

Simplicity - Service - Savings



**REDUCTION IN
ENERGY SPEND**

THE BRIEF

Horsham Golf Club is one of the most popular golfing destinations in West Sussex – boasting 18 holes at its Oak Course and nine holes around the First Course, as well as one of the leading practice facilities in the region, with an 18-bay, heated, floodlit driving range, a short game area and putting greens. There is also a team of friendly and dedicated coaches on site. The club also offers a cluster of additional facilities to its members, including a gym, pro shop, and restaurant.

Golf club operator, Neil Burke, says: “Our energy costs had essentially quadrupled since we bought the business in 2003, becoming a major overhead. We knew we needed to be proactive in finding the most relevant providers for our gas, electricity, and water, but that was easier said than done; searching the market for the best deal was hugely complicated and time-consuming.”

OUR ACTIVITY

Smarter Business reviewed and audited Horsham’s existing energy contracts. In doing so, Neil says he is confident that his energy costs are as competitive as they can be. “Smarter Business are really clued up when it comes to what is going on in the energy market and when and where the price hikes are going to come. It’s knowledge I simply don’t have and I just don’t have the time to do this type of review.”

Smarter Business offers a full energy management strategy for improved profitability and competitiveness. Official partner to the PGA, advice is predicated on a meaningful understanding of the golf industry. On our advice, Neil and his team also saved money by replacing standard lights with LED lights in the public areas and avoiding using their expensive storage heaters when they can. We further managed the necessary VAT reduction administration on behalf of the course, aligning contract dates with both new suppliers to remove complexity from utilities management. Our team completed the project by offering energy saving advice and installing Dataview, our energy analytics platform, so they can monitor daily consumption and receive a free monthly energy report.





As responsible businesses, we want our golf clubs to use all energy efficiently and reducing the use of energy also reduces cost. Smarter Business offered a comprehensive service and, as experts in our industry, I was confident we were in good hands. Now we are working with them on a comprehensive audit and hope that, once it's completed, we will have a detailed review of our energy use allowing us to save even more money.

- *Neil Burke, Golf Club Operator, Horsham Golf Club*



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THE OUTCOME

The golf club's latest energy review in January 2018 resulted in a significant 20% saving on their current energy bills. This is money that can now be invested elsewhere in the business. The savings afforded through the implementation of small energy-saving tactics have allowed them to invest in a new heating/cooling air conditioning unit for the bar at Horsham Park. "With third-party (non-commodity and industry charges) generally set to rise in the coming years, suppliers will, of course, pass these increases on to customers," says Smarter Business's Charlotte Dennis. "Therefore, it makes business sense to make sure you have an impartial third party like Smarter Business to manage your energy contracts for you."

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