company

“Tagging took no more than week across our entire fleet, and the training needed to use the DSG TAG control system was quick and simple.”  
Simon Bath, General Manager

“It's easy to adjust zoned areas, so we can always control where our guest carts can and cannot go.”  
Simon Bath, General Manager

#### Improved control over restricted areas

With DSG TAGs fitted, guest lodge buggies cannot now be driven into areas which have been designated as no-access zones by Skibo estate management. A short warning sounds in the cart if it is driven close to a restricted area, and the guest backs away. If the cart is driven further into the area, the cart is temporarily disabled, and must be backed away after restarting. A geo-fence has also been created around the estate's perimeter, preventing guest carts from leaving Skibo Castle under their own power. Should a cart somehow be taken beyond the perimeter by other means, the cart's TAG motion sensor would instantly alert club management.

#### Reduction in mis-use

Skibo Castle hosts many celebrations and parties, and management now have the option to power-off all guest lodge carts while they are not needed during a function.

“We are a members-only club and our guests are generally highly respectful of the property. But sometimes it is useful to turn off our guest buggies at certain times!”  
Simon Bath, General Manager

“Tags on staff vehicles are now an accepted part of management life at Skibo Castle, and installing DSG TAG has also helped us focus on the 'green' approach which we encourage here.”  
Simon Bath, General Manager

#### Reduction in staff vehicle fuel costs

A particular challenge was faced with respect to Skibo's large fleet of staff vehicles. With staff having fuel cards, chargeable back to the estate, management can now monitor where its vehicles are being used, if the need arises. With fuel costs soaring this has clearly led to efficiency improvements, although staff vehicle tracking is a tool which senior management have learnt to use sensitively. Reducing fuel costs also fits in with Skibo Castle's increasing focus on the environment.



### OTHER BENEFITS

#### Improved new guest arrival procedures

As part of the experience Skibo Castle greets its guests in a vehicle when they arrive at Inverness Airport. Staff in the office can now see exactly where the DSG-tagged vehicle is on the hour-long return journey, and can prepare a discreet yet memorable welcome accordingly, for the arriving guests.

#### Reduced cart maintenance costs

Pre-DSG, guest lodge carts would often be driven off tarmac areas and onto the many miles of rougher off-road tracks which run throughout the large estate. Breakdowns would result, and maintenance costs were unnecessarily high as a result. Since tagging, breakdowns due to misuse have been almost completely eliminated.

“We like our greeters to appear just as new guests arrive. The DSG TAG enables us to do this without needing to make a mobile phone call from the car: it is a small detail which makes an important difference.”  
Simon Bath, General Manager

#### Improved battery management

Skibo's guest lodge carts face lower demands on battery life than most golf carts, as they are not driven around a large golf course. However, estate staff generally take the opportunity to plug in and re-charge carts while guests are taking dinner, and the DSG cart management software makes it simple to see which carts particularly need a recharge, leading to almost zero down-time due to flat batteries.

#### The end of 'lost buggy syndrome'

Guest lodge buggies would often become misplaced on the 2,500 acre Skibo Castle estate. With DSG TAGs now fitted, every cart can be instantly located by GPS from a single control screen in the office.



#### Improved insurance and health & safety concerns

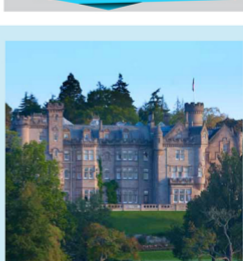
Guest carts can no longer stray onto main roads, keeping guests safe and improving insurance.

“Knowing that guest carts cannot now get onto main roads has been very useful. It is simply not a worry any more.”  
Simon Bath, General Manager

#### Improved buggy allocation

Although guest lodge buggies at Skibo Castle are numbered and allocated, guests will often drive away in each other's buggies. Previously this led to a degree of confusion among guests, but with TAGs in place it is now less of a problem. Thanks to the DSG TAG's tracking capabilities, there is always a buggy available close by if a guest needs one.

“This has been a real bonus. With the DSG TAG system we can always locate a spare buggy, even if somebody has driven off in the wrong one.”  
Simon Bath, General Manager



#### Improved efficiency and more time to spend on the little details

Carnegie Club guests enjoy a very high level of service during their stay at the luxurious Skibo Castle and its lodges. Now that the estate has switched to electric carts with TAGs fitted, the transport team spends far less time on maintenance and cart recovery, leaving them more time to focus on those little details which make the Skibo Castle experience stand out memorably.

### IN SUMMARY

“I'm very glad that we committed to DSG TAG. It has had a positive effect on our running costs, and has made staff more aware on both vehicle usage levels, and on the manner in which they were being used. We are now a much slicker operation as regards our guest lodge buggies: allocating them to the correct lodges is now far less of a constant process. Also, with DSG TAGs now in place on our staff vehicle fleet we are all learning to manage fuel costs more efficiently. Our staff have a better appreciation of what it means to have a company vehicle.”  
Simon Bath, General Manager



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