

LoCASE case study

Identity Group

The Challenge

Identity Group is an event company based in East Sussex, who has been working in the industry for over 20 years. Their cutting edge internal resources help them to provide a multi-award winning service to customers through developing a clear brand identity.

The head office needed new lighting, as it was originally lit using a combination of inefficient lamps, forcing the company to pay excess on their energy bills and emit a significant amount of carbon.



The project

The office space, warehouse and print room lighting were made up of 45 CFLs and 12 sodium high bays. After receiving their free energy audit from Carbon Smart, the business advisors recommended to replace all lights with LED alternatives. The entire project was valued at just below £5,000, and Identity Group received a grant totalling 40% of the capital costs. The LoCASE programme support made the upgrade to LEDs possible, with a local supplier, Waunchope LED lighting, who carried out the work.

The impact

The project is expected to **save the company approximately £700 per year** as well as reducing their electricity consumption by 3,800 kWh annually. The upgrade is part of a larger refurbishment by Identity Group helping the business to develop their current offering while growing the business sustainably. Not only does the lighting have a positive impact on the company's costs and carbon emissions, but it has also improved the aesthetics of the business, making it a more comfortable for both staff and customers.

Testimonial

"The LoCASE team at Carbon Smart provided excellent support with our application for a grant. They handled all the forms for us which made the process simple and easy, and we were able to secure the funding in a short period of time, which allowed us to progress our project without delay".

Wendy Olivier, [Identity Group](#), Financial Controller

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