

CASE STUDY

Whitby Town Football Club



Energising success with Whitby Town Football Club

Introduction

In the dynamic world of football, energy is not only essential on the pitch but also behind the scenes. Whitby Town Football Club, established in 1880, holds a rich history and is an integral part of the Northern Premier League. Whitby Town FC faced the challenge of securing the best energy deal for the club. This case study delves into how Troo, an innovative energy brokerage, played a pivotal role in addressing the club's energy needs, overcoming challenges, and delivering tangible results.

Challenges

As the contracts for Whitby Town FC's energy needs were approaching renewal, the primary objectives were clear—to secure the best possible deal and reduce energy costs. However, the challenge lay in finding a trustworthy energy broker and formulating a strategy that would not only minimise costs but also address the club's specific energy consumption patterns.



Whitby Town Football Club

Whitby Town FC, a proud member of the Northern Premier League, has a storied legacy dating back to its formation in 1880. The club's achievements include reaching the quarterfinals of the FA Trophy, winning the Northern League Cup six times, and securing victories in the North Riding Senior Cup on five occasions. With a history of success, Whitby Town FC stands as a testament to the passion and dedication of its community.

Strategy

Troo stepped in with a holistic approach, recognising that energy efficiency is not just about securing the best rates but also about reducing consumption. Graeme Hinchliffe, the club's CEO, highlighted Troo's commitment to actively exploring ways to decrease energy consumption, a strategy that went beyond conventional brokerage services. Troo's consultative approach ensured that every aspect of the club's energy requirements were meticulously examined.

Results

The impact of Troo's intervention was transformative for Whitby Town FC. By taking a comprehensive view of the club's energy profile, Troo was able to identify opportunities for efficiency improvements. Without Troo's advice and consultative approach, the club would not have discovered the most favourable contract options. The positive outcomes extended beyond cost savings, influencing the club's approach to energy consumption and management. Whitby Town FC's positive experience with Troo has prompted them to recommend Troo's services to friends, colleagues, and business contacts.

Conclusion

In conclusion, the collaboration between Whitby Town FC and Troo exemplifies the success that can be achieved when a forward-thinking energy brokerage aligns its strategies with the unique needs of a client. The case study illustrates how Troo's holistic approach to energy management can result in not only cost savings but also in fostering long-term partnerships and community connections.

For football clubs seeking to optimise their energy needs and reduce costs, Troo stands as a trusted partner ready to provide tailored solutions.



Our account manager, Mark Boyce has not only helped the club reduce it's own energy costs but we are introducing them to our sponsors and business contacts so they may benefit from Troo's services too.

I cannot rate their service, support and commitment highly enough.

Graeme Hinchliffe
CEO of Whitby Town Football Club



Take the first step toward an energy-efficient future by contacting Troo for your business energy needs. Energise your success with Troo.

Contact us today:



0191 815 0489



mark.boyce@troocost.com



troosport.co.uk