



## CASE STUDY: LOWER ENERGY CONSULTANCY LTD

### BACKGROUND

Low Energy Consultancy was established in 2011 and forms part of the Briggs & Forrester Group of companies. LEC head office is based centrally in Northamptonshire with regional coverage across the UK including London, Nottingham and Warrington this enables us to offer a nationwide offering. LEC's energy assessors are predominantly from an architectural or M & E background which enables LEC to offer solutions and advice with consideration of the impacts on site prior to suggesting.



### SELF – ASSESSMENT & ACTION PLAN

LEC have completed corporate assessments and have encouraged their personnel to complete individual assessments. LEC completed their corporate assessment with input from their managing director, technical director and business development manager in order to gain a business response as a whole. LEC found the self assessment process very enlightening, highlighting the areas of the business that could improve and develop. The tailored action plan provided focus and opportunity to improve knowledge where needed. Encouraging their personnel to complete individual assessments has been great for LEC as they have been able to guide personnel to specific training needs with resources and CPD opportunities made available by the school. This enables LEC to incorporate resources and CPD opportunities into annual appraisals and personal development plans.

*“The action plans have assisted us to improve our client appeal, we also have the ability to add value to our internal business offering and can enhance our knowledge as a business and individually to provide a fully knowledgeable understanding of all ‘things sustainability’ even that outside of our primary offering. Already we have begun small changes in the way we demonstrate our sustainable business measures as well as our environmental impact. We are now engaging with our own supply chain as a group to ask them to consider lowering plastic, paper and cardboard use for their packaging” –Nicola Scott – Commercial Manager*

### BENEFITS

- **Enhanced Reputation** – As a result of joining the School LEC have found that their reputation is enhanced due to their willingness to continually improve as part of the school.
- **Improved Customer Relationships** - LEC have found that as a result of joining the school their focus on their internal sustainability has increased which has helped to boost their service to their clients
- **Networking Opportunities** – LEC have experienced various networking opportunities with interested parties at the School events which has been of great benefit.
- **Understanding client’s requirements** – Involvement with the School has enabled LEC to gain insight of their clients goals , aspirations and targets associated with the school

### PR & COMMS OPPORTUNITIES

LEC have promoted their involvement with the School both to their client and group stakeholders ensuring that benefits are vocalised and encouraging adoption of use throughout all of their divisions. Most of LEC clients are part of the school whether this be as silver or gold members or partners and ambassadors.

Each stage of their membership levels has been publicised on social media platforms as well as attendance at SCSS events and training sessions – this has always been well received, LEC also ensure they actively include cross platform tagging with the school so that the exposure is mutually beneficial and the school is marketed in addition to themselves.



### THE FUTURE

- LEC believe it would be good for the school to encourage interaction with the government representatives and provide insight to government targets and aspirations. A suggestion would be the Department of Business, Energy and Industrial Strategy with discussions on energy policy changes and steering group involvement particularly with regards to the London Plan.