

# Carbon Management Programme

Customer Case Study

Gala Coral Group



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An integrated approach to reducing your carbon footprint

## Client Overview



The Gala Coral Group is a leading UK gaming and betting organisation with businesses in the UK and overseas. The group consists of Gala Casinos, Gala Bingo, Coral licensed betting offices and these physical assets are complemented by an extensive E-Commerce operation, and a growing international presence.

Gala Coral Group have to manage the energy requirements of a large, highly varied estate which due to its nature is also highly visible.

The fact that Gala Coral Group's services are provided directly to the public offers a range of additional issues. Locations have to be heated and lit no matter how many customers arrive and much of the estate operates around the clock.

## Building a Carbon Management Strategy

For an organisation with a highly public profile like the Gala Coral Group there are a range of drivers behind the move to carbon management.

Gala Coral Group are an ethical operator. Corporate Responsibility is a central theme within the business. Gala Coral Group like all serious organisations are increasingly concerned about their Carbon Footprint and their wider environmental impact.

In addition to the carbon question, it makes good sense to reduce the impact of energy costs on the business. Gala Coral Group recognise both issues as significant to the business. In addition to this, with increasing regulation and the Carbon Reduction Commitment the Gala Coral Group intention is to be the leader in their sector, demonstrated by our performance in the CRC scheme.

The Carbon Management Strategy was founded on an initiative proposed by the Energy Manager

and sponsored by the CEO, Performance Director and supported by the Facilities Manager and the Corporate Responsibility Manager. This resulted in the Gala Coral Group entering into a partnership with the Carbon Trust and Inenco as part of the Carbon Management Programme.

The initiative set out to reduce consumption by 3% year on year over a four year period.

The initiative began with the formulation of an energy policy and then rolled into an extensive set of surveys across a representative sample of the different types of properties within the estate.

Meanwhile, Gala Coral Group mobilised a set of internal communications to support the initiative. Energy champions were also appointed at a regional level. Energy reduction opportunities were reviewed, recommendations made, advice issued to the business and the Energy Champions tasked with helping deliver the reductions.

## Opportunities Identified

Twenty six energy surveys were conducted. These were based on a Specific Energy Consumption categorisation of the Gala Coral Group estate. This allowed the results of these surveys, being a representative sample, to be extrapolated and provide an insight in to the entire estate.

The results of the survey work were reviewed by a joint team set up between Gala Coral Group, Inenco and the Carbon Trust. Three categories of improvements were identified. These were also sub divided into the following categories, No Cost, Low Cost (payback within 24 months) and Capital (payback of 24 months plus)

- Rationalisation - Changing the behaviour of the individuals within the business, encouraging and developing the cultural change which will deliver energy reductions. At the same time ensuring changes do not impact on the operational requirements of the business.
- Control - Bringing more of the consumption under automated control and reviewing the parameters to ensure that maximum efficiency is delivered.
- Equipment Efficiency - Critical equipment upgrades or replacements to deliver maximum improvements.

Gala Coral Group undertook pilot studies to prove there were saving and environmental benefits. To date, all of the pilot projects have delivered a return and are progressing to full implementation.



## Outcomes delivered

Gala Coral Group's energy spend at the commencement of the programme was £17.4M at 2005/06 prices.

Although initially the KPI's were based on energy reduction these have now been amended to include carbon reduction.

The initiative identified a baseline carbon emissions of 95,000 tonnes. Cost savings of £3.3m and a reduction of 23,000 tonnes of carbon.

To date Gala Coral Group have realised savings of 4% on their energy use through the implementation of low cost and no cost opportunities. This represents a direct saving of £0.5M per annum.

At the same time Gala Coral Group is now clearly focusing on the requirements that the Carbon Reduction Commitment will place on the operation of the business as well as the requirements for the new Display Energy Certificates.

## Why choose Inenco?

“With the help of Inenco we have made excellent progress in reducing both our energy consumption and carbon emissions.

As an ethical operator we are keen to demonstrate our commitment to the environment and as a business to reducing our energy consumption and costs.

Inenco’s expertise, through our partnership in Carbon Management Programme, helped us to identify, quantify and implement energy and carbon reduction measures across the whole business.

Going forward they are providing the expertise and support to help administer our CRC scheme.”

**Glenn Downes, Gala Coral Group, Energy & Electrical Services Manager.**

Some of our customers



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## Getting in touch with Inenco

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understanding energy