

# NET ZERO CASE STUDY # 1

## Gray Manor Hotel

Parkhouse Cross, Cholderton  
Salisbury SP4 0EG



*Gray Manor Hotel*

**Industry:** Hospitality

**Location:** Wiltshire, UK

**Established:** 2015

**Employees:** 11

Nestled near Andover, Gray Manor Hotel is a stylish, quirky, and welcoming destination, owned and managed by an award-winning family team. Dedicated to providing exceptional service, the hotel prioritises creating a unique and memorable guest experience.

## THE CHALLENGE

Gray Manor Hotel faced significant energy inefficiencies due to outdated infrastructure.

- Two-thirds of the hotel's lighting relied on traditional fluorescent and filament bulbs, which were energy-intensive and inefficient
- The emergency lighting system required complete replacement
- The guest room windows had lost their vacuum seals, reducing their ability to retain heat and increasing energy consumption

## THE SOLUTION

To address these challenges, the hotel implemented a comprehensive energy-efficiency upgrade:

- All remaining filament and fluorescent emergency lights were replaced with carbon-neutral LED lighting
- Following this lighting upgrade, the hotel replaced the most inefficient guest room windows to enhance insulation

UKSPF  
GRANT RECEIVED  
**£3,750**

# PROJECT IMPACT

By the end of the programme, 24 grants were awarded, supporting a diverse range of sustainability initiatives.

These projects are already reducing carbon footprints, lowering energy costs, and helping businesses future-proof their operations in line with Net Zero targets.

**“We were incredibly grateful to receive the grant and all of the support from IncuHive in the application process.**

**Thank you so much for this and for processing everything so fast. I know it will make a big difference to my small business.”**

**“This initiative reflects Test Valley’s commitment to supporting local businesses, fostering innovation, and leading the way in environmental responsibility.”**





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## THE IMPACT

These upgrades have led to tangible environmental and operational benefits:

- The new LED lighting system significantly reduces heat emissions and energy consumption
- Improved insulation from the upgraded windows helps maintain room temperatures more effectively, further reducing heating costs
- Collectively, these measures contribute to a lower carbon footprint and a more sustainable future for Gray Manor Hotel



## CONCLUSION

Gray Manor Hotel's commitment to sustainability showcases how small businesses can take proactive steps toward energy efficiency. By upgrading its lighting and windows and investing in renewable energy, the hotel is setting a benchmark for environmentally conscious hospitality. This case study demonstrates the value of strategic partnerships and innovative solutions in achieving long-term sustainability goals.

“ We have worked closely with IncuHive to assess our carbon footprint and identify ways to become more energy-efficient. The support from both Test Valley Borough Council and IncuHive has been invaluable, particularly in securing a UKSPF grant that enabled us to replace our high-energy emergency lighting with low-heat LED alternatives and upgrade several of our least efficient windows. While the immediate impact of these grant-funded improvements may be difficult to quantify, our collaboration with IncuHive has driven meaningful procedural changes and encouraged us to seek further sustainability initiatives. As a result, we have secured a scheme to install an acre of solar panels on-site, which will generate all the electricity our hotel requires. For any independent business owner looking to reduce energy costs and environmental impact, I highly recommend reaching out to the team at IncuHive. ”

ALEXIS GRAY  
OPERATIONS DIRECTOR