

Peterborough United Football Club  
Case Study



Gas



Electricity



Water



LED



Staff number: 16  
Location: Peterborough  
Website: [www.theposh.com](http://www.theposh.com)

## Peterborough United Football Club Case Study

### The Company

Peterborough United Football Club is a professional league football club based in Peterborough, Cambridgeshire. Formed in 1934 when it was decided a new football team needed to be formed in order to fill the void following the collapse of Peterborough and Fletton United, two years prior. Currently competing in League One, 'The Posh' football team is based at London Road Stadium (also known as The ABAX Stadium).

### The Brief

Peterborough United found themselves working with an aging lighting system that was incurring huge maintenance costs and wasn't fit for purpose. Bulbs and tubes were constantly needing to be replaced which meant incurring additional, unnecessary costs, presenting time and cost implications that could easily be avoided. Peterborough United's electricity bills, although static, were considered by the Club to be far too high.

As well as the steep utilities costs, the football club ended up contributing a very negative impact on the environment with a sizeable carbon footprint.

They needed a solution. The Club came to The GreenCity Group because, having already installed and provided maintenance on their phone system, the Club could see the benefits of working with a local business who had already proved cost savings in other areas of their business.

### The Solution

Rob Baldacci, Group MD at GreenCity Solutions recommended a cost saving, environmentally friendly solution to Alex Harris, the Commercial Manager at the Club. Rob proposed a cost neutral LED Lighting upgrade at the ABAX Stadium and the Oundle Road training facility and explained how the new LED Lighting could be paid for by the savings in electricity spend. Beyond this, the solution provides a huge reduction in the Club's impact on the environment.

GreenCity upgraded Peterborough United's aged, traditional lighting set up with durable and long life LED Lighting system. This winning solution has a lifetime of up to 100,000 hours.

LED Lighting has cut wattage by **70%** resulting in a total instant energy cost saving of **£11,600** per year!



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### The Result

This new lighting technology has proved invaluable to Peterborough United Football Club's home ground. The ABAX Stadium, including the Club shop, offices, executive boxes, conference suites and all other areas of the club, boast enhanced and far improved light levels providing a more enjoyable customer experience. As well as this, the LED lighting has meant a remarkable two-thirds reduction in energy consumption, cutting their wattage by **70%**. The Club was rewarded with an instant electricity cost saving of a huge **£11,600** per year!

Above and beyond these money saving implications, the new lighting system means a reduction in the Club's CO2 emissions which has left the Club's mascot, 'Mr Posh' extremely happy!



Lewis Butler (L), GreenCity's Energy Consultant with Alex Harris (R), Peterborough United's Commercial Manager.

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We have been working with GreenCity for many years and have seen some significant year on year cost savings in other areas of our business as a result of a new telephone system and news lines and broadband. The installation of the new LED lighting solution was completed with minimal disruption and the savings we have seen are exactly as projected by GreenCity due to their thorough and diligent lighting survey.

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### Alex Harris

Commercial Manager at Peterborough United offers