

CELEBRATING

**20**  
**YEARS**

IN BUSINESS



Case Study:  
5 Star Energy Solutions

# Introduction

How transparent quoting improved a hotel group's energy solutions



## About

### Webb Hotels & Travel

A family business, Webb Hotels & Travel owns and operates three properties – Moor Hall Hotel & Spa in Sutton Coldfield, The George Hotel in Lichfield, Staffordshire and Gables Hotel in Falfield, near Bristol. All are branded as part of the Best Western group.

Webb Hotels & Travel's relationship with CUB began in July 2012, when the Cambridgeshire-based energy consultancy took over management of the electricity supply for Moor Hotel & Spa. Since then, CUB has played an increasingly important role and now manages electricity and gas supply across the group.

Please click on the hotel banners below for more information.

BEST WESTERN

The Gables Hotel

BEST WESTERN PREMIER

Moor Hall Hotel & Spa

BEST WESTERN

The George Hotel

## About CUB (UK) Ltd

Founded as a family-run business in 1994, [family values and ethics](#) remain at the heart of CUB's operation. The company is recognised for its community work and you can read about our latest involvement on our [Green Team](#) page.



### The 5 Star Customer Promise

Our number one priority is our clients. CUB takes pride in gaining their trust, servicing their needs, and providing a personable service to add value and maintain customer satisfaction.



The Moor Hall Hotel & Spa



# Webb Hotels & Travel



## Simplifying energy sourcing

The underlying principle behind CUB's expanding role in Webb Hotels' energy management has been its policy for transparency and honesty when explaining energy contracts. CUB also recognises that energy contract management can be complicated, especially when it comes to renewing or sourcing energy from different suppliers.

Explaining some of the difficulties Webb Hotels faced before its association with CUB, Liz Humphreys, Group Staff Account Manager, says: "One of the problems is that it's difficult to compare providers on a like-for-like basis; suppliers word contracts in different ways and if you're not an expert in the field you can come unstuck. It would take too long to manage this ourselves anyway, and I'm not sure that we would ever truly be confident that we had made the right choice of supplier."

"CUB's approach is to go out to the market in advance of our energy contracts coming up for renewal. As energy specialists they have the knowledge, processes and resources to negotiate with several energy suppliers. They put together a shortlist, along with their recommendation, and then we make the final decision."

## Obtaining a fairer gas deal

CUB was already taking care of Webb Hotels & Travel's electricity requirements when issues arose with add-on charges in gas bills. The group believed it had entered into a fixed-price contract for its gas, but in fact this was not the case and the supplier reserved the right to raise prices based on reviews of distribution and transportation costs. When this happened, it came as a nasty surprise.

Liz Humphreys explains: "At the time, CUB managed our electricity supply, but we sourced gas separately. We noticed that although the gas supplier said theirs was a fixed-price contract, the price actually increased.

"CUB looked at it for us and identified that the problem was that there were add-on charges – then they found us a genuine fixed contract without the add-on charges. CUB now manages both our gas and electricity supplies and both are on fixed contracts."

## Keeping track of energy usage

Under its Platinum Package, CUB now negotiates gas and electricity contracts for all three hotels, applying its policy of transparency and honesty to every deal. It has rearranged the company's energy contracts so that all become due for renewal on the same date, simplifying the management process.

Webb Hotels & Travel's energy consumption is monitored every half-hour and CUB uses the data to create monthly reports. Displaying consumption graphically, these reports are quickly and easily understood, highlighting the most important trends and revealing deviations.

Energy usage in the hotel sector is naturally high, given its heating, hot water, kitchen, lighting and other requirements. CUB's reports help manage these demands, identifying spikes in gas or electricity use so that problems can be addressed.

The Platinum Package also includes bill validation, where CUB checks gas and electricity bills to make sure that billing is being done correctly. The work includes confirmation that the rate specified in a supplier's contract is the rate charged and includes cross matching between consumption data and bills, ensuring accuracy and consistency.

### Providing a complete service

CUB's service goes beyond securing the most suitable energy deals and monitoring energy usage, however. Its experts monitor the energy market, advising clients on the best time to change suppliers – even if their contracts aren't due for renewal, businesses might be able to exploit low energy prices by negotiating new contracts. This constant analysis also allows CUB to provide early warning of unavoidable charges that might be coming a client's way through changes in the industry.

Liz Humphreys sums up the benefits of working with CUB: "The rates that CUB has been achieving for us are as good as or better than those we could negotiate ourselves. But it's really all about the overall service package they provide.

"For example, as well as monitoring usage they constantly look at the energy market and let us know if there are changes that might be of benefit to us. And if I have queries on bills, they take away the hassle of having to contact the energy suppliers by doing it on my behalf.

"Everyone we deal with at CUB is very approachable and there's always someone at the other end of the phone when I need them."

"I trust their judgement and believe they make a positive contribution to our business."

Liz Humphreys, Group Staff Account Manager, Webb Hotels & Travel



Your Trusted Energy Manager

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