



Client: Clarice House  
 Type of Business: Hotel  
 Savings Achieved: £14,000+

## Auditel lowers utility costs and increases profits for Clarice House



Stuart King, Managing Director for Clarice House in Bury St Edmunds, first engaged the services of Auditel Consultants Stephen and John Heathcock in January 2002.

### Profile:

Founded in 1995 and based in East Anglia, Clarice House operates health clubs and both residential and day spa facilities. It is a family-run business that has carved an enviable niche in the leisure sector, based on a high-quality personal service delivered by over 80 staff.



from left to right John and Stephen Heathcock, Auditel Consultants; Stuart King, Managing Director, Clarice House; and Colin King, Group Chairman, Clarice House

### Savings breakdown:

CATEGORY	% SAVING	£ SAVING
Electricity	33%	£11,185
Water	2.5%	£494
Communications	29%	£2,400
Gas	2%	£350
<b>TOTAL</b>		<b>£14,429</b>

As Stuart explains, "We were aware that to increase our profitability, it made sense to reduce those costs incurred every day when running a business but, at the same time, we did not want to interfere with our efficiency levels. For this reason, we were keen to focus on non-core areas of expenditure that could actually be reduced and managed on an ongoing basis - and that's where Auditel came in."

Initially Stephen and John focused their attentions on achieving cost savings at the Bury St Edmunds site, and were later also invited to review the expenditure at the Ipswich site by Colin King, Group Chairman for Clarice House.

The most impressive result of Stephen and John's series of analyses was an annual saving of £11,185 (33%) on electricity expenditure across both sites. This saving was achieved through careful negotiations with the incumbent supplier.

Colin King is delighted with the results achieved by Stephen and John, "The reduction in our electricity and communications costs has obviously been the most important and impressive factor in the process but, equally important, it has prompted us to focus on reducing other areas of cost and thus streamlining our business to maximise profits.

For example, Auditel recommended that at our Ipswich site we changed our oil-fired burner to a gas-fired burner. Stephen and John managed the entire process from initial quotations through to the final implementation. The new boiler is now connected, and we no longer have to buy oil as all heating is supplied via gas. The annual saving achieved by moving from oil to gas will be a remarkable 50%!"

*"We have been very pleased with the savings that Auditel has delivered to date and are looking forward to making further savings and continuing to develop a good relationship with the Auditel team. Indeed, we have already agreed some further cost categories for them to investigate."*

*– Colin King, Clarice House*



Lowering the cost of doing business

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