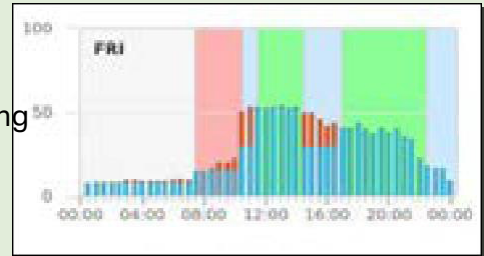


Gala Bingo

Sector: Leisure / Entertainment

Requirements: Reduce consumption on a limited budget
Services provided: Behaviour change programme with site reporting
Provider: Matthew Murphy, Energy Manager
Achievements: **£1.3m saving on energy costs** in year 1
With scheme still in operation after 10 years
Opportunity: Energy Champions driven behaviour change programme using detailed energy data



Transferable Principles

- Energy Champions bonus scheme linked to achievable calculated targets for each club based on the surveys and data analysis.
- Single page weekly report that gave the club performance against their calculated targets plus weekly reports of the performance of their region in a company league table, and a league table of their own clubs.
- From these reports two clubs that were underperforming and one that was doing well against targets would receive a call from the FD in a motivational way.

Critical Success Factors

- Getting the buy-in from the club managers and appointment of an Energy Champion for each club.

[CLICK HERE](#) for the full case study