



CLEOBURY MORTIMER GOLF CLUB CASE STUDY WEST MIDLANDS

Cleobury Mortimer Golf Club is found on the Shropshire and Worcestershire border. It has 27 holes split into three 9's named the Deer Park, Badgers Sett and Foxes Run and is surrounded by scenic rural views. Founded in 1993 by Robert and Graham Pain and designed with Ray Baldwin, Cleobury Mortimer Golf Club is the perfect venue to host many events including the Worcestershire Open Pro AM and some of the biggest charity golf days in the West Midlands. The course continues to improve year on year, their website states it *"provides just about everything to satisfy the modern day golfer, their families and their friends."*

The Clubhouse bears all the facilities that a traditional club has to offer including a bar, dining area and conservatory. Set in 200 acres of countryside with views of the Wyre Forest, the Wyre Suite Function Room can cater for Weddings, Exhibitions, Conferences and more. Additionally there are four 4 star self catering lodges available to rent that offer living and dining space with a comfortable, contemporary finish throughout.

The lodges sit next to the course and have views of the loch and course creating the perfect relaxing spot after a day of golf or visiting one of the many local attractions.

How did you hear about Genius Hub?

Genius Hub presented their zoned heating system at the Business Energy Efficiency Programme Conference in March this year.

Why smart heating controls?

The harsh winter that just past has cost considerably more than could have been expected for the golf club. A quarter of the usual annual spend was spent in one month. This cost left the company vulnerable. It led to them having the tank and boiler pressure tested as concerns arose that there may actually be a gas leak which was not the case.

One of the owners, Graham told us: *"We thought that we'd get the rest of the year from the last fill of LPG and then it ended up only lasting a month!"* They needed to keep guests happy but had no control in doing this.

Cleobury Mortimer Golf Club already have Biomass and other energy efficiency measures like solar thermal for the showers and increased insulation. They wanted to further improve their Green Credentials and decided that tackling the increased cost of the LPG was an opportunity to combine both.

Furthermore, the lodges are situated away from the main building and were either too hot or too cold. Staff would walk to the lodges to adjust the heating manually which itself is not efficient so adding state of the art zoned heating control ticked all of the boxes.

Was there anything to be concerned about?

Genius Hub offered the flexible control that Cleobury Mortimer Golf Club wanted and it was simple to use. Each of the 4 lodges is identical but they needed to control them individually and collectively. They thought that getting one system to cover all would be impossible.

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"Businesses need to have control over their overheads" we were told by Graham, "this was difficult and the company feels that it is defenceless against the rising price of LPG." Bing in a rural area they were limited to certain suppliers and were particularly vulnerable to getting deliveries of LPG in adverse weather conditions. Graham explains that "Freezing temperatures meant the delivery may not even arrive when we need it." They needed to reduce the number of deliveries required to reduce this issue and become less susceptible to price hikes.

Why Genius Hub?

Graham told us, "he felt that Genius Hub was a technological system that offered all the flexibility we needed." Genius Hub offered a room-by-room heating control with fixed wireless repeaters to ensure the connection is rock-solid and it is controlled by a simple app. Graham adds "Genius Hub were a local company with local installers and salesmen, which was important to us."

What were their first impressions of Genius Hub?

Installation of the Genius Hub system was completed within one day. It was done as part of a normal room turn around causing no disruption to guests. Time and care is taken to carry out a free survey and to understand the needs and requirements of the business. The system is designed to provide a specifically tailored solution.

Graham tells us, "Installation was very smooth and well explained by the salesman." he continues "We were only interested in someone who was willing to come by and see the buildings and survey them. Some other companies tried to quote over the phone and that simply wouldn't work for our individual requirements."

Can Genius Hub cut their heating bills?

Genius Hub can offer at least 30% energy savings, but it all depends how it's used. Genius Hub can provide independent verification of these savings if required.

Have the lodges benefited in any other way?

The lodges have underfloor heating. As a result of guests not understanding it, they increase the temperature to max resulting in the lodge becoming overheated after a few hours, creating spikes in the temperature.

Windows would then be opened to cool the lodge back down. Graham said, "Now they can boost the system from the Genius Hub thermostat in the lodge and after 3 hours it will automatically go back to the settings that we set at reception." Graham concludes, "this is so much better than what we had before, where all of that money that we'd spent on heating was far too often going straight out of the window!"

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