

Case Study

Avon Valley Park Festivals

Background

Avon Valley runs some of the South West's most popular seasonal attractions, including their award-winning Fear and Christmas events. Each year, thousands of visitors come to the site, putting pressure on car park operations, safety lighting and manpower.

Doug contacted Prolectric as he wanted to move away from traditional diesel tower lights for the car parks. The site needed reliable, off-grid lighting that would improve safety, reduce operational effort and cut the rising cost of diesel. With Avon Valley located close to Prolectric HQ, a fast and efficient deployment was possible.

This year, Avon Valley trialled ten ProRXM solar tower lights for the event season.

Challenge

The team faced several operational hurdles:

- **No mains power available** – they needed fully off-grid lighting.
- **Environmental commitments** – diesel lighting no longer aligned with their sustainability goals.
- **Rising fuel and refill costs** – diesel tower lights were becoming increasingly expensive to run.
- **Manpower drain** – during fireworks displays, staff previously had to run around turning lights off manually, then back on afterwards for safe car park exit routes.

Avon Valley needed a cleaner, simpler and more efficient solution that would save time and money without compromising visitor safety.

Prolectric's solar lighting towers have been a game-changer for us at Avon Valley during both Fear Scream Park and our Christmas events. They gave us bright, reliable lighting across car parks and key guest areas, without the noise, fumes or refuelling issues that come with diesel towers.

The remote control and automated scheduling meant the lights were on exactly when we needed them and our team weren't tied up every night switching units on and off. Overall, they've improved safety, reduced hassle for our crew and delivered a cleaner, more professional event site.

Doug Douglas

Avon Valley Park Owner



The Solution

We supplied 10 ProRXM solar lighting towers, delivering a fully managed service:

- Delivered and positioned on site ahead of event opening
- Fully set up with optimal brightness and coverage for each car park zone
- Automated scheduling, meaning lights switched on and off without staff intervention
- Remote monitoring throughout

the event season to ensure continuous, reliable operation

This eliminated any need for refuelling, manual switching or overnight maintenance.

The Result

The ProRXM units delivered outstanding performance across the entire event period, helping Avon Valley achieve a safer, quieter and more sustainable visitor experience.

Operational Benefits:

- Zero fuel, zero refuelling runs
- Zero noise and zero emissions, perfect for events
- Automated lighting schedules removed manual tasks – freeing staff for higher-value roles

- Reliable, bright, uniform lighting for busy car parks

By switching from diesel to Prolectric's solar tower lights, Avon Valley cut costs, eliminated emissions, reduced on-site labour requirements and improved visitor safety.

The ProRXM became a reliable, low-touch lighting solution that supported both the Fear

and Christmas events with no interruptions.

Avon Valley now has a proven, sustainable and cost-effective lighting model for all future seasonal events.

Key Savings

For 10 ProRXM units, over a 5 week period, Avon Valley achieved:

Carbon Savings
13,760
kg of CO₂e

Fuel Savings
5,461
litres of fuel

Fuel Cost Savings
£8,772

These savings were delivered automatically, without any operator involvement, refuelling or noise disruption.

Why choose Prolectric?



No Emissions

Instantly cut Scope 1 emissions and strengthen ESG reporting.



Zero Fuel Costs

No diesel bills, no refuelling, no theft risk, no labour costs.



Smart Telematics

Full visibility and remote control of lighting performance and savings.



Lower Total Cost of Ownership

Reduced operating costs from day one.



Silent Operation

Ideal for residential, event and night-time environments.



Low Maintenance

Setup-and-forget reliability with fewer site visits.



Guaranteed Winter Performance

Reliable, year-round lighting with no diesel backup required.



Safer Sites

No refuelling, no spills, no engine hazards.