



# How Valpak helped Aston Villa Football Club to comply with CRC obligations



*"We quickly realised that the CRC scheme would prove to be an administrative burden and made the decision that we would rather allocate the resource we have available in our finance department to more value added projects. From day one Valpak handled all aspects of our CRC compliance with diligence, expert knowledge and minimal disruption to our day to day activities."*

**Ian Hopson, Head of Finance, Aston Villa Football Club**

## The Challenge

The Carbon Reduction Commitment Energy Efficiency Scheme (CRC) is the first piece of UK legislation to address energy use amongst medium to large non energy intensive businesses. It aims to reduce CO<sub>2</sub> emissions from these types of organisations by at least four million tonnes by 2020.

CRC compliance can be a costly and time consuming exercise, as it involves a lengthy process of having to coordinate a lot of data from many different suppliers. Non-compliance can result in large fines and damage to company reputation through prosecution and bad publicity.

Aston Villa Football Club (FC) are one of the largest and most recognisable clubs in the UK, which meant that it was important for their brand values and reputation to ensure that they were compliant with this piece of environmental legislation. The club soon discovered that ensuring compliance with this legislation could cost them a lot of money due to the time and resource it would take to become familiar with the requirements.

## The Solution

- Aston Villa FC has been using Valpak to comply with the CRC Regulations since they came into force
- Aston Villa FC saved a lot of time by using Valpak to comply with the CRC, as Valpak's knowledge of the regulations ensured they were complying correctly
- Valpak kept them informed during the whole process which meant that Aston Villa FC were confident they would comply
- The associated fees for CRC compliance can be very high and inaccurate data may mean that a company ends up with an obligation that is higher than it should be. Valpak ensured that Aston Villa's obligation was calculated correctly to avoid over obligation

## The Benefits

- Using Valpak has meant that Aston Villa can be confident that they will comply on time every year
- Valpak fully research any changes to CRC legislation (e.g. the simplification process) so they know exactly how it will affect Aston Villa's obligations
- Valpak has been able to save Aston Villa money by guiding them through the forward buying scheme for Phase 2. By taking advantage of this, Aston Villa will save 5% on each tonne of carbon allowance they forward buy for Phase 2
- Outsourcing CRC compliance to Valpak means Aston Villa can focus on their core business and not worry about environmental legislation