GEOTAB | SUCCESS STORIES

# 50 acquisitions. 2,200 vehicles. One data-led fleet.

## The challenge: a fast-growing group needed a platform that could scale with it

The Nurture Group is one of the UK's largest commercial landscaping and grounds maintenance providers, operating nationwide across corporate, public and residential contracts through five operating brands: Nurture Landscapes, Tivoli, Gavin Jones, Nurture Pest Control and Gristwood & Toms. Its fleet of 2,150 light commercial vehicles and 50 heavy goods vehicles services thousands of sites daily.

As the business grew through 50 acquisitions, it inherited a mixture of different telematics systems across the group. To drive operational efficiency and govern the fleet as a whole, a single, unified view of its fleet data was required.

> We need a telematics platform that can keep up with where the business is heading, not just where it's been. Geotab provides the data quality and scalability we're looking for, with a setup that is simpler and a cost model that works for a fleet our size.
>
> **— Nick Hills, Chief Operating Officer, The Nurture Group**



## Customer Profile

**Customer name:**

The Nurture Group
(Nurture Landscapes, Tivoli,
Gavin Jones, Nurture Pest Control,
Gristwood & Toms)

**Industry:**

Commercial landscaping,
grounds maintenance, arboriculture
and winter gritting

**Based in:**

United Kingdom

**Fleet size:**

2,200 vehicles (2,150 light commercial vehicles, 50 heavy goods vehicles)

**Fleet focus:**

Fuel Management, Fleet Safety

# The solution: one platform, five brands, 2,200 vehicles

The Nurture Group deployed Geotab GO devices and the MyGeotab platform across its fleet, with installation beginning in March 2026 and continuing in phases across the group's depots nationwide.



**Unified visibility across five brands:** The Nurture Group has a consistent view across Nurture Landscapes, Tivoli, Gavin Jones, Nurture Pest Control and Gristwood & Toms. This supports better fleet-wide utilisation management and more data-led decisions across the business.



**Near real-time data:** Vehicle location, trip data, driver behaviour and engine diagnostics are available through one unified dashboard, helping inform utilisation management, identify optimisation opportunities and support more data-led decisions across the fleet.



**Plug-and-play installation:** The rollout covered a nationwide fleet operating from multiple depots. Vehicles not based at depots needed to be brought in for installation without disrupting service delivery.

> The logistics of a fleet that's distributed across every corner of the country was the main challenge. Not all of our fleet is based at depots, so vehicles needed to be brought in for installation without too much disruption to service delivery.
>
> **— Jonathan Fraser, National Operations Director for Greenspace, The Nurture Group**



**Vehicle and EV strategy:** Fleet data is helping inform The Nurture Group's electrification plans.

Fleet refresh programme: The Nurture Group is progressing towards a 300-vehicle programme to support refreshing its fleet.

EV and ESG roadmap: Real-world fleet data is helping identify suitable electrification opportunities and support informed decisions within Nurture's EV and ESG roadmap, while supply chain partners such as Northgate can support the identification of EV-eligible vehicles through its Drive to Zero programme.

EV transition: The ongoing transition from ICE to EV vehicles includes an in-life contract change agreed at no additional cost.

**Strategic planning:** Beyond day-to-day fleet management, the data is supporting longer-term decisions around fleet transformation, sustainability, replacement cycles, operational effi ciency and future growth.

**AI-driven geofencing:** The Nurture Group uses the Geotab Model Context Protocol (MCP) Connector, which links live MyGeotab fleet data to AI tools, with the AI assistant Claude to manage 20,000 geofences (virtual boundaries around client sites) automatically. By cross-referencing time-on-site, incident and risk data, it helps target driver coaching and client service delivery levels.

> A fleet of 2,200 vehicles represents a significant responsibility for the business. Access to accurate, reliable fleet data allows us to make smarter vehicle replacement decisions, optimise our fleet refresh programme and maximise the value we achieve from our fleet.
>
> **— Mohib Iqbal, Group Fleet Manager, The Nurture Group**




## The results

### Fleet visibility at scale

The platform has captured 4.8 million miles, 213,349 engine hours and 724,319 litres of fuel across the 1,492 vehicles reporting data during the 1 January to 31 August 2026 analysis period. This gives the operations team a consistent view of fleet activity across a phased rollout covering 2,200 vehicles.

> From an operational perspective, we're now able to see where our vans are and how long they're spending on client sites. Our drivers use their vans to get to and from sites, so we're now able to effectively respond if there's a complaint or collision, through the data.
>
> **— Jonathan Fraser, National Operations Director for Greenspace, The Nurture Group**

### Measured behaviour trends

The Nurture Group's fleet is running more efficiently and more safely as it scales. Between April and September 2026 the connected fleet grew from 200 to 1,482 vehicles. Since mid-year, the average vehicle has recorded fewer idling events and less harsh braking and acceleration. Looking at it in more detail, these are the numbers:

**Idling:** Geotab's engine-speed-based idling rule recorded 27.4% fewer events per active vehicle, from 29.77 in June to 21.62 in September 2026.

**Harsh braking and acceleration:** from July to September 2026, harsh braking per vehicle is down 15.1% and harsh acceleration per vehicle is down 28.3%.

### Safety and operational action

Geotab data is supporting the Nurture Group's "Home Safe Every Day" initiative by helping identify high-risk driving behaviours and target coaching and training interventions.

**E-learning:** around 130 colleagues are currently completing e-learning programmes.

**Power BI reporting:** providing managers with greater visibility of behaviours requiring support, helping improve driver safety and reduce risk across the fleet.

## In their own words

Fleet data is now at the heart of how we manage and transform our fleet. Geotab has provided the insights needed to move from reactive decision-making to a more proactive and strategic approach, supporting driver safety, operational performance, fleet standardisation and informed decision-making across our wider fleet transformation and EV journey.

**— Jonathan Fraser, National Operations Director for Greenspace, The Nurture Group**

Discover how fleet management technology can improve your business: Visit **www.geotab.com/uk**

GEOTAB®

© 2026 Geotab Inc. All rights reserved. Geotab, Geotab GO and the Geotab logo are registered trademarks of Geotab Inc. All other logos and trademarks are the property of their respective copyright owners.