



Case Study

Dakota Manchester



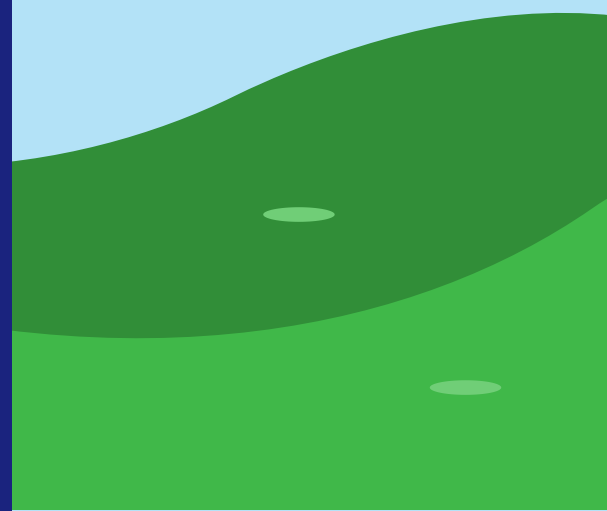
Summary

- **Location:** Manchester, England
- **Capacity:** 68.73 kWp
- **Type:** Rooftop solar photovoltaic (PV) system
- **Developer:** Shawton Energy
- **Owner:** Dakota Manchester
- **Panel type:** Longi 435w panels
- **Completion date:** December 2023



Shawton Energy is a renewable technology provider that has been prominent in the industry for over two decades.

Shawton Energy aims to deliver more than £50 million of invested capital in high-quality solar projects over the next five years. With a focus on new rooftop solar projects, we can provide renewable electricity through private wire Power Purchase Agreements to the occupiers of the premises.



Overview

Dakota Manchester – part of the Dakota Hotels brand – was looking to reduce its environmental impact and operational costs, while maintaining uninterrupted service for its guests. As a result, the company sought a reliable, efficient, and sustainable energy solution.

After having partnered with [Shawton Energy](#) on two successful rooftop solar installations at a couple of its other hotels – Eurocentral Hotel in Motherwell and Edinburgh Hotel – Dakota wanted to expand its sustainability journey across more locations.

Given the success of the previous projects, Dakota was more than happy to continue its collaboration with Shawton Energy, so the renewable technology provider began work on a brand-new, tailored solar photovoltaic (PV) panel system at Dakota's hotel in the heart of Manchester.



Project Summary

There were several key motivators for Dakota Manchester with this project. The Hotel was looking to reduce its environmental impact and operational costs, while maintaining uninterrupted service for its guests. And along with minimised disruption, another key driver was the fact that the business is noticing an upward trend in consumers looking for greener places to stay, so Dakota wanted to cement its position as a forward-looking, sustainable hotel brand.

As a result, the company sought a reliable, efficient, and sustainable energy solution and turned to renewable energy expert, Shawton Energy, to make its vision a reality.

Outcomes/Solution

Leveraging its expertise in solar energy, Shawton Energy proposed a 68.73kWp system designed to meet the unique energy demands of Dakota Manchester. And the comprehensive solution promised to maximise the efficiency of the system.

In accordance with the two previous installations in Motherwell and Edinburgh, Shawton Energy planned the installation process meticulously, to ensure Dakota Manchester could continue running its business throughout – with uninterrupted access and services for both guests and staff.

Shawton Energy's skilled installation team fitted the system – consisting of 158 x Longi Solar PV Modules, 3 SolarEdge Inverters and 158 x SolarEdge Power Optimisers – over a two-week period. This means that Dakota Manchester is now able to generate 59,317kWh of clean green energy annually, using its own solar PV system, which is projected to save the Hotel £17,795.10 on its electricity bills in its first year.

As reducing its carbon footprint was important to Dakota, the company is also pleased to be saving 11,848kg of carbon emissions per annum with its new system in Manchester. This project takes Dakota's total carbon savings across all three hotels to over 84 tonnes.



Local Benefit

For Dakota Manchester, one of the key local benefits of installing rooftop solar is the reduction in carbon footprint, which not only helps make the hotel operations greener, but this also positively impacts the local environment.

By acting as a blueprint for other companies in the area and demonstrating what's possible, large-scale solar installations – such as the Dakota Manchester example – can empower local businesses to also consider renewable energy solutions, as well as gain a better understanding of the process and funding options available. This helps to foster a greater sense of collaboration and can help other businesses transition to a cleaner, greener energy source.

Community Benefit

The solar installation at Dakota Manchester has also benefitted the community. Firstly, the Hotel is ensuring it is meeting the needs and expectations of guests. Guests are more eco-conscious than ever before, in fact, a survey from Booking.com revealed that 73% of travellers more likely to choose accommodation if it has implemented sustainability practices. As a result, it's never been more important for the hotel industry to listen to its customers and take action – helping to boost green credentials, fostering greater brand advocacy, and attracting eco-conscious travellers to stay in a given location.

By meeting traveller demands, this can also have a positive impact on the local economy, as travellers will likely be using local amenities and shopping at local retailers during their stays.

Secondly, this is also closely linked with ensuring a business is future-proofed, and by generating their own energy, Dakota Manchester, is demonstrating its environmental commitments. This means it is moving with the times and cementing its position as a brand which cares deeply about the infrastructure it invests in and the experience it offers its guests, both now and in the years to come.

Furthermore, given more hotels want to move away from gas-powered energy generation – such as CHPs – and towards cleaner sources of energy, as more organisations, like Dakota Hotels, generate their energy from solar, the local environment and air quality will improve, as a result.



Learn more about what's happening at Shawton Energy at www.shawtonenergy.co.uk



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