

Case Study #05

Voltage Power Optimisation (VPO)[®]



An engineering solution for a multi-site estate

Why it is interesting: This case study demonstrates how industry-leading engineering can help with the fast, efficient and safe implementation of an energy saving solution. The installation process can determine the success of any energy efficiency project. The **powerPerfector** solution offers the security of VPO but also first class engineering and project management.

Marston's Inns & Taverns

Annual Savings*

kWh:	648,784
CO ₂ kg:	352,940
£:	52,257
Av % saving:	9.3
NOx kg:	735

*data for 25 sites

Don't take our word for it...

"Marston's Inns & Taverns opted for **powerPerfector** above other technologies after a successful trial of two sites in 2010 which saw savings in excess of 9%.

Andy Kershaw
Facilities Manager



Further information

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Marston's is the leading independent brewing and pub retailing business in the UK. With around 500 managed pubs and 1650 tenanted pubs, the estate consumes a significant amount of energy. The business has a growing focus on

energy efficiency in order to meet carbon emissions targets and drive down the operational costs associated with electricity and energy prices. To meet these challenges Marston's has taken a proactive approach:

"We will continuously assess our performance both internally and externally, using independent experts on whose recommendations we will act wherever possible. It is our aim to be amongst the best performers in order to protect the environment as far as possible. We will also pursue this goal as a means of managing costs and improving profitability."

Ralph Findlay, CEO,
2011 Energy and Carbon Management Report

Marston's first trialled two **powerPerfector** units in 2010. After exceeding the predicted savings VPO has been rapidly installed at 20 suitable sites across the managed pub estate. The programme is saving 353 tonnes of CO₂ annually and has helped the business earn the Carbon Trust Standard. Importantly the programme was delivered without affecting the day-to-day operation of the business. The adoption of new technologies on a large scale can often be problematic as there are usually learning curves or teething problems associated with it. As the size and scope of a project increases so do potential overruns in time or cost. These problems can cause projects and programmes to lose direction, lose value or even cause them to be cancelled altogether.



The importance of procuring a solution that properly manages implementation cannot be overstated. By choosing to adopt VPO, Marston's was assured of engineering excellence.

Dedicated project managers

PRINCE2 project management and engineering expertise is what sets **powerPerfactor** apart. As part of our solution we provide our clients with a dedicated project manager who has the support of our extensive engineering department. All our project managers are qualified PRINCE2 practitioners. They are regionally assigned, so have local knowledge of suppliers, contractors and the local electricity boards, helping ensure a smooth delivery. Whether a client is looking to install a single unit or to roll out a programme of installations they will receive the same care and attention and can feel sure that they are in safe hands. For Marston's the evaluation and validation of 20 suitable sites following the trial was completed within two weeks, showing the speed and capacity of the project team.

Our team of regional field engineers act as project quality assurance and provide internal engineering oversight.

Andy Kershaw, Facilities Manager at Marston's, said: *"Throughout the initial trial period and the subsequent roll-out programme **powerPerfactor** continued to over deliver, and the expert project management ensured effective communication at all times with minimum disruption to sites, giving us a full turn-key project solution along with some fantastic energy savings."*

Quality engineering solution

A vital part of our solution is our network of installation partners. These are external electrical contracting companies who must attain strict qualifications before they are allowed to work with **powerPerfactor**. They must be NICEIC approved, their staff must be 17th Edition qualified and they must be CHAS or SAFEcontractor certified. On top of these standards we have developed our own training and assessment which monitors and periodically updates our partners' skills.

Outsourcing the electrical engineering allows us to incorporate the best expertise in the electrical industry into our solution. Although our installation partners are normally regionally assigned, for Marston's South Eastern Electrical were selected as sole installer on the programme to ensure consistency.



Our engineering capability allows us the flexibility to find solutions to any installation while meeting tough client requirements. The project team worked with each managed pub individually to ensure that power outages were carried out early morning to minimise disruption. Where necessary bespoke VPO enclosures were built to suit the site and in several cases specialist delivery contractors were brought in.

In adopting VPO, Marston's carried out their due diligence on not only the technology but also on the implementation. Our total solution was able to install at 20 sites meeting client timelines and expectations with an engineering solution that matched the robustness and reliability of the technology.



There are a range of case studies and client testimonials available on our website, please visit www.powerperfactor.com for further information.