



Case Study: Lady's Mile Holiday Park

Powered by Metpow since December 2024

Customer: Lady's Mile Holiday Park

Location: Dawlish, United Kingdom

Number of Pitches: 1,000+

Owner: Jason Jeffery

The Challenge: Managing Complexity at Scale

Lady's Mile is one of the largest and most celebrated holiday parks in the South West. With over 1,000 pitches and lodges, year-round guests, and a wide variety of connection types, the operational demands of managing energy fairly and efficiently were growing.

"As a multi-award-winning holiday park, Lady's Mile is always innovating to enhance the guest experience," says Jason Jeffery, owner of the park. "But with such a large and diverse site, we needed a metering system that could keep up – something that was both robust and easy to manage."

Historically, managing electricity usage across the park was time-consuming and opaque. Staff had limited visibility into usage patterns, and guests were often unaware of how much energy they were consuming during their stay. The result was inefficiency, rising costs, and missed opportunities to improve sustainability and guest trust.

The Solution: Real-Time Insight with Metpow

In December 2024, Lady's Mile adopted Metpow's intelligent metering platform, designed to scale across even the most complex sites.

"Metpow's intuitive back-office system has transformed how we manage energy," explains Jason. "From our site office, we now have real-time, pitch-by-pitch visibility of energy consumption. That level of detail makes a huge difference to how we run the park."

Using wireless LoRaWAN connectivity, the Metpow system delivers reliable data to operators without relying on patchy Wi-Fi or expensive groundworks. Staff can monitor and control pitch-level energy in real time. Meanwhile, guests benefit from the Metpow app, which gives them complete visibility into their usage and spend, with the ability to top up as needed.

The transition to Metpow was straightforward, even at scale. Thanks to dedicated onboarding and support from the Metpow team, Lady's Mile was able to go live smoothly and without disruption.

The Impact: Smarter Operations and Empowered Guests

Since implementing Metpow, Lady's Mile has significantly improved how energy is monitored and managed across the site:

- **Pitch-by-pitch control** has replaced guesswork and manual effort
- **Guests are now informed and in control**, leading to greater satisfaction
- **Operational teams save time**, with less reactive work and clearer data
- **Energy usage is visible and trackable**, supporting cost and carbon goals

For a park of Lady's Mile's scale and reputation, these improvements are essential. As Jason puts it:

"Thanks to Metpow, Lady's Mile is confidently managing energy more effectively than ever. Our guests benefit from greater clarity about their usage, and our team is empowered to make informed decisions. What used to feel like a logistical burden has now become a well-run part of our operation."

