

Eastern Multi-Academy Trust used Energy Sparks to support their environmental strategy, saving £140,000

Case study



Problem: The Trust needed clear guidance and progress reporting for their environmental strategy.

Solution: Energy Sparks helped the Trust and schools prioritise energy saving action and monitor progress.

Results: In the 2 years since joining Energy Sparks, the Trust:

- Reduced electricity use by 16%
- Reduced gas use by 10%
- Saved almost £140,000 and over 130 tonnes CO₂

Group dashboards - insights at a glance

Eastern Multi-Academy Trust joined Energy Sparks in 2023. Members of the central Trust team attended an Energy Sparks Group dashboard training webinar in late 2023 and quickly identified that reducing baseload should be a key objective for the Trust.

The use of Energy Sparks forms a key element of the Trust's Environmental Strategy. Energy Sparks is used to inform and motivate staff and students, to gain insights into energy use patterns and to monitor progress against targets.

School	Savings		
	Energy (kWh)	Cost (£)	CO2 (kg)
Admirals Academy	32,000	£12,000	4,500
Eastgate Academy	14,000	£5,200	2,000
Emneth Academy	8,200	£3,000	1,100
Glade Academy	18,000	£6,400	2,400
King's Lynn Academy	100,000	£38,000	15,000
Nelson Academy	16,000	£5,800	2,200
Norwich Road Academy	36,000	£13,000	5,100
Raleigh Infant Academy	8,800	£3,200	1,300
Southery Academy	18,000	£6,600	2,500
Upwell Academy	24,000	£8,600	3,300

▲ Savings potential of baseload reduction

Recent Usage						
Comparisons						
Priority Actions						
Current Scores						
School	Cluster	Electricity		Gas		
		Last week	Last year	Last week	Last year	
Norwich Road Academy	Not set	+1.6% ↑	-6.6% ↓	-7.1% ↓	-15% ↓	
Nelson Academy	Not set	+9.7% ↑	-17% ↓	-12% ↓	-11% ↓	
North Wootton Academy	Not set	-	-	-8.2% ↓	-2.2% ↓	
Raleigh Infant Academy	Not set	-7.2% ↓	-11% ↓	-3.3% ↓	-	

▲ Eastern MAT's Trust dashboard.

A closer look at: Norwich Road Academy

During 2024/2025, Norwich Road Academy - part of Eastern Multi-Academy Trust - reduced its electricity consumption by 6% and gas by 15%.

In October 2024, Norwich Road Academy was alerted by Energy Sparks that they were using more gas during the weekends than weekdays due to some unexpected heating settings.

The school reviewed its heating settings and, over the next few months, managed to reduce weekend gas use by almost 40%. The overall reduction in gas use saved the school £1,600 per year - with over £1,000 of that coming from weekend gas use.

The main driver of the electricity savings—over £3,200 and 1.3 tonnes of CO₂—was a 13% reduction in the school's electricity baseload. This improvement was partly due to the school introducing effective holiday switch-off routines. Staff are now regularly reminded to turn off fridges and other appliances, resulting in a 20% reduction in electricity use during most holidays compared to the previous year.

“Energy Sparks is here to stay. We have much better visibility of energy usage. We have a platform for bringing competition to our academies on a topic fundamental to the Trust Strategy. We have a demonstrable and measurable way of highlighting our environmental impact.”

- Rebecca Schrooder, Eastern Multi-Academy Trust

Find out how Energy Sparks can help your school or Trust:

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 Helping schools save energy