



# Walsall Football Club

**Fidelity Energy, continuing our strong tradition of working with sporting establishments, recently helped Walsall FC make substantial energy savings.**

Before our involvement, the club's average yearly spend on energy was extremely high and represented a significant dent in the club's bottom line. By working closely with the club's officials and board members we were able to understand their needs and requirements. We were able to get a complete picture of their energy usage.

From there, using our expertise in energy procurement, we began formulating a solution that would fit around their needs, provide them with the same level of service and yet, save them money.

Our expert team, using their knowledge and understanding of both the energy sector and the client, worked on a way to put together a new energy package. This included negotiating with the club's existing energy providers and managing the switch to the newer, cheaper providers. Walking the client through the process each step of the way, we ensured that we took the stress of changing energy contracts away from them.

The Fidelity team, all very experienced in migrating energy contracts, handled everything. From start to finish, we took the lead and made sure that we delivered what our client truly needed – better value for money from their energy providers.

The club were extremely satisfied with the outcome, having made a significant saving and locking in their energy prices for the next five years. Our long-end procurement is a sure-fire way to maintain energy costs at manageable levels for a significant period.

Stefan Gamble, Chief Executive Officer of Walsall Football Club Ltd, said "Walsall Football club found working with Fidelity Energy extremely easy and straightforward and helped us save a substantial amount on our energy costs. The advice and proactivity has been outstanding and they have been a pleasure to do business with."

**“Fidelity Energy extremely easy and straightforward and helped us save a substantial amount on our energy costs.”**

