

European Union
European Regional
Development Fund

A LOCASE CASE STUDY SUCCESS STORY



THE PROJECT

Cycles UK Ltd supplies bicycles to individuals and businesses as a carbon friendly alternative mode of transport, as well as for recreation purposes. They are also active in seeking out local businesses to take up their version of the governments 'Cycle to Work' scheme.

The project had several major, key elements. Apart from combining under one roof the company head office in Rayleigh with the warehouse and store/showroom based in Basildon. The new premises, close to businesses in the Basildon area, would need to work as efficiently as possible, and energy savings were identified as an important aim given their green credentials.

The other key elements included the installation of new energy efficient lighting, new cost effective air conditioning along with moving and reinstalling IT equipment and the telephone system, as well as the installation of new racking for the warehouse operation.

THE PROCESS

Discovering the LoCASE project via their Business Consultant who recommended the LoCASE project to them, James Hazell, Financial Controller at **Cycles UK Ltd** moved the project into top gear after contacting the team and arranging a visit by one of the teams Energy Advisors. Once the assessment was made, the completed application forms were submitted along with the required quotes for the refurbishment work and the new lighting & heating etc. Approval swiftly followed and **Cycles UK Ltd** was able to get the project underway!

THE OUTCOME

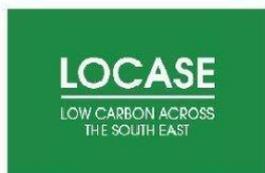
The result was the combining of the **Cycles UK Ltd** operation, from its showroom in Basildon and its head office in Rayleigh, to a new base of operations in the Basildon area, close to local businesses and ideal for those companies interested in the 'Cycle To Work' scheme!

This move from multiple sites has resulted in tangible operational efficiencies, which can be measured since the rationalisation & implementation of the new systems during monitoring. The LED lighting system was installed, replacing the mix of halogen and fluorescent fittings that existed previously. The air conditioning was installed resulting in a modern, flexible heating and cooling system that complements the needs of the new showroom and offices.

The LoCASE grant of £10,000 effectively reduced the cost of the move, and also allowed **Cycles UK Ltd** to further invest in developing their 'Cycle to Work' website. Part of the website development involved making the scheme available to other retailers, potentially expanding their customer base and resulting in an even larger carbon footprint reduction.

The LoCASE project is part funded by the European Regional Development Fund (ERDF) and aims to support SMEs across the South East Local Enterprise Partnership (SELEP) region to lower their carbon emissions and improve their energy efficiency through targeted business support and grants.

For further information and contact details, please visit the LoCASE project at www.locase.co.uk.



European Union
European Regional
Development Fund