

Stark

THE JOCKEY CLUB
CHELTENHAM

The Jockey Club clears energy saving hurdles with Stark

Success in Sustainability

The Jockey Club have a strong history of sustainability. Partnering with Stark for gas & electricity across their sites since 2011, they have the insight needed to implement energy reduction strategies with ease.

10%
target set in
2011

17%
reduction in
2012

25%
reduction in
2019

In 2011 The Jockey Club set a target of 10% energy reduction. By using Stark data and analytics, they easily surpassed this. Then in 2019 a new ambitious target of 25% was realised which became their new baseline for energy strategies.

An Energy Reduction Culture

From regular Sustainability Board meetings to their army of Green Champions, The Jockey Club have established a holistic & pro-active approach to energy saving, with Stark at the heart of it all.



“

Just by measuring and viewing data on Stark you automatically see how to improve. Look at the data as often as possible. The more detail you look at, the better.”

Kirstin McEvoy, Sustainability & Corporate Social Values Manager

54

People registered on
Stark ID

54

Electricity
Supplies

31

Gas meters
online



“

With increasing energy costs, the focus on data and monitoring is more important than ever. We know this, so implementing KPIs around effective best practice, with sites recognised for their efforts, is a priority. We need Stark to achieve this.”

Ian Renton, Managing Director of The Jockey Club West Region

Roadshows

A sustainable mindset is further engrained through the use of roadshows, where Board level Sustainability professionals travel to regions and directly engage with the teams on site.

Sustainability training on Stark ID is given to new starters & features in their handbook – giving The Jockey Club a solid core of energy saving tools & motivation.

Green Champions

As an event organisation, with no core opening hours, the Green Champions are a vital connection to implementing reduction strategies. Using Stark’s dashboard and reports allow the Champions to quickly check ‘switch offs’ post-events, see energy waste and take action.

“

The more people involved on the ground, engaged and implementing energy best practices the better.”

”

Kirstin McEvoy

Stark’s Essential Support towards Net Zero

Stark’s passion for customers to succeed gives The Jockey Club all the network, metering, data and analytics needed to develop a coherent cost and carbon reduction strategy.

With dedicated account management, project co-ordinators and product specialists, expertise is spread across the business, and available to The Jockey Club, who with Stark, have laid solid foundations for their Net Zero Journey.

