

**A practical 5-step framework  
you can implement immediately**

# **ENERGY MANAGEMENT WITHOUT A BUDGET**

**A Practical  
5-Step Framework**

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# A Practical 5-Step Framework



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Always follow your organisation's safety procedures and manufacturer guidance when adjusting equipment or controls.

If you would like support implementing this framework across a portfolio, contact B2B Energy.

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## About This Book

Energy bills keep rising, and most organisations assume the answer is “more budget.”

This book proves you can make serious progress without spending one penny.

Energy Management Without a Budget is a practical, step-by-step guide to reducing waste, improving visibility, and building momentum using what you already have: people, data, discipline, and a repeatable process.

Inside you'll learn how to:

- Create quick wins that fund the next wins
- Turn messy invoices and meter data into clear action
- Engage teams without long meetings or big programmes
- Keep performance on track so savings don't drift away
- Build an energy management system that actually sticks

If you're responsible for energy, carbon, or operational costs and you're tired of waiting for approval, this is your playbook.

## About the Author



Paul Webb has a diverse background developing innovative strategies with a specialty in Energy, Software and Building Management Systems. He has been involved with many UK Energy Limited Companies, working on key strategic projects.

Paul's qualifications and expertise have seen him hold senior energy related roles with Trend (now Honeywell), Satchwell (now Schneider), IMServ and the C.E.G.B Nuclear Power. He is a qualified Chartered Energy Manager with the Energy Institute as well as ESOS Lead Assessor and ISO50001 Auditor.

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# INTRODUCTION

In today's world, energy management is no longer a luxury, it's a necessity. Yet, many organisations delay action because they believe real change requires large capital investment. This couldn't be further from the truth. Since founding my business in 2005, I've worked with Premiership football clubs, leisure centres, hotel groups, commercial offices, and some of the UK's largest stadiums and in every single case, some of the best savings have come from actions that cost nothing.

What's needed isn't necessarily money. It's structure, commitment, and accountability. Below is a proven 5-step approach you can implement right away with zero budget.



**STEP 1****Appoint an Energy Champion**

Every successful journey starts with a leader. An Energy Champion isn't just someone technical, they're someone visible, passionate, and respected. They act as the internal energy conscience of your organisation.

At one national leisure group we worked with, the site manager who wasn't an engineer by trade, was appointed as Energy Champion. Her influence across teams enabled swift cultural change. Energy-saving behaviours became a standard, not a suggestion.

**Look for someone who:**

The best champions don't need authority, they earn it by leading through action.

**STEP 2****Create a Live Reporting Tool  
“Our Utilities”**

It's impossible to manage what you don't measure. Yet many businesses operate without truly understanding their energy consumption in real time.

**Build a simple live tracking tool, give it a name like “Our Utilities”, that includes:**

Electricity (kWh, £, CO<sub>2</sub>)

Gas or heat networks

Water usage

Sub-metered areas (if available)

Weather overlays to track demand shifts

This doesn't require a fancy platform. Start with an Excel spreadsheet or Google Sheet. Pull data from half-hourly meters, bills, or manual reads. Make it visual. Use graphs. Plot trends.

At one of my key organisations, this kind of visibility highlighted an unexplained overnight gas spike. It led to a simple HVAC timing adjustment, no cost, instant savings.

**STEP 3****Form an Energy Team and  
Communication Hub**

Once the Energy Champion and reporting tool are in place, build a small cross-functional energy team. This shouldn't just include engineers. Bring in:

Operations

Facilities

IT

Housekeeping

Security

Use an informal channel like WhatsApp or Microsoft Teams to share findings, suggestions, and quick wins. Energy savings should become part of daily conversation, not a once-a-month report.

Case in point: An organisation formed a WhatsApp group of 5 key people. They posted daily meter reads, spotted anomalies, and celebrated small wins (like reducing lighting hours or correcting fan settings). In year one, they achieved a 12% reduction in electricity without spending a penny.

**STEP 4****Empower Action  
“Turn it Off, Turn it Down”**

Energy waste isn't always about faulty equipment; it's often about overlooked habits.

**Empower every staff member to take action. Make it clear that every switch, every setting, and every schedule matters:**

Are lights on in empty rooms?

Are AHUs running on weekends?

Are PCs left on overnight?

Is the heating or cooling set to extreme ranges?

In one organisation, we introduced a “Power Hour” once per week, where team members walked the site and turned off unnecessary equipment. Over time, this led to weekly savings, better asset awareness, and stronger team collaboration.

It's not just about turning things off; it's about building a culture of accountability.

At one of my key organisations, this kind of visibility highlighted an unexplained overnight gas spike. It led to a simple HVAC timing adjustment, no cost, instant savings.

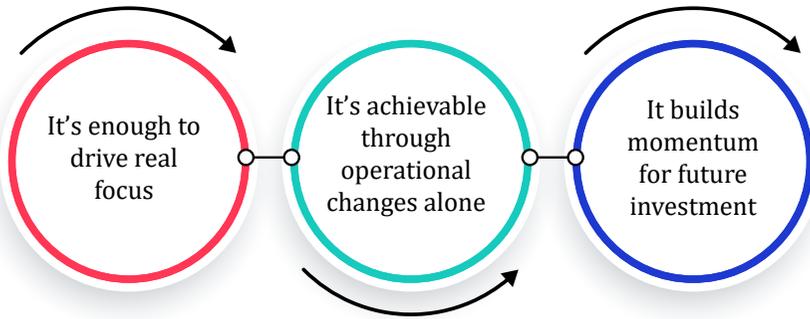
**STEP 5**

**Set a Goal – 10% in Year One**



Set a clear, simple, and achievable target. We recommend a 10% energy reduction in the first year. It's bold, but realistic.

**Why 10%?**



Track progress monthly. Celebrate small wins. Use your live reporting tool to visualise performance. Make it a visible, celebrated part of your organisation's journey.

# THE PROOF

## Football Stadia

In many football clubs, we were brought in to help drive down energy costs. With limited initial budget, we focused on what we could influence, controls, LED retrofits, and cultural behaviour.

The result? Major savings, stronger partnerships, and the eventual integration of solar.

One energy champion there told me, “We used to walk past problems. Now we fix them together.”

## Leisure Centres

Leisure facilities are energy-intensive, yet we’ve helped operators reduce their usage dramatically without major CapEx. For example, by adjusting pool hall air handling units based on actual pool occupancy, one operator saved thousands on heating alone.

They didn’t buy new equipment, they used their brains and their meters.

## Commercial Offices

In one multi-tenant building, night audits revealed lighting and HVAC systems left running 24/7. We built a no-cost improvement plan that involved:

- Reprogramming BMS schedules
- Installing simple timer switches
- Empowering tenants through sub-meter visibility

Annual savings exceeded £60,000 with zero capital investment.”

## WHY THIS WORKS

**This framework works because it:**

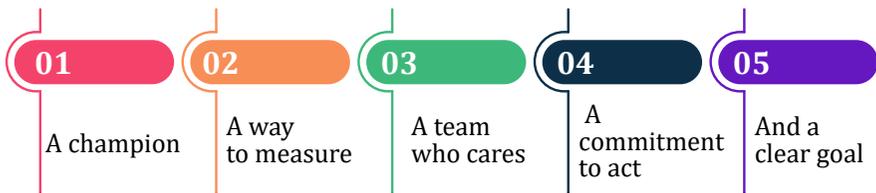
- ✓ Builds internal leadership
- ✓ Creates visibility and shared language
- ✓ Empowers people to act
- ✓ Targets behaviour, not budgets
- ✓ Delivers real, measurable savings

We've used this same no-budget method across dozens of buildings, and it consistently delivers results. It becomes the foundation for more advanced strategies like energy procurement, CapEx projects, and net-zero planning. It then creates Capex funds.

# FINAL THOUGHTS

You don't need a large sustainability budget to start making an impact.

## You need:



We've seen it work in some of the toughest buildings in the country. So, whether you're managing a stadium, a hotel group, or a single office, this is your invitation to begin.

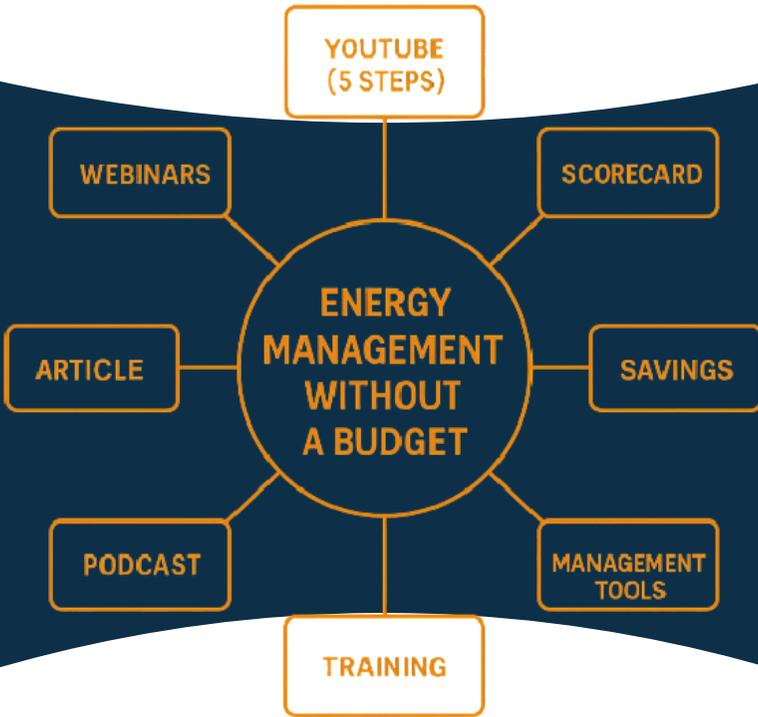
The energy management journey doesn't start with money. It starts with mindset.

## MORE READING

#EMWAB



<https://youtu.be/OkR66jxwYE4?si=ygqhsnsfbG0xuExp>



**B2B**  
**ENERGY**

*To support your role as an Energy Champion, we've created some simple tools to get you started. Feel free to download them and start driving down energy use.*

## Download here

<https://www.b2benergy.co.uk/emwab-tools/>

-  **1.** The B2B Energy Dashboard
-  **2.** Typical Energy Policy
-  **3.** Simple Consumption Calculator
-  **4.** Daily Meter Reading
-  **5.** Asset Tool
-  **6.** Lighting Assets



*More*  
**INFORMATION**

### **Our Scorecard**

<https://b2benergy-emwab.scoreapp.com/>

Are you making the most of your energy strategy  
or leaving savings on the table?

### **Our Podcast**

<https://www.b2benergyspeaksback.com/>

### **Our Website**

<https://www.b2benergy.co.uk/>

# ENERGY MANAGEMENT IS FREE

Prepared by Paul Webb, MEI Chartered Energy Manager  
[www.b2benergy.co.uk](http://www.b2benergy.co.uk)

## REVIEW REALIGN REDUCE REPORT

Energy costs are rising, and businesses of all sizes, from corner shops to office blocks and everything in between, are feeling the pressure. Many organisations assume that managing energy efficiently requires significant investment. The reality is different. Energy management can be self-funding, and in some cases profitable, when it is approached with a clear method and the discipline to reinvest savings.

The principle is simple. Start small, recover waste, reinvest a portion of what you recover, and create a continuous cycle of improvement. This approach scales to any organisation, whether you run a single retail unit, a factory, a hotel, or a corporate office. The figures in this article are an example. You can apply the same ratios to your own energy costs.

When you follow the steps below, you unlock hidden savings, reinvest them wisely, and establish a self-sustaining energy strategy that turns cost into opportunity.

## STEP 1

### **REVIEW** your energy bills and find a rebate

Most businesses receive energy bills, pay them, and move on. That is exactly why errors, unnecessary charges, and missed rebate opportunities go unnoticed.

Energy billing mistakes are more common than people realise. Even small organisations frequently uncover savings worth hundreds or thousands of pounds, while larger estates can identify tens or even hundreds of thousands in refunds and corrections.

#### **Here is what to check.**

##### **Billing errors**

Mistakes in meter readings, duplicated charges, or incorrect unit rates.

##### **Incorrect tariff structures**

Your business may be on an unsuitable tariff or wrong metering arrangement, leading to higher costs.

##### **Overestimated consumption**

If bills are based on estimates rather than actual readings, you may be paying more than you should.

##### **Non commodity charges**

Standing charges and certain pass through charges can be misapplied or incorrectly calculated.

A thorough bill review often reveals immediate savings that can be reclaimed and used as seed money for the next step. If you are unsure how to conduct a review, an energy consultant or a robust validation tool can help. The key message is straightforward. Never assume the bill is correct. Always check.

## STEP 2

### **REALIGN** controls so the building runs properly

Once savings are recovered, the next move is to reinvest a portion into improving energy control.

For larger buildings, this often means enhancing a Building Management System into a Building and Energy Management System. The goal is to move from basic control to energy control, where systems respond to occupancy, schedules, and performance targets, not habit.

If you run a smaller business without a Building Management System, the same principle applies through practical upgrades such as:

#### **Smart thermostats**

Heating and cooling adjustments that match trading hours and real demand.

#### **Occupancy sensing**

Lighting and ventilation that respond to whether a space is being used.

#### **Timed controls**

Simple scheduling that prevents systems running when the business is closed.

For a large office this may be a structured controls upgrade. For a local shop it may be a small spend on smart control. The scale changes, the method does not.

## STEP 3

### **REDUCE** consumption and lock in savings

Once controls are aligned, consumption starts to fall and the bills follow. Savings typically come from three areas.

#### **Less wasted energy**

Heating, cooling, and lighting operate only when and where needed.

#### **Peak demand reduction**

Shifting and smoothing demand can reduce cost exposure and improve operational resilience.

#### **Data led optimisation**

With clearer information, teams can target specific waste and keep improving.

Businesses that adopt disciplined energy management commonly reduce consumption by 10 to 30 percent, depending on starting point and how consistently the process is applied. The absolute savings vary by size, but the ratio remains consistent.

## STEP 4

### **REPORT** to sustain the gains and find the next wave

Savings do not stay saved without visibility. Reporting is what turns a one off win into a long term strategy.

#### **Investing in monitoring and reporting helps organisations:**

- Track energy use in near real time
- Spot issues quickly and prevent drift.
- Identify inefficiencies early
- Find abnormal consumption, out of hours running, and performance gaps.
- Create consistent reporting
- Support budgeting, forecasting, and compliance reporting where required.
- For large organisations this may involve advanced analytics. For smaller ones it may be as simple as structured meter reads, smart meter access, and a disciplined monthly review. Either way, transparency creates accountability, and accountability protects savings.

## The self-funding loop

This approach works because it is circular.

- Review and reclaim
- Reinvest a portion into better control
- Reduce consumption and cost
- Report consistently to sustain and improve
- Repeat

As savings grow, you reinvest a controlled amount to unlock even greater efficiency. Over time, energy management stops being a cost and becomes a funding mechanism for better performance.

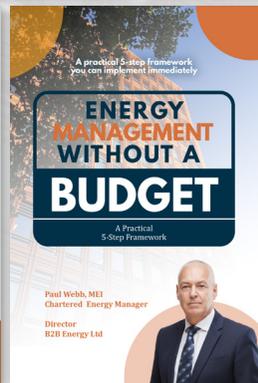
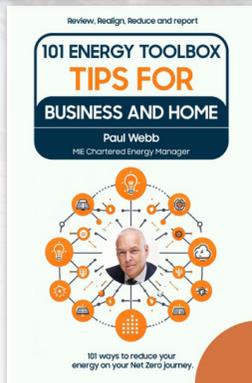
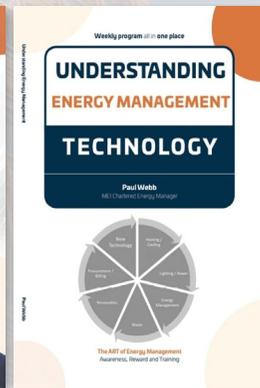
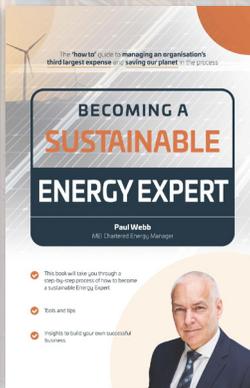
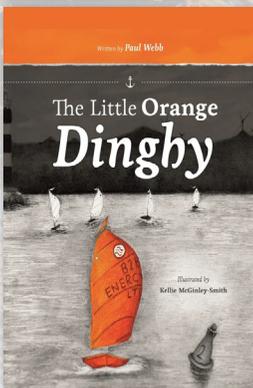
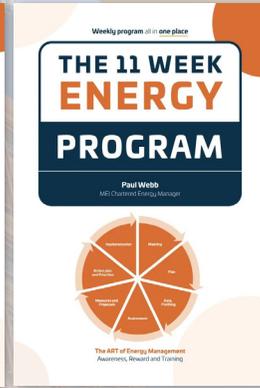
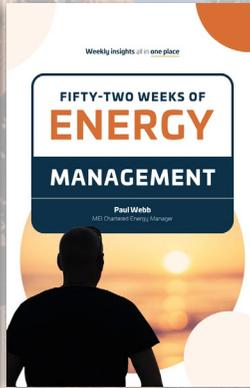
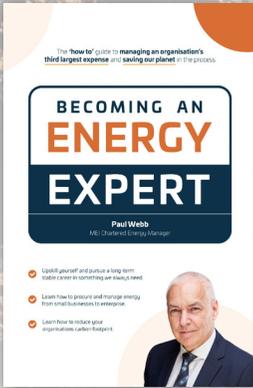
## Why now?

With energy costs under pressure and expectations rising around sustainability and carbon reduction, organisations cannot afford to ignore energy management. Large businesses risk material operational cost increases. Smaller businesses must protect margin and cashflow. Every business benefits from tighter control, better data, and a repeatable method.

The good news is that energy management does not need a large budget to start. Done properly, it can fund itself.

*Good Luck!*

# More books by Paul ...



<https://www.b2benergybooks.co.uk/>