

## NoWatt Case Study

### The Customer: Stagecoach North East

Stagecoach North East is part of the Stagecoach Group, one of the UK's largest transport operators. Stagecoach North East runs over 500 buses, carries 83 million passenger journeys per year and employs 1,600 staff across six depots in the North East of England. Environmental responsibility is a key part of Stagecoach North East's operations, for which it has received awards and accolades. But where did the journey begin?

### The Challenge

It started with a vision. Jodine Milne, Marketing Manager, and Kim Teasdale, Engineering Manager at Stagecoach North East, recognised the benefit of creating a green-led workplace. Jodine explains: "As a public transport operator, it is strategically important for us to reflect an environmental attitude throughout the organization, from our buses and depots to our office space."

Stagecoach North East set itself the challenge of building an environmentally-friendly brand. After establishing a comprehensive environmental strategy ('Ready, Steady, Green') the Stagecoach team decided to start by reducing electrical consumption in the workplace.

But a lot of its building stock was very large and old (some dating back to over a century ago) and a solution wasn't obvious. The team needed a way to monitor its efforts and measure progress against targets. How?

### The NoWatt Solution

The Stagecoach team implemented NoWatt to provide the much-needed information at the required level of detail.

NoWatt was installed at six different depots across the North East of England: Sunderland, South Shields, Hartlepool, Walkergate, Stockton and Slatyford.



Image Courtesy of Stagecoach North East

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Jodine Milne  
Marketing  
Manager  
Stagecoach  
North East

## The Results

Since implementing NoWatt, Stagecoach North East has cut back on waste and saved money. "We have reduced electricity expenditure across all six depots by ten percent," confirms Jodine, "with consumption at some of the older depots, such as Stockton, dropping by up to 20 percent!"

The Stagecoach North East team can now analyse consumption across depots and review the success of its energy saving programs. "It's extremely useful to compare the results across the different depots," explains Jodine, "and we are now able to do year on year comparisons, too, since the system has been installed for over a year."

Stagecoach North East also uses NoWatt to calculate the return on its investments. After replacing an old heating system at Sunderland, for instance, NoWatt provided the Stagecoach team with the new system's detailed consumption information and the associated return on investment.

## The Benefits

With NoWatt, Jodine has been able to demonstrate the benefits of energy strategies and this success has attracted the interest of the Stagecoach Group, for whom green practice is high on the agenda.

Critically, Jodine got the support of the North East team on environmental programs. "Driving culture change is hard to achieve. People sometimes think environmental policy is a fluffy marketing tool, but NoWatt gives people hard stats - a tangible way to see the impact of energy reduction strategies."

Jodine now plans to exploit new NoWatt features: alerts, which help to highlight anomalies in energy consumption, and enhanced reporting. "I would definitely recommend NoWatt," confirms Jodine, "it has helped us to clearly measure the success of our environmental programs; I don't think we would have got as far as quickly without the information from the NoWatt system."

Stagecoach North East has made strong progress in driving its environmental policies, but for Jodine the journey has just begun. "At Stagecoach North East we are whole-heartedly committed to furthering our environmental practices and encouraging a green message for public transport that lasts."

NoWatt is proud to be on board.

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## BENEFITS

Reduce energy consumption and save money in the first year

Use NoWatt's hard stats to drive culture change for environmental responsibility

Compare impact of energy reduction strategies across different sites

Reduce energy consumption and save money with NoWatt in the first year