

Simplicity - Service - Savings

£250,000
saved

THE BRIEF

Supercity is a rapidly-growing, multi-award-winning chain of luxury serviced hotels with locations in London, Manchester, and Brighton. The chain has more than 150 meters over three sites and a spend in excess of £1 million a year on energy contracts.

At the time of partnering with Smarter Business, Supercity had just been rolled over (without their knowledge or any communication from their old supplier) and were on expensive out-of-contract rates.

Ryan Mason is the financial director at Supercity and is responsible for all of the Aparthotels' energy contracts in the UK. Prior to working with Smarter Business, he found himself managing a range of contracts with different start and end dates across different suppliers – an unnecessarily time-consuming task in the energy-intensive hotel industry.

Mason said: "We have over 150 rooms, as well as kitchens and restaurants, each needing heating, lighting, and refrigeration. Energy is a big expense in our business and we had multiple contracts with various suppliers. We needed to get better electricity and gas rates and make savings while retendering the contracts."

OUR ACTIVITY

With expertise covering large, multi-site, energy-intensive clients, Smarter Business devised an effective energy strategy to fit in with Supercity's existing infrastructure and expansion plans.

In plotting the best course of action for Supercity, we looked at their operations holistically to best advise them on their energy strategy and took the reins to offer a value-added comprehensive energy service. Offering a seamless customer journey, tailored advice, and support, we were able to negotiate and secure savings through retendering in line with Supercity's aims in terms of its money-saving strategy.

We also implemented a half-hourly energy meter service, which eliminates the need for manual readings and results in an extremely accurate and up-to-date business energy bill.

We now support the group's rapid expansion plans by provisioning gas and electricity for new Supercity sites.





Through Smarter Business, we could make a £250,000 saving straight away by switching with them. Subsequently, they have been extremely helpful. Anyone would have struggled to achieve these savings without them.

They did everything. I previously had to do everything myself when tendering an energy contract, but they took the whole thing on and handled all aspects of it. Their communication was brilliant, and everything was done effortlessly. It was just so easy. As a business, it saved us valuable time. They are highly rated from my perspective. I've been really impressed by the way they've provided a detailed breakdown of the offers that were available to us. I would highly recommend their services.

- **Ryan Mason**, Financial Director, Supercity Hotels



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THE OUTCOME

Supercity now operates on a streamlined system suited to their operations, saving time and resources when it comes to their energy contracts with the help of Smarter Business.

"Smarter Business helped us with electricity as well as gas. They have provided an excellent service with regards to consolidating our contract end dates which were all unaligned. Smarter Business managed to save us a significant amount of money by placing us on a five-year, fully fixed contract. The main benefit of this type of contract is that your prices are locked in for five years and are unaffected by inevitable price increases. This process has saved us a significant amount of time and effort."

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