

going green



How being eco-friendly can cut one of your business's biggest costs

Going 'green' is a hot topic for the licensed trade. Like other service-based businesses, pubs are under pressure to reduce the high volume of carbon dioxide emissions involved in catering for customers around the clock.

But for those who are already addressing the issue, the chance to reduce running costs is as good an incentive as any.

recycling

Being sustainable is already part of day-to-day operations for many licensees, whose eco-friendly efforts range from minimising 'food miles' by

fact Two thirds of your customers will be more likely to buy your products and use your services if they have a low carbon footprint. (Source: Carbon Trust)

“Saving energy can be done all around the pub, from the cellar up to the lightbulbs”

using homegrown or local produce to recycling waste products and utilising rainwater for the garden.

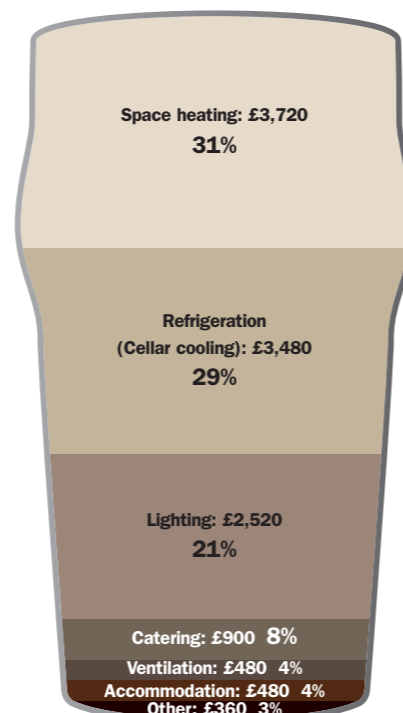
Such practices take time and some 'green schemes' are not easily accessible to all.

There is one thing, though, that all pubs can do, something that will make a big difference to the climate as well as their bottom line: avoid wasting energy.

The Carbon Trust's Hugh Jones says: "Any business truly committed to addressing climate change should first look internally at its direct emissions by, for example investing in energy efficiency."

Saving energy can be done all around the pub, from the cellar up to the light bulbs. It can be a simple case of

Typical energy usage of an Enterprise pub



Average annual energy costs:
£12,000 = about 50 tonnes of Co2

Potential savings:
8-13 tonnes of Co2 =
£1,800-£3,000 per year

switching things off when they're out of use, readjusting thermostats or longer-term actions such as installing low-energy lighting or even replacing heating or cooling systems.

Enterprise's eco-scheme

Enterprise is working with the Carbon Trust and energy consultant Ecofys on a number of carbon-cutting schemes for its licensees.

By pinpointing areas such as cellar cooling (a huge energy hotspot) low energy lighting, electric wiring and boilers/heating systems, the measures aim to reduce a typical pub's energy usage (see pint chart, left) by around 15-25%, resulting in possible savings of up to £3,000 per year.

Ian Mynett, Enterprise Inns divisional facilities manager, explained: "Some of the measures will be integrated into

our lease-work and capital investment schemes through the use of model specifications. In some cases, the Carbon Trust may be able to assist with interest-free loans, where payback periods of five years or less can be demonstrated. But much can be done at little or no cost. And all action points will be outlined in a special campaign so every pub in the estate will be able to benefit."



Cellar cooling

About 4,000 houses have already subscribed to Enterprise's cellar cooling scheme, which involves regular maintenance visits to ensure the equipment is working to its best. Many systems are also being replaced with the latest, highly efficient ECA-compliant units. To subscribe, call the property helpdesk on 0870 707 1111.

Better energy deals

Enterprise is setting up a broker scheme so that licensees will be able to make smarter choices about who supplies their energy, and how much they pay. Details of scheme will soon be available through your regional manager and the forthcoming 'green' campaign. Options for 'green' energy will also be available.

Free advice

The Carbon Trust's pub and catering arm, Hospitable Climates, can help by recommending various things you can do, that are of little or no cost, which could help you save about 20% on your utility bills.

For information and advice, visit www.hospitableclimates.co.uk or call 0208 661 4900.

To talk to the Carbon Trust about an interest-free 'energy-efficiency' loan, call 0800 085 2005.