

Case Study: Watergate Bay Touring Park

Powered by Metpow since November 2024



Customer: Watergate Bay Touring Park

Location: Cornwall, United Kingdom

Number of Pitches: 213

Owner: Graham Jennings

The Challenge: Unseen Costs and Outdated Billing Models

Watergate Bay Touring Park, an award-winning, family-run site in Cornwall, entered its 50th season in 2025 with a proud legacy and a persistent problem. Despite having 213 pitches and a reputation for excellence, including AA 5 Pennant status and Visit England 5-star accreditation, the park was facing a mounting issue behind the scenes.

"Electricity was included in the pitch price, but we had no idea what people were using," explains Graham Jennings, the park's owner. "We suspected we were losing money in the colder months, but we had no visibility. We looked for solutions three years ago but found nothing suitable. Everything felt expensive or outdated."

The consequences were real. As guest expectations rose and more visitors arrived with high-consumption equipment, the park absorbed the costs. One stay in particular stood out – a guest used £83 of electricity in just four days. Before Metpow, that entire cost would have been covered by the park.

The Solution: Smart Metering with Visibility and Control

In November 2024, Watergate Bay joined Metpow. The change was immediate.

"When we were introduced to Metpow, we knew straight away that it was the right fit," says Graham. "It felt future proof, not just a product, but a long-term solution. Metpow gave us the visibility we needed and allowed us to finally charge guests fairly for what they use."

Metpow's wireless LoRaWAN-based system integrates with Rolec hardware and is managed via a cloud-based platform. For operators, it provides real-time insight into energy usage across the park. For guests, it is simple and intuitive. They scan a QR code, top up, and track their usage from their phone – all without bothering reception.

"We did go through a learning period, both for staff and guests," Graham admits. "But the Metpow team were always available, always collaborative. We never felt alone in the process. It has genuinely felt like having a partner by our side."

The Impact: Fairness, Savings, and Future Readiness

Watergate Bay has seen substantial operational and commercial improvements since adopting Metpow:

- **Guests pay only for what they use**, eliminating guesswork and unfair subsidies
- **Around 70 percent of guests now spend less**, making stays more affordable
- **Pitch prices have remained competitive**, with no increase for the 2025 season
- **The park has full transparency and control over its energy infrastructure**

"We used to think smart metering was out of reach," Graham reflects. "But Metpow has surprised us – it is affordable, reliable, and it works. I cannot see us ever going back to the old way of bundling in energy."

Words from the Owner

"We had been looking for a metering system for years, and when we discovered Metpow, we knew it was the one. It has transformed how we manage electricity across the site. We can see exactly what is being used, and guests are billed fairly. That one example of £83 in three days made us realise just how exposed we were before. Now we have peace of mind and our guests have more control too. What I love most is that about 70 percent of our guests are actually saving money. That has helped us keep pitch fees flat for our 50th season, which means a lot to us as a family business. Metpow has not just helped us fix a financial issue – it has helped us build something more sustainable for the future. I would absolutely recommend it to other holiday parks and campsites who want to be ahead of the curve. The old inclusive model is not fit for purpose anymore. With guest consumption rising and smart tech like this more affordable than ever, now really is the time to make the switch."

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