



edenseven

Case Study

Bourne Leisure

Overview

Founded in 1964, Bourne Leisure is a leading UK-based company in the leisure and holiday sector. Operating popular brands like Haven Holidays and Warner Leisure Hotels, the company manages multiple sites across the UK, attracting 4.5 million guests annually and employing over 16,000 people.

edenseven were commissioned to undertake a detailed review of one of Bourne Leisure's sites. This involved mapping out their current energy footprint and analysing how this would change as they decarbonised operations to meet published net zero targets.

The Request

- A detailed evaluation of the current energy usage/profiles and infrastructure at one of the main Haven sites within the Southeast of England. In addition, highlight any capacity constraints within the current zoning on the site.
- Build a forward forecast of energy usage across the site for the next 15 years. This needed to include changes to operation hours, demand increases due to site expansion and electrification, the installation of renewable energy, and the introduction of EV charging.
- Construct a detailed half-hourly model to allow the client to scenario test alternative demand profiles and different operating models.
- Present to senior team members the key findings and produce clear budgets and recommendations for next steps.

Knowledge & Skills

- **Data Analysis:** This required a broad knowledge of the energy and sustainability sector and how multiple programmes of work integrate to deliver the most cost effective and efficient outcome for the client.
- **Report Generation:** A need to create documentation and reports which condensed detail from a complex model into clear and concise messaging, that could be understood and digested by non-energy experts to aid in the decision-making process.
- **Stakeholder and Supplier Engagement:** Building a collaborative and continuous feedback loop with the senior stakeholders, operations teams, and key suppliers within Bourne Leisure to make sure outcomes are aligned to current business processes and targets.



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Outcomes

- A detailed model which gave Bourne Leisure a flexible tool to allow for scenario testing across multiple programmes of work and timelines.
- A clear forecast of new demand and potential new revenue streams for the next 15 years
- A concise view of major decision-making points and next steps to progress the delivery of this key project and how it can be adapted to other sites within the business' portfolio.