



A Smarta Case Study

Cheltenham Town Football Club

How we identified £18,561 in
potential savings

Collaborators: **Kieran Dixon and Linton Brown**
Design and structure: **Lisa Benfield**

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Similar to many football clubs and companies, Cheltenham Town Football Club found themselves struggling with rising energy costs and inefficient energy usage across their facilities. Like many sports organisations, the club had limited knowledge of the wholesale energy markets and needed expert guidance to streamline their long-term energy costs while adopting more sustainable practices. They sought a partner to help them develop a comprehensive energy strategy to support both their current and future needs, including plans and an Electric Vehicle (EV) stadium installation and a sustainable energy strategy for their training ground. Smarta Energy was selected to provide a solution that would not only reduce costs but also align with the club's long-term vision for sustainability.



Background

Founded in 1887, Cheltenham Town Football Club, commonly known as “Robins”, is a professional football club based in Cheltenham, Gloucestershire. The club has a rich history in English football, experiencing periods of growth and success in the lower leagues. Cheltenham Town FC has steadily risen through the ranks, earning promotion to the English Football League (EFL) and currently competing in League one. The club has a loyal fan base and is deeply rooted in its local community, playing home matches at the Jonny-Rocks Stadium.

Over the years, Cheltenham Town has maintained a reputation for resilience and a commitment to progress, both on and off the pitch, focusing on long-term growth and sustainability within the sport.

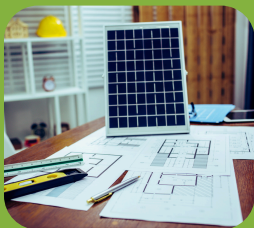
Our Innovation

At Smarta Energy, we specialise in creating customised, data-driven energy solutions that offer immediate and long-term benefits. For Cheltenham Town FC, we leveraged our turnkey approach, which included a comprehensive energy audit, detailed usage analysis, and a clear roadmap for energy efficiency and sustainability. Our innovation rests in our ability to translate the complexities of energy markets and consumption into actionable strategies tailored to the club's operational needs.

Our approach included:



Energy Audits: We conducted comprehensive in-depth site audits that evaluated the club's entire energy usage, from the stadium to the training grounds. The audit provided a granular understanding of where inefficiencies were occurring and opportunities for cost savings.



Energy Strategy and Roadmap: Based on the audit, we created a full energy strategy and solution roadmap for the club, outlining immediate steps for energy savings as well as long-term sustainability goals. This included plans for potential EV stadium installation and sustainable energy solutions for their training ground.



Brand Alignment: Cheltenham Town FC benefited from the association with the Smarta Energy brand and its values, positioning themselves as leaders in sustainability within the sports sector. The partnership demonstrated their commitment to cost-effective and eco-friendly practices, enhancing their reputation with both fans and stakeholders.

Challenges

Cheltenham Town Football Club faced several challenges when they began their journey toward energy efficiency and sustainability.



Energy Market Knowledge

Like many organisations outside of the energy sector, the club had little understanding of the wholesale energy markets, making it difficult to negotiate competitive energy contracts or plan for long-term cost control.



Rising Costs

Energy prices were steadily increasing, and the club was struggling to manage the financial burden. They needed an efficient, cost-effective solution to reduce immediate energy costs while ensuring long-term sustainability.



Future Growth

With plans for future projects, such as EV stadium installation and sustainable energy systems for the training ground, Cheltenham needed a roadmap that would allow for scalability and adaptability as their energy needs evolved.

Smarta Energy's approach was to provide a fully customised energy solution that addressed both Cheltenham's current energy challenges and their future sustainability goals.



Detailed Energy Audits:

The energy audit we conducted provided invaluable insights into the club's energy consumption patterns. By analysing energy usage across all areas of the football club, we identified inefficiencies in lighting, HVAC, and other operational systems. This enabled us to propose specific actionable improvements.

Comprehensive Energy Strategy:

We presented Cheltenham Town FC with a full energy strategy that laid out immediate actions for reducing energy consumption and costs. This strategy also included a roadmap for future energy projects, such as the EV stadium installation, ensuring that their plans for sustainable growth were achievable.

No-Contract Procurement Assistance:

We advised the club on Renewable Rewards, our interest free funding framework that gave them cost-saving opportunities without tying them into procurement contracts. This allowed them to benefit from our expertise without the pressure of long-term commitments, while still enjoying significant cost savings.

Future-proof Solutions:

Our roadmap included plans for future sustainability initiatives such as installing EV charging stations at the stadium and implementing energy-efficient systems at the training ground. These initiatives align with the club's long-term vision and will further enhance their sustainability profile.

Immediate cost savings:

The club saw a 10% reduction in energy consumption within the first three months, resulting in substantial costs savings. The savings amounted to £18,561, which they reinvested into submetering solutions to future improve their energy efficiency.

Improved Energy Efficiency:

The detailed energy audit and subsequent efficiency measures allowed the club to streamline its energy usage across all facilities, from the stadium to the training ground. This has resulted in optimised energy flow and a more predictable energy cost structure.

Brand Alignment:

Through their association with Smarta Energy, Cheltenham Town FC has strengthened its brand as a leader in sustainability within the sports industry. Fans and stakeholders alike recognise the club's commitment to reducing its environmental impact while achieving financial sustainability.

Future Sustainability Goals:

The club is now well-positioned to pursue its long-term goals, including the EV stadium installation projects and sustainable energy strategies for their training grounds. Smarta Energy's roadmap ensures that these initiatives will be cost-effective and scalable as the club continues to grow.



By partnering with Smarta Energy, Cheltenham Town FC has not only achieved significant cost savings and improved energy efficiency, but they have also laid the foundation for long-term sustainability. With a comprehensive energy strategy in place, the club is set to become a leader in sustainable practices within the sports sector, benefitting both their bottom line and the environment.

Client Feedback

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“Working with Smarta Energy has been a game changer for us. In just the last 3 months, they’ve helped us reduce our energy consumption by 10%, which has translated into significant cost savings. One of the things we appreciated most is that they didn’t just install some metering solutions and leave it at that - they really went above and beyond. They hosted two energy efficiency workshops for our team, empowering us with the knowledge and tools we needed to make smarter energy choices on a day-to-day basis.”

“Kieran (Smarta Energy, Managing Director) event introduced us to their Renewable Rewards framework that have driven down our energy costs, and the best part is, they did this without locking us into a procurement contract. Instead, they put us into their framework, which saved us £54,000 that we are now able to reinvest in submetering solutions to further improve our energy efficiency.”

“In industries like ours, where funding is always tight, these savings are invaluable. It is rare to find a company that is genuinely invested in your success without expecting anything in return. Smarta Energy doesn’t make a penny from the renewable rewards work they’ve done with us - their focus is entirely on helping us improve our energy usage and sustainability. Their professionalism, transparency, and expertise have been a breath of fresh air, and we couldn’t recommend them highly enough.”

John Duffy
Cheltenham Town Football Club



Case Study 2024

The Smarta Way to Energy Management