

# The Wimpy, Milford

The Wimpy at Milford is a well-established business and has been trading since 1964, when it became the first-ever Wimpy takeaway in the UK.

The business is an energy-intensive operation using approx. 63,000 kWh of electricity a year (There is no gas supply). The increase in energy prices over the last two years has significantly affected the viability of the business. The owners were looking to safeguard the future of the business by reducing overheads and making it more resilient against future fluctuations in energy prices.

Tim Sandy, owner of the Wimpy and responsible for looking at ways to improve energy efficiency said:

*"There was a very real need for us to review our energy efficiency because the current market conditions faced by The Wimpy, Milford are the most challenging in its 59 years of trading. The difficulties are mirrored by the hospitality industry as a whole. Rising energy bills and other costs saw 1,611 UK hospitality businesses permanently close in the fourth quarter of 2022, the equivalent of nearly 18 a day."*

The project has several key elements and was supported by funding from Stafford Borough Councils UKSPF programme. The existing Valentine fryers, which date back to 1993 were replaced. The latest model is not only more energy efficient, but its pumped oil filtration system increases the lifespan of cooking oil by 40%, which would save almost 1000 litres of oil per year - the cost of which has increased by 200% since 2019. The second element was the upgrade of the existing food storage system. The new cold store would use about 50% less energy than the previous four chest freezers.

Solar panels have been installed. This would generate an estimated 7,761 kWh of clean electricity every year and save about 2,000 kg of CO<sub>2</sub> – significantly reducing the business' carbon footprint

Tim went on to say:

*"After years of stability in energy and food costs, the sudden increases in overheads have caught out many in the hospitality industry, with thousands of businesses unable to survive the rapid changes and reduced margins. Our business has now undertaken new-to-firm innovation, adopted productivity-enhancing, energy-efficient and low carbon technologies and techniques to help support the business to thrive."*



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