



zellar

Accelerating cost saving and sustainability across local councils

CLIMATE ACTION
COST REDUCTION
BIG DATA

An aerial photograph of a city, likely Philadelphia, showing a dense urban landscape with numerous buildings, streets, and green spaces. The image is overlaid with a semi-transparent green filter. The word "zellar" is prominently displayed in the center in a bold, blue, lowercase sans-serif font.

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Councils in crisis

English councils need £4bn to prevent widespread bankruptcy, MPs say

Cross-party committee also recommends overhaul of 'outdated and regressive' council tax

Councils in crisis

From social care to homelessness, what are the cost pressures facing English councils?

A decade of cuts has reduced local authorities' ability to deal with key long-term issues, from child protection to an ageing society

Councils in crisis

Households in England face above-inflation £2bn council tax raid

Exclusive: Maximum possible 4.99% rises expected in April while PM plans pre-election cuts to income tax

Foreword

In my time as Chair of the District Councils' Network, I witnessed firsthand the many well intended pledges towards achieving ambitious sustainability goals.

However, I also saw the ever-increasing challenges councils faced, in delivering on these, which have only since been compounded by further pressure on budgets and resources.

At the same time public expectation for greener, faster, and better environmental practices is at an all-time high, and rightly so. Delivering on these demands requires innovative solutions and robust support structures – something that traditional methods often struggle to provide.

That's where Zellar comes in. I'm confident that by working with Zellar, district councils can bridge the gap between ambition and action. Zellar's unique approach offers the tools and expertise needed to navigate the complexities of sustainability and translate them into tangible results.

In the following pages, you'll discover how Zellar can help your council navigate the complexities of sustainability and unlock a greener future for your district.

Gary Porter, CBE
Former Chairman
District Councils' Network

Council challenges



- Climate emergencies declared but what next?



- Budget pressure



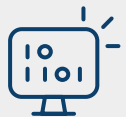
- Resource pressure



- Urgency to achieve cost savings



- Maze of expensive consultants and fragmented platforms



- Huge data gaps prevent data-led decision making



Welcome to Zellar

A holistic solution for a holistic problem

Zellar is a **SMART** sustainability platform that accelerates climate action – enabling councils to save costs, reduce their environmental impact and tell their story.

Simple
Measurable
Actionable
Realistic
Transparent

Key features

- Digital platform to measure impact and unlock action plans and guided programmes across energy, waste, water, biodiversity and volunteering.
- A live, transparent and trusted Zellar sustainability score and profile, to inform employees, residents, supply chains and council stakeholders.
- Connect with expert partners to make transformation possible, commission-free: Biffa, Water Plus, Online Direct, plus curated green tech products and services.
- Standardised 360 degree data set covering sectors, towns, postcodes, regions and councils.

SMART Growth

Climate Action



- Establish emissions baselines
- Meet net-zero targets
- Tackle energy, water, waste, travel, supply chain, biodiversity and volunteering

Cost Reduction



- Reduce consumption with behaviour change
- ROI within one year
- Commission-free energy switching, and access waste, water and green tech expertise

Big Data

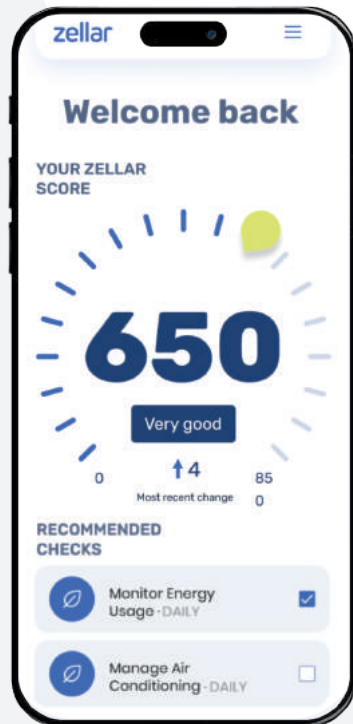


- Live sustainability data
- Set benchmarks and compare progress
- Share and learn with other councils

How does it work?

Your sustainability journey with Zellar in 6 simple steps

1. Calculate your environmental footprint
2. Unlock a digital plan to reduce it
3. Make immediate impact through recommended behavioural changes
4. Deepen impact with data-led green investments
5. Share your sustainability story publicly
6. Track progress with a live Zellar score



Zellar licence
1 licence = 1 property

- Energy
- Water
- Waste
- Business fleet
- Employee commute
- Employee business travel
- Products and services
- Supply chain
- Volunteer

Uniquely engaging user experience



Missions

Zellar Missions are essential information gathering drills that help to establish baseline impacts across energy, water and waste.



Rituals

Zellar Rituals help to establish a routine of smart operational behaviours that can be rolled out across each building, to help run them efficiently on a daily basis.



Projects

Zellar Projects are longer term initiatives that help to identify and make the business case for capital investments, like solar panels.

Sustainability score and profile

Live and shareable data

- Proprietary sustainability scoring mechanism to create transparency and trust
- Rewards all positive actions taken and encourages momentum
- Powers a public profile for every council to tell their story
- Easy to showcase progress across websites and social media channels
- Export your profile to share with stakeholders offline



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Brighton Bon Bons
Zellar user since 2020

Sarah, a chocoholic with design flair, opened BBB in 2018. Her Belgian chocolates are divine, but sustainability matters too! Rainforest Alliance cocoa & local, seasonal flavors minimise her footprint. From classics to mango chili, they're a treat for eyes & tastebuds. The shop itself is a whimsical haven with vintage jars and playful art, but with a green twist: recycled packaging & discounts for reusable containers. Brighton Bon Bons - indulgence with a commitment to a sweeter, sustainable future!

650
Very good
4 tco₂
20% reduction since last year
£1,700
Saved, while reducing our energy use

2 Missions Completed
8 Week Streak
15 Projects Completed

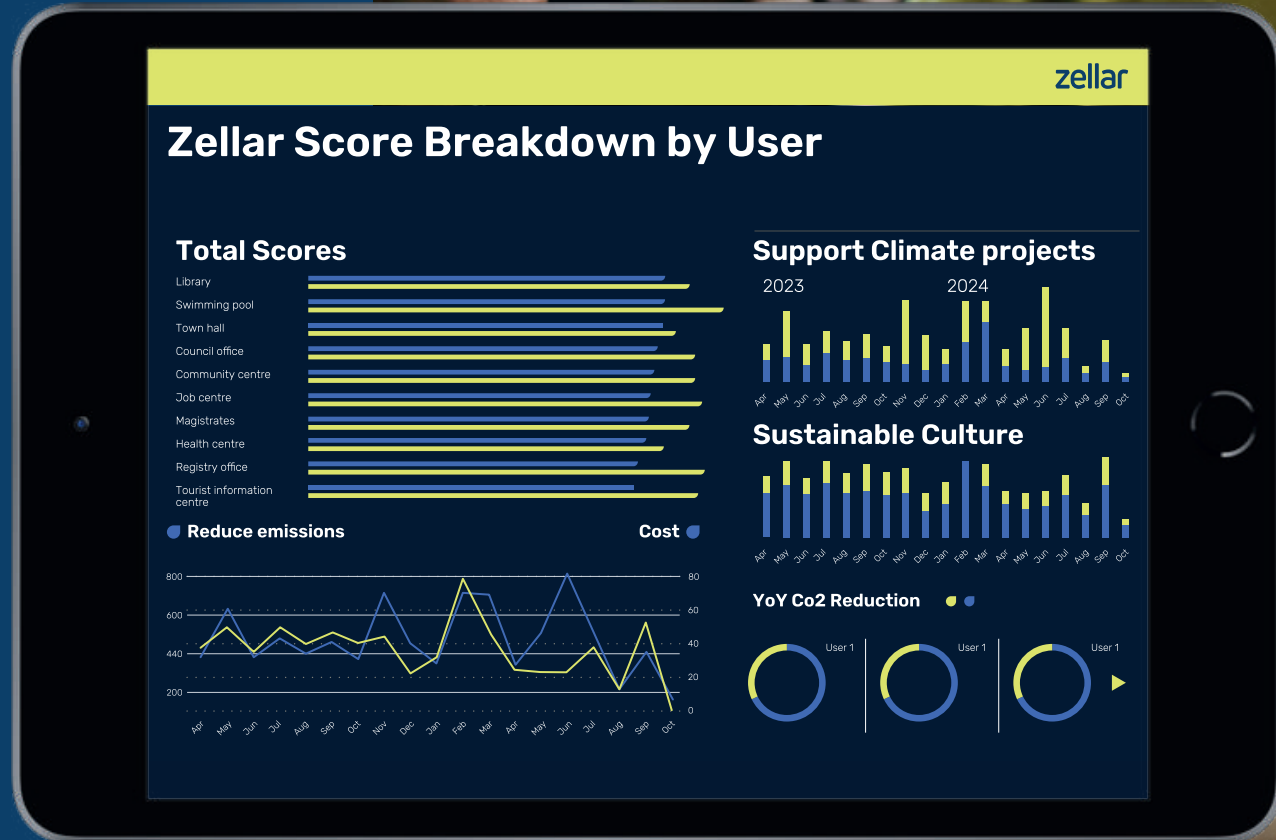
Action Highlights
BROWSE BY CATEGORY TO HIGHLIGHT GOAL-SPECIFIC ACTIONS

EMISSIONS REDUCTION WASTE MANAGEMENT WATER STewardSHIP

Transform your decision making

Live visibility and data across your entire portfolio

- Capture every action taken
- Focus on cost and emissions reductions
- Engage and motivate teams
- Identify and share best practice
- Create case studies
- Build, export and share SBTi aligned reports



District council programme

Custom deployment of Zellar across four programmes

Licences	100-499	500-999	1000+
Full price	From £44,850	From £149,500	From £299,000
Discount	10%	15%	20%

SMART Councils

Access behavioural change programmes for council buildings

- Reduce running costs
- Lead way on meeting green responsibilities
- Track and report regional net-zero progress

SMART Healthcare

Access change programmes for primary care

- Reduce running costs
- Decarbonisation in line with DoHSC regulations
- Track and report progress

SMART Housing

Manage footprint of social housing

- Measure carbon footprint of housing stock
- Create benchmarks to target investment in improvements
- Support cost reduction from tenants

GET ZERO Get Zellar

Help local businesses kickstart their sustainability journeys

- Accelerate, track and report regional net-zero progress
- Boost economic growth by saving businesses money
- Access real-time reports

Partnerships

First wave of councils onboard,
second wave now open

Some of our early adopter councils



Some of our partners



“ Warwickshire County Council is proud to join Zellar’s programme. It will help us to make informed decisions and play an important role in our mission to reduce costs and emissions across local enterprise, schools and our own estate.

Councillor Isobel Seccombe - OBE
Leader
Warwickshire County Council

“ I’m thrilled that we are the first Combined Authority to offer the Zellar platform.

Councillor Richard Wearmouth
Cabinet Member for Clean Energy and Connectivity
North of Tyne Combined Authority

“ Launching this opportunity in partnership with Zellar is the latest step in our journey to reaching net-zero by 2030.

Phil Roberts
Deputy Chief Executive
North Kesteven District Council

Impact for the authority partner

Benefits of your journey with Zellar

1

SIMPLE

Embed a simple and flexible solution across your region.

2

REDUCE COST

Reduce energy spend and avoid expensive consultants.

3

FUTUREPROOF

Futureproof your council against evolving reporting requirements.

4

TRANSPARENCY

Measure and share impact data across portfolio.

5

EFFICIENCY

Simple software solution creates resource flexibility.

6

LEADERSHIP

Accountability and transparent progress towards regional climate goals.

7

INVESTMENT

Know what to spend and where.

8

FAST ROI

Payback within first year and further annual savings.



zellar

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