

The business of going green

For Enterprise, their energy management strategy goes further than saving cash, helping licensees to improve their relationship with customers by making them feel good about the efforts their local is making. The strategy is there, says divisional facilities manager Linda Kibble, “to promote footfall in our pubs, drive business efficiency and enhance market perception”.

Recent initiatives have targeted cellars, heating and kitchens.

A cellar cooling replacement and maintenance programme is swapping old, inefficient units for new kit that, because of its energy efficiency, is approved for enhanced capital allowances, as well as reducing a pub’s consumption.

“We replace on average 350 to 400 cellar coolers a year in a planned programme, and have done so each year for the past six

years,” says Kibble. “Any retailer who signs up to the service will at some point have their kit replaced.

“The other benefit of the scheme is that the units are serviced twice a year. Simply cleaning them regularly means they are maintained to run at optimum efficiency.”

Licensees can also sign up for a similar scheme for heating and boilers, which has recently gone live and which aims to replace equipment at the rate of 10% a year.

“There are currently about 1,500 sites on this contract so we are looking to replace 150 boilers with energy-efficient condenser boilers and improved controls this year,” says Kibble. “Whenever we replace a boiler or heating system we now have a ‘green specification’ that we work to.”

Many Enterprise pubs are also

signed up to a scheme in which their used cooking oil is taken away and recycled for use as biofuel by Convert 2 Green.

Proper disposal of oil prevents water courses becoming polluted and the recycled oil is used for running some deliveries to pubs. In the past 12 months, 35,000 litres of used cooking oil has been recycled, saving enough energy to power 76 homes for a year.

“This is an area that’s growing quickly, and we are looking at shaping more pilots and ‘greening our specifications’ for other investments, as well as developing services for retailers to help them reduce costs through efficiency,” concludes Kibble.

Cool runnings

A new energy-saving device could slash hundreds of pounds off pub electricity bills.

Trials of InnEnergy at two Enterprise Inns tenancies are indicating a £500 annual saving at the Railway in Mirfield, West Yorkshire, and at least £160 at the Butcher’s Arms in Hepworth, near York.

InnEnergy is a timer designed

to make draught beer, cider and soft-drinks cooling systems more energy efficient. Plugging into the socket of the cooler, it shuts down the power for set periods, optimising its performance.

Dan Unwin at cellar services firm Innserve explains: “As the timers keep lines constantly cold they can also help reduce beer fobbing, as there’s no need to turn off the

coolers overnight in order to save money.”

Cost to tenants is £50 plus VAT, and the bigger the pub’s draught volume, the greater the saving.

“The timers are easy to use, which is good, because I’m not techie at all,” says Tim Bilton, licensee of the Butcher’s Arms. “You can just leave them to do their job while you do yours.”