

GREENING THE BROADS

A guide to good practice for
businesses in the Broads



Broads Authority
The Broads - a member of the
National Park family



Quality in the Environment





This Guide has been prepared by Green Tourism. Grading visits were undertaken by Stuart Brain, Senior Sustainable Tourism Assessor. Project supported by the STEP (Sustainable Tourism in Estuary Parks) Interreg IVA 2 Seas Programme, The Broads Authority and the Green Tourism Business Scheme.



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PARTICIPATING BUSINESSES

BeWILDerwood	www.bewilderwood.co.uk
Broadland Cycle Hire	www.broadlandcyclehire.co.uk
Clippesby Holidays	www.clippesby.com
Cupcakes	www.cupcakes-reedham.co.uk
East View Farm Holiday Cottages	www.eastviewfarm.co.uk
Fairhaven Woodland & Water Garden	www.fairhavengarden.co.uk
Fineway Leisure Ltd	www.finewayleisure.co.uk
King Line Cottages	www.norfolk-broads.co.uk
Nancy Oldfield Trust	www.nancyoldfield.co.uk
Norfolk Broads Direct Limited	www.broads.co.uk
Norfolk Country Cottages	www.norfolkcottages.co.uk
Norfolk Wherry Trust	www.wherryalbion.com
North Farm Cottages	www.northfarm.info
Richardsons Horizon Craft (Acle)	www.richardsonsgroup.net
Salhouse Broad Countryside Ranger	www.salhousebroad.org.uk
The Shank	www.theshank.co.uk
Wild Duck Holiday Park	www.havenholidays.com
Wroxham Barns Ltd	www.wroxhambarns.co.uk

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In greening tourism - the journey is the destination.

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THE BROADS – THE JEWEL OF THE NATIONAL PARKS FAMILY

The Broads is an internationally important wetland, an intricate maze of rivers and smooth, reed-fringed waters where more than 60 broads (small lakes) are linked together by 200 km of safe, navigable waterways. It is a magical world that is home to the highest concentration of rare wildlife in Britain – truly the Nature Capital of the UK. There is a wealth of outdoor recreational opportunities to be enjoyed, but it is also a very fragile and delicate eco-system.

The Broads Authority is responsible for looking after this special National Park. Working in partnership with other organisations, the Authority's remit is to conserve and enhance the environment of the Broads, to help everyone to understand and enjoy the Broads, and to protect the Broads navigation.

Sustainable tourism draws all these duties together, and it has been an integral and pioneering part of the Broads Authority's management of the area since the Authority was established in 1989. That was a number of years before the concept of sustainable tourism became 'fashionable' (and now almost 'mainstream') and the Authority remains an internationally acknowledged leader in the field today. It works closely with Broads Tourism, which represents the tourism industry, and together the two bodies have achieved far more than either could have done alone.

The partnership between the national park and the tourism industry was further enhanced by the STEP (Sustainable Tourism in Estuary Parks) Interreg IVA 2 Seas programme. This enabled further co-operation with Green Business UK to promote the Green Tourism Business Scheme in the Broads, and it enabled the development of the Green Boat Mark, the UK's first eco-grading scheme for motor cruisers.

STEP Initiatives have included:

- The Britain's Magical Waterland branding initiative
- Enjoy the Broads Website
- Green Boat Mark
- Green Destination Initiative – in partnership with Green Traveller and Cool Places
- Love the Broads visitor giving initiative
- Innovative interpretation programmes
- Broads Wildlife Explorer on giant touch-screens
- New moorings in remote areas
- Exchange visits for businesses





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INTRODUCTION

Environmental issues are of increasing importance to individuals and businesses and that is particularly the case with tourism. Tourism by its nature incorporates travel accommodation and activities, all of which can have a significant effect on the environment. For this reason it is important that we as an industry look at ways in which we can reduce those impacts. One clear theme to emerge has been the realisation that everyone has to do their bit. That is where this guide and the Green Tourism Business Scheme can help.

This guide was originally produced as part of a project undertaken in 2007 by the Green Tourism Business Scheme (GTBS) and updated in 2013 with the aim of helping businesses in the Broads work towards more sustainable practices. The guide is based upon the Green Tourism criteria and is designed to provide a framework for businesses to reduce their environmental impact, improve economically and encourage interaction with their customers and the community.

CLIMATE CHANGE: WHY WE HAVE TO ACT NOW

“Climate Change is a far greater threat to the world than international terrorism”

Sir David King, UK Chief Scientific Adviser to the Government

These sentiments have been echoed elsewhere and may sound like doom-mongering, but that is exactly the message that is coming from most of the world's leading scientists – that the world is under threat from dangerous climate change brought about by human activity, principally the burning of fossil fuels. What isn't agreed is exactly how it will manifest itself regionally and over time, only that the effects are likely to be wide-ranging and severe. There is generally consensus however, that the sooner we act to reduce our impact the more chance we have of dealing with the problem in the longer term.

WHO IS THIS GUIDE AIMED AT?

This guide is aimed at all types of tourism businesses including

- ACCOMMODATION PROVIDERS – including serviced, self catering and holiday parks
- VISITOR ATTRACTIONS
- ACTIVITY PROVIDERS – including boat operators, cycle hire...
- FOOD & RETAIL – including cafes, restaurants and shops
- OTHERS – corporate offices, Tourist Information Centres...

WHAT IS SUSTAINABLE TOURISM?

“Sustainable tourism is responsible tourism - tourism which takes into account the needs of the environment, local residents, local businesses and visitors, now and in the future”. Broads Website 2007.

- Benefits the environment by conserving resources
- Reduces waste
- Realises cost savings through efficiencies and staff awareness
- Improves the customer experience
- Improves the quality of the service you provide



- Benefits the local community
- Reduces congestion and pollution
- Enhances the natural environment
- And customers expect businesses to look after their environment

WHY CERTIFICATION?

Increasingly consumers are becoming more aware of sustainability related issues. In particular, demand has grown for simple labels that allow consumers to make purchasing decisions based on environmental and ethical grounds.

The key distinction between an environmentally-sound business with certification and one without is credibility. Certification provides the evidence that the business has been inspected against a credible standard by an independent organisation. Green Tourism Business Scheme certification offers customers that mechanism - the ability to make discerning choices about the companies they use when making leisure or business travel choices. However, GTBS offers much more than this. Following their visit all members receive a bespoke report which includes an action plan and recommendations. On top of this, members have access to a wide range of advice and support materials, newsletters, discounts and more.

THE GREEN TOURISM BUSINESS SCHEME

The Green Tourism Business Scheme is a world leading sustainable tourism certification programme. Businesses electing to join are assessed against a rigorous set of criteria covering everything from energy and water efficiency to waste management, biodiversity and more. If they meet the required standard then they are awarded Bronze, Silver or Gold based on their level of achievement. Currently membership comprises a wide range of business types including accommodation providers, visitor attractions, boatyards, activity providers, corporate offices and others.

Running for over 15 years and with over 2400 members across the whole of the UK it is the largest and most established scheme of its type in the World and is the only national programme validated by the International Centre for Responsible Tourism and endorsed by all of the National Tourism Agencies in England, Scotland, Wales, Northern Ireland and the Republic of Ireland. The programme is operated by Green Business UK – a not for profit company.

GTBS offers a wide range of benefits including:

- An onsite grading carried out by trained environmental professionals with considerable experience in tourism.
- A report with tailored advice and recommendations based on the grading visits
- A plaque and logo for marketing purposes.
- Access to comprehensive technical resources including website and regular newsletters.
- Access to discounts and special offers.
- An entry on the green-business website.

Full criteria and details about GTBS are available from:

Online: www.green-business.co.uk
email: gtbs@green-business.co.uk

Or

By Post: GTBS, 4 Atholl Place, Perth, PH1 5ND
Telephone: 01738 632 162



HOW TO USE THE GUIDE

This guide has been designed as a simple tool for tourism businesses to help them be more sustainable. It is based on an abridged version of the GTBS criteria and is split into several sections each covering a different topic. Work through the guide and look for areas to develop – you could be doing enough already to receive a GTBS award.

The key approach to remember is

1. First review what you currently do
2. Identify opportunities to do more
3. Devise an action Plan
4. Implement the action plan
5. Go back to the step 1 and look for new opportunities or develop exiting ones

SAMPLE ACTION PLAN

An action plan is simply a list of planned actions with timescale and responsibilities. Writing it down and providing a structure tends to mean things get done rather than forgotten – especially if tied to targets.

Action	Responsibility	Due Date	Priority	Comments
Join GTBS	GM	Now	High	
Low-energy lights	Housekeeping	Ongoing	High	Replace candles with CFL
Displacement in cisterns	Maintenance	Ongoing	High	Awaiting from supplier
Staff switch off campaign	Housekeeping 2	5th Sept	Med	
Fit new fridge seals	Kitchen			
Research solar panels	Facilities		Low	
Write Green Policy	GM	30th Sept	High	
Carbon Trust Audit	GM/Facilities	12th Aug	High	Date arranged for audit
Develop staff training	HR	Ongoing	Med	

COMMITMENT TO THE ENVIRONMENT

COMPULSORY, MANAGEMENT, MARKETING AND COMMUNICATION

The full GTBS criteria covers compulsory, management and marketing, and communication issues in separate sections. They have been combined here as they can collectively be regarded as the first steps a business should take when working towards sustainability.

All you have to do to join the GTBS is complete and sign the application form (copies on-line) and return it to us via e-mail or by post to the address listed.

COMPULSORY

Ensuring that your business does not adversely affect the environment is an important step towards being sustainable. Making sure you comply with relevant legislation as well as reducing any environmental risks is vital. GTBS membership also requires that you provide information on your resource use (benchmarking) and develop a green policy.



Some specific areas to look at include:

- **WASTE** – ensure that waste is stored properly to prevent access by pests or weather ingress and take steps to reduce litter. Wastes such as cooking oil and fluorescent tubes should be dealt with appropriately.
- **ENVIRONMENTAL RISKS** – identify and take steps to mitigate any environmental risks such as from car park run-off, oil or chemical storage.
- **SANITARY WASTE DISPOSAL** - provide bins in all bathrooms and have licensed collections if you have public toilets. You could also have simple notices to encourage (see sample).

This short list above covers the main legislative issues related to tourism businesses. It is by no means exhaustive and every business should take steps to ensure they are fully up to date with relevant legislation and GTBS criteria. But remember the GTBS grading assessor is there to help.



SAMPLE SANITARY WASTE NOTICE

Think Before You Flush

As a rural business our sewerage all goes to a septic tank. To prevent pollution or blockage can you please make sure that any sanitary waste is disposed of in the bin provided.

Thank you

DEVELOP A GREEN POLICY

A green policy lets your customers know you have made a commitment to sustainable tourism. There is no set formula but it should explain what steps you have undertaken or are planning. Language and presentation are important considerations. Try to be positive and friendly, and use graphics where appropriate. Be honest with what you say - nothing will undermine your credibility more than false statements. Most importantly make sure it's well placed and visible to customers i.e. on websites, receptions, in rooms etc (sample below).



SAMPLE GREEN POLICY

Environmental Policy

At (Business Name) we are committed to working in a sustainable way.
We are undertaking the following actions in order to achieve this.

- we have joined the Green Tourism Business Scheme.
- we aim to be energy efficient – our appliances and boiler are A-rated, we have upgraded loft insulation and all our lighting is low energy.
- we use water wisely – we have water butts, low flush toilets and efficient showers.
- we buy recycled products and eco-friendly cleaners.
- we use local produce wherever possible.
- we minimise our waste as well as recycling and composting what we can.
- we have public transport information for guests.
- we have planted native trees and put up bird boxes in the grounds.

We would like to ask you to help us – the green folder in your room has suggestions on what you can do to be a greener visitor.

(Signed Manager)

MANAGEMENT & MARKETING

Managing a business effectively is key to understanding and reducing its impacts on the environment as well as helping in its economic success. Many aspects of running a business in an environmentally-sound way could be described as common sense. However, there are some key management actions that should be considered when running any business in an environmentally-minded way.

GOOD RECORD KEEPING – GREEN FILE

Good record keeping is all about keeping important information in a structured way so that it's easy to find when you need it. AT GTBS we recommend that all members keep a green file. It should be an up to date working file that serves a number of functions and acts as:

- a reference guide on green procedures for you and staff
- a virtual 'green handshake' for any new staff
- an evidence portfolio for GTBS assessors

The sort of information it could contain includes:

- Procedure sheets.
- Copies of any green documentation i.e. signage
- A copy of your green policy.
- Site information such as location of meters or master switches.
- Any other information relating to the green running of the site.



SAMPLE INDUCTION & CHECKLIST

GENERIC TRAINING

- Explain environmental policy
- Explain recycling policy
- Read green file

HOUSEKEEPING CHECKLIST

- Switch off lights in room
- Turn radiator down to 3
- Close window after airing
- Only replace towel if it is in the bath (or it needs replacing)
- Refill soap dispenser
- Keep any recycling separate
- Keep partially used toilet rolls for staff use
- Report any leaking taps

KITCHEN CHECKLIST

- Turn off ovens and gas rings when not needed
- Close refrigerators after use
- Don't leave taps running (especially hot)
- Think about portion control
- Recycle



STAFF INVOLVEMENT

Key to the success of any endeavour, environmental or otherwise is the involvement of staff. Staff awareness can directly affect the impact of your business in a number of ways - if staff don't turn off lights, use too much of a chemical or otherwise don't consider the environment of importance then you'll probably feel it on the bottom line. Staff can also have indirect effects. They are also there to provide information and guidance to your customers – the quality and accuracy of that information is a vital part of the customer experience.

The key to getting staff on board is providing good information at the outset on their green responsibilities, regular refreshers and then enforcing such actions. The aim is to empower them to take personal responsibility for their actions by providing good advice and support, and if necessary give them a shove in the right direction.

If you are a small business that doesn't have staff as such the onus is on you to take responsibility and there are lots of opportunities to increase awareness through training, publications and events. Larger businesses should consider a structured approach to staff awareness, appointing a green champion and setting up a green team as well as ongoing training and campaigns.

ENERGY & WATER MONITORING

Central to any business's efforts in reducing its environmental impact is a need to understand where the costs lie. That is where monitoring comes in. Monitoring is not simply recording figures for the sake of it – but using those figures in a way to gain meaningful information. At its simplest monitoring may be comparing one year's bills against the next, but used effectively it can become a powerful cost saving tool. Don't rely on bills to be correct – many are based on estimated readings.

SAMPLE MONITORING SHEET

This is a fictional example of some basic monitoring. You can of course record figures and analyse them much more frequently and in greater detail. The important thing is to get something out of the figures.

Month	Gas or oil	Electric	Water (m ³)	Guests	Weather
Jan 2013	2000	3000	10.4	49	Unseasonably warm
Feb 2013	1550	2430	18.1	64	Typical

Totals for 2013

- How to get consumption data – subtract the previous meter reading from the current one. This will give you the amount of units you have used. For example, the January electric meter reading was 2436090 and February 2438520 = 2430.
- At least every year you should compare your figures against the same month in the previous year.
- As you build up a picture you should be able to spot any anomalies such as appliances being left on, or water or oil leaks.
- Monitoring can also highlight where you have made savings and be used as a projection tool for capital investment.

Suggested monitoring programme (water and energy)

- Create spreadsheet or graph (example above).
- Record meter readings weekly-monthly.
- Record variables in as much detail as possible (occupancy/weather/covers/other).
- Always be on the lookout for anomalies (low or high).
- Work out detailed costs per variable (i.e. occupancy) annually.

FEEDBACK

Feedback from your customers gives you an understanding of how you and the service you provide are perceived and gives you an opportunity for quality control and improvement. Many businesses already operate some kind of feedback mechanism, whether it be a formal questionnaire or a guest book. Both are valid and can be a useful method of data collection, but think carefully about what you ask. No one wants a thousand questions, but without some direction you may find the responses vague when what you really want is constructive criticism (see sample questions).



SAMPLE FEEDBACK QUESTIONS

- Have you got any green suggestions of other things we could do?
- Do you think our commitment to sustainable tourism is important?
- Have you heard of the Green Tourism Business Scheme?
- Did you use public transport during your stay?

SPECIALIST HELP

If you are looking for advice and support on sustainability then there are a few key organisations that should be your first port of call. All have excellent websites and support materials and in many cases the support is at no-cost.



Carbon Trust, www.carbontrust.co.uk – offer advice and support on energy-related matters. Aimed mainly at sites with large energy bills (>£50k) they offer a number of services including resource efficiency audits. They also administer an interest free loan scheme for energy efficiency projects.



Energy Saving Trust, www.energysavingtrust.org.uk – has similar overall aims to the Carbon Trust but is aimed more squarely at the domestic sector so would be relevant to many smaller tourism businesses.



The Green Blue, www.thegreenblue.org.uk – has the aim of making boating in coastal and inland waters as sustainable as possible. The organisation raises environmental awareness on the water by giving guidance on regulations, sharing good practice, and identifying environmentally friendly products that can be used in delicate ecosystems.

WRAP, www.wrap.org.uk – offer advice and support on waste related measures. They encourage businesses, of all sizes and types to prevent waste to landfill by using resources in an efficient way, maximising reuse of products and increasing recycling streams.

Local – there are a range of local organisations with similar remits to those above. The best idea is to ask your local authority for details of specific support and projects.

MARKETING

Marketing is a subject in its own right and it is not the aim here to reproduce that which is widely available elsewhere. Rather, the aim here is to focus on the key elements of marketing yourself as a green business. Some specific actions you could undertake include:

- Having a green page on your website.
- Use any logos e.g. GTBS on all your marketing materials.
- Advertise in niche green publications.
- Highlight green facilities you have i.e. Walking and cycling.
- Mention whether you use any local produce.

An important point to consider is that your marketing represents your first contact with a potential customer so think carefully about what you are trying to get across. If you have green information on your web page and the customer is green-minded then that may be enough to secure a booking. It is also important to be honest. Don't over inflate green claims – many consumers are extremely aware and will pick you up on any unverifiable claims.

Case Study: GREEN MARKETING

Established for over 60 years Richardson's own the largest fleet of cruisers on the Norfolk Broads. Although initially daunted by Green Tourism they found with some modifications to their present systems they could further improve and have now achieved a Silver award for both yards at Richardsons Marina at Stalham and Horizoncraft at Acle. They have also gained either a Bronze or Silver Green Boat Mark for all classes of boats in their hire fleet.

By using the following Green Marketing messages they have been able to prove that the majority of their customers do consider Green issues when booking a holiday:

- Wildlife watch nature diary in reception for guests to record any sightings.
- Environmental Policy and other green information for customers on brochures website.
- Green question on feedback form.



Other recent improvements include increasing the insulation in the buildings, fitted solar panels on one of their hangers and replaced our wet central heating system with a highly efficient eco electric system. They have reassessed all chemicals used on site and ensured they are phosphate free and now use eco-friendly chemicals including the washing up liquid provided in introductory packs on-board the boats.

COMMUNICATION & SOCIAL

Communicating with your customers and the community is an important part of sustainable tourism. But how you do it is vital. Below are a number of suggestions on how to communicate your business's sustainable practices. Key things to consider are not just what to say, but also how you say it. Presentation and organisation are also important.

RESPONSIBLE VISITOR INFORMATION

Whilst one of the aims of a green policy is to relay your green credentials to your customer it also provides you with an opportunity to influence the behaviour of your customers and encourage them to be green. Examples of such things include:

- Responsible visitor charter (see sample).

SAMPLE RESPONSIBLE VISITOR CHARTER

Could be displayed on a tent card, in room information or on a noticeboard

In the Broads we are doing our bit to help the environment. As a visitor there are things that you can do too.

Conserve Energy – turn off lights and TVs when you don't need them and close the window if you have the heating on.

Give the Car a Rest – there are many better ways to see the Broads including by bike, boat or walking. Public transport is also good in most areas.

Support Local – we have some fantastic restaurants that specialise in using local produce as well as many farm shops.

Reduce, Reuse, Recycle – where possible try to reduce and reuse your waste. Where that's not possible please recycle. We can do it for you – please leave recycling in the bag provided.

Be Water Wise – Despite the presence of the Broads water scarcity is a real issue in the area so please try to be careful with water. Turn off taps and reuse your towel to help.

Respect Nature – guard against litter and fire and try not to disturb wildlife.

Support Green Businesses – There are a number of GTBS businesses in the Broads and many more throughout the UK who are doing their bit to help the environment. By choosing them you are helping too.

Thank you for helping

Case Study: SOCIAL RESPONSIBILITY

Robert King owner of King Line Cottages built the first Norfolk Broads based self-drive day-boat for passengers in wheelchairs. An electric platform lift lowers and lifts a wheelchair and passenger into and out of the craft safely. One of the boats can take 2 wheel chairs, and also allows lateral transfer to the driver's seat from a wheel chair.

In recognition of these efforts Robert received an MBE, "For services to the Tourist Industry and to Disadvantaged People in Norfolk" in 2011.

COMMUNITY AND SOCIAL RESPONSIBILITY ACTIVITIES

An important part of sustainable tourism and GTBS is community involvement and social responsibility. It is essential that businesses are seen as a central part of the community and not something outside it. Supporting wider projects to improve social equity are also encouraged. Be sure to get the most out of any PR that arises. Lots of opportunities exist to become more involved if you are not already:

- Visitor payback (opt in/out donations linked to green projects).
- Litter pick.
- Sponsorship.
- Use of facilities by local groups (e.g. church, Rotary Club etc.).
- Developing footpaths, cycle ways or woodlands.
- Work with local schools and community groups.
- Buy products that support social equity.
- Employ or offer facilities for disadvantaged groups.



ENERGY

All businesses use energy, some more than others, but nearly all of us could use less without compromising on quality.

- Most energy comes from fossil fuels which produce carbon dioxide as a by-product. This is contributing to climate change. Currently only a small fraction of our energy (around 11%) comes from renewable sources.
- A typical tourism business could save up to 20% on its energy bills with some simple low-cost or no-cost actions.

There are lots of things you can do to reduce energy and some actions such as staff awareness will have almost immediate effect. Others, such as replacing boilers or upgrading insulation, will take a little longer to pay for themselves.

LIGHTING

Lighting usually accounts for around 20% of the energy used in an accommodation business and this figure may be even higher in businesses which have a lot of display lighting. The rule of thumb is that the longer a bulb is on the quicker the payback cost will be for any low energy replacement. There are some simple steps you can take to reduce your lighting-related energy costs:

- Replace any conventional incandescent bulbs with LED lights. These have improved significantly over the last few years with bulbs of many shapes and fittings able to fulfil nearly every lighting requirement. LED bulbs are still more expensive than compact fluorescent (CFL) bulbs but can last more than 25000 hours, 5 times longer than most CFL bulbs. There will be a much quicker payback of investment for bulbs used for longer periods of time.
- CFL bulbs are still very relevant and good for lamps used for shorter periods of the day. A CFL will use around 20% of the energy of a conventional incandescent bulb and last up to 12x longer.
- Outdoor halogen lighting can be very inefficient with typical bulbs rated at 500w. if you do have lighting that's on for any period go for a lower energy equivalent such as LEDs which are now proving to be very successful outdoors with wattage a fraction of standard outdoor bulbs. SON lighting is still quite efficient with most outside bulbs rated around 70w.
- Invest in lighting controls. Motion and push sensors can be useful, particularly in low-use areas. Photocells and timers are also worthwhile.

Comparison of Standard halogen spot light against low energy LED bulb.

Cost of running 6 watt LED (for 25000hrs)	£21
Cost of 1 bulb	£15
Total	£36
Cost of running 50 watt halogen spot (for 25000 hrs)	£175
Cost of 12 bulbs	£12
Total	£187
Saving over life of lamp	£151
Savings also made on staff time.	

Assumptions for calculation:

Cost of electricity 14p per kWh

Life of LED Lamp: 25000 hours (conservative estimate)

Life of Halogen Lamp: 2000 hours

Typical Heat losses from a building

Roof	25%
Walls	35%
Windows & Doors	15%
Floor	15%
Incidental	10%

INSULATION, GLAZING AND VENTILATION

Probably the best way to save heat and hence energy is through measures designed to reduce heat losses. There are lots of ways to do this - and it is very building dependent - but there is something for everyone:

- Insulate your loft as much as possible - current building regulations stipulate 270mm. Insulation can be a problem with flat roofed buildings but if the roof is replaced think about improving insulation then.
- Ensure doors and windows have proper seals to prevent draughts.
- Double and even triple glazing can reduce heat loss considerably – secondary glazing and thick lined curtains will also help.
- If you have any areas major heat losses e.g. from a swimming pool or kitchen - look at having heat exchangers put in.

HEATING & HOT WATER

Space heating and hot water together form the most significant part of most businesses' fuel bills. There are usually a number of options to help bring the bills down.

- If your boiler is more than 10 years old look at replacing it with a modern condensing unit – some achieve efficiencies of up to 97% (SEDBUK.com has details).
- Look at your control systems for heating – even the simplest controls should be adjusted according to weather conditions and demand. Some automated systems are also available (chalmor.co.uk).
- Fit thermostatic radiator valves on radiators and timers on electric heaters.
- Make sure hot water tanks are properly insulated (50mm) and that the thermostats are adjusted (60°C). If you have immersion heaters, ensure they are on timers. You can also get boost controllers that only partially reheat the tank.

Case Study: COST PLUG



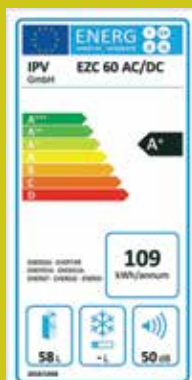
Cost plugs can be used to find out how much electricity your domestic appliances are using. By using the device it is possible to work out whether refurbishment or replacement is worthwhile.

APPLIANCES

All appliances use energy – some like fridges and freezers are on 24 hours a day. Others such as dishwashers and washing machines are only on for as long as you need them. Some appliances are more efficient than others – but how do you know what to buy? First of all do a bit of research. For domestic equipment you should be looking for A rated appliances or better (there is an A++ grading) – look for the energy saving recommended logo (below). If you're purchasing new commercial equipment look at the Qualified for Energy Technology List.

Look for the Logo: Energy Labels

By law all domestic appliances have to have the EU energy Label (left). Those recommended by the Energy Saving Trust will have the “energy saving recommended” logo (middle). Efficient commercial appliances on the Energy Technology List are the most efficient and qualify for Enhanced Capital Allowance (right) – see www.eca.gov.uk





Case Study: RENEWABLES



The buildings at Fairhaven Gardens have incorporated some of the most progressive green elements including heat pumps, rainwater harvesting and sustainable construction methods. The new café has a 9kw array of photovoltaics on the roof which saves £1200 a year with a payback of less than 7 years. The café also has a strong focus on providing and promoting local and fair trade items on its menu.

WATER

MAINTENANCE

Dripping taps and leaks are all too common and a small drip can waste 5000 litres year which you'll pay for if you're on a meter. If its hot water you'll be paying to heat it too.

TOILETS

Each year millions of gallons of water are literally flushed away – most of which is of drinking water quality. Typically older cisterns flush up to 10-12 litres, far more than modern ones which use 4-6 litres. There are lots of options to make toilets more efficient:

- Fit a displacement device in cisterns – this could be one of the marketed products such as a hippo or save-a-flush but alternatively you could use a water-filled plastic bottle. Just ensure there are no bubbles in and it sinks to the bottom and doesn't interfere with the flush mechanism.
- When buying new, look for water efficient toilets – some only use a maximum 4 litre flush. Others have dual flush buttons to regulate volumes flushed.
- Ensure urinals have a controller which regulates the flush according to usage. Alternatively install a waterless system.
- Build a composting loo. Not for everyone but a well run composting loo should not smell and requires little maintenance.

Water Saving Devices for Toilets

Left to Right: Cistern displacement – dual flush, PIR urinal controller and waterless urinal.

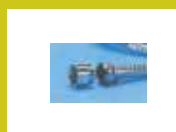
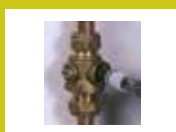


TAPS & SHOWERS

- Fit push taps in public areas and kitchens.
- Look for aerator fittings that give the water a fizzy appearance – these can save water and some retrofit versions are available.
- Basins do not need a high water flow rate so modulate flow rates at each basin. Simple inline devices are available to reduce the flow to 6 or 8 litres per minute.
- Water efficient shower heads are available.

Water saving devices, taps & showers

From left to right: isolation valves can adjust at-tap pressure, 6-litre flow restrictor, push tap, aerator tap fitting, shower flow restrictor – source: greenbuildingstore.co.uk



RAINWATER

Rainwater is a free and (potentially) unlimited resource which can be used in many situations where potable water is not required.

- Fit water butts – this need not just be for gardening but could be for customers to clean bikes and boots
- Rainwater Harvesting systems are available that store water under the ground, treat it and supply clean drinking water (see case study).

Case Study: RAINWATER HARVESTING



The rainwater harvesting system at Fairhaven Gardens saves them £1500 a year with a 6/7 year payback - financially smart, not just green! The garden areas are very natural and include walks for disabled people with a Braille trail for visitors. Fairhaven has an excellent craft shop with a great many local and environmentally sourced products.

ECO-CLEANERS

There are many cleaners that claim to be eco-friendly and biodegradable. There are several things to consider when choosing a particular product over another:

- Is it derived from natural plant based extracts or from mineral oil derivatives.
- Does the product contain harmful chemicals such as phosphates and chlorine.
- How quickly does the product biodegrade.
- Where was the product made – far travelled products will use produce more emissions through transport.
- Can you buy it in concentrate or bulk – to reduce packaging and transport emissions.
- Has the company got environmental certification such as EMAS or ISO 14001.
- Microfibre cloths are available that don't require any chemicals at all – suitable for dusting, window polishing etc...
- You can also make your own cleaners from a variety of household ingredients (see case study).



Case Study: ECO-CLEANERS

The team at Salhouse Broad are tasked with the conservation and environmental management of the nearby Broad. Eutrophication is a problem in the Broads as it causes algal blooms and is detrimental to wildlife. It is caused by an excessive of phosphates in the water and so at Salhouse they use only phosphate free eco cleaners supplied by Ecover.



Case Study: DIY CLEANING RECIPES

Carpets – Freshen up carpets the ecofriendly way – mix together bicarbonate of soda with a cloves and sprinkle on the carpet, then vacuum as normal. This recipe comes from Ivy House Country Hotel.

Window Cleaner – mix 3 teaspoons of white vinegar (not malt) to 3 litres of warm water and wash windows – try drying them with crumpled newspaper for a good shine. Alternatively mix 1 teaspoon of vinegar to 500ml water and decant into a refillable spray bottle to be used when required.

Wood – mix one part olive oil with one part lemon juice. Rub on as a normal polish and buff off with a dry cloth.

PURCHASING

Consumers' habits are changing – the growth of ethical shopping over the last few years has been phenomenal. Organic and fair trade are two brands that symbolise this growth. A decade ago very few would have been aware of them, yet now they are household names. As a business, there are many options for you to green your supply chain – some are customer facing such as food, others may be behind the scenes such as housekeeping products. Either way, there are many ways your purchasing decisions and the information you provide to customers can play a major part in sustainable purchasing.

RECYCLED PRODUCTS

There are many products now on the market made from recycled materials. Using them means using fewer raw materials, reducing waste to landfill and also stimulating the market for recycled materials. Remember that all the glass, paper, cans and plastic that we recycle are only of any use if they can be made into something else. The Waste Resources Action Programme has more details – contact at the end of the guide.

- Use recycled paper products in housekeeping i.e. toilet paper, hand-towels etc.
- Use recycled paper for letterheads, brochures and printing – if its customer facing be sure to say “printed on recycled” as it reinforces your green commitment.
- You can get all manner of items made from recycled materials including stationary, glassware and even picnic benches.

LOCAL PRODUCE, ORGANIC AND FAIR TRADE

Terms like “carbon footprint” and “food miles” are increasingly being used in everyday conversation and are starting to shape peoples purchasing choices. Nowhere is that more apparent than when related to food and drink. It seems obvious that food grown nearby and organically is better for the environment as transportation and pesticides use are minimised. On top of that, buying local also supports the local economy and the produce itself is usually of higher quality. The Broads is blessed with an excellent range of local produce as well as numerous outlets at which to get it – so let’s use it as much as possible and promote it to our visitors.



For businesses such as self catering you may not directly provide things like food, but you can have a huge impact by providing good information, for instance on farmers markets and farm shops as well as any local restaurants and cafes specialising in local food. Some GTBS members have even developed discounts with local outlets and supply loyalty cards for their customers.

Case Study: LOCAL PRODUCE

Ian Russell at Wroxham Barns is an ambassador for local produce and sustainability in the Broads. The in-house café uses local meat and dairy and all the fruit and vegetables are sourced locally and in season which cuts down on food miles and wastage. The Pantry Food Shop sells a good selection of locally produced jams, pickles, chutneys honeys and confectionery. There is a range of over 70 beers real ales from 14 local brewers. Wroxham Barns was voted Best Food & Drink Tourist Attraction in Norfolk. Ian promotes the use of local food actively through his work with Broads Tourism and outside catering events.



SUSTAINABLE TIMBER

Timber is used in many everyday situations and it is vital that the timber we use comes from sustainably managed sources. Organisations such as the Forestry Stewardship Council (FSC) monitor forestry operations and only award their logo to those that meet their rigorous standards. Avoid using hardwoods wherever possible as many will have come from rainforests. If you do need to use hardwood, make sure it is properly certified. Greenpeace have some more in depth information about the subject.



WATER

Lots of businesses supply bottled water as standard these days but it does have quite a significant environmental impact. For instance, the emissions associated with transporting the water from source to customer can be considerable, especially with foreign waters. Packaging is also an issue as it has to be manufactured and then disposed of, albeit hopefully recycled. There are a number of greener options including:

- Supplying tap water in jug. You could even use filtered water.
- There are small-scale bottling systems available for use onsite which use reusable bottles. Such systems would be typically suitable for larger businesses, especially those with conference facilities.
- If you do want bottled water then try to source as local as possible and offer recycling options to your customers.



WASTE

Every business will have different waste issues depending on location, size and business type. The key rule is to follow the hierarchy below, starting at the top and working your way down. Commonly people think of recycling as the first option when thinking about waste and whilst it is to be encouraged it would be better to reduce or reuse first. In the first instance businesses should think about contacting their local authority waste team to find out what services and facilities they are allowed to use. Remember, as a business you are not covered by the same rules that apply to householders and you may require a commercial waste collection service. Waste Aware Business is a useful website (contact details at end).

The Waste Hierarchy

- Eliminate
- Reduce
- Reuse
- Recycle
- Dispose

Case Study: RECYCLING FACILITIES



Clippesby Holidays have good waste avoidance practices as well as excellent recycling facilities for guests. In the café they have preparation and menu guidance sheets to reduce food waste this includes weights and pre-portions. Any food waste that does arise is segregated and collected by waste food contractor. They are looking into a Johanna an in vessel composter for food so they can deal with the waste on site. Recently the Old Walled Garden of the Hall has been restored as a market garden supplying the restaurant and coffee shop with home grown produce. John Lindsay, the park owner, is responsible for this and now in its second year of re-establishment, is actively becoming a focal point for visitors as well as supplying salad and vegetables for use in their home made food options.

There are a number of things you can do before you have to think about the disposal option.

- Waste monitoring – determines sources, amounts and types of waste.
- Look at things like portion control in order to avoid wastage in the first place.
- Buy products with minimal packaging or reusable packaging.
- Buy in bulk and concentrate form.
- Ask suppliers to take back excessive waste.
- Print on both sides of paper or use the blank side to create scrap notelets.
- Provide good information and facilities to enable staff and customers to recycle.
- Donate unwanted items to charity – the Salvation Army and homeless charities are often willing to take linen and bedding.
- Reuse worn out items such as old linen and towels as rags.
- Most printer cartridges can be recycled via various charities.
- There are a number of organisations and charities that specialise in recycling e.g. Community Recycling Network & Freecycle.
- Excess building materials such as rubble can be used in landscaping.

Case Study: COMPOSTING

King Line Cottages are 6 waterside cottages situated on the River Bure at Horning in the Broads national park. The Cottages have good recycling facilities for guests and even have a wormery for organic food waste. This process uses a population of brandling worms which specialise in digesting food waste and turning it into garden suitable compost.

COMPOSTING

Garden and food waste can be a significant component in the waste stream of tourism businesses and there are a variety of ways of dealing with these:

- Small scale composting – including the traditional compost heap as well as the garden green cone type device.
- Community or local authority composting – some areas are fortunate in having community compost collection schemes.
- In-vessel composting – although quite expensive in-vessel composters may be appropriate for larger sites.
- Wormeries – most are essentially domestic in scale and the worms do all the hard work of digesting food.

In non-serviced accommodation you could offer customers the opportunity to compost but you should be very clear on what can (i.e. uncooked vegetable waste) and can't (cooked and meat waste) be composted as this may impinge on animal by-products legislation. One option is to provide compostable bags – these offer a less-messy option (see Biobags – contact at end).

HAZARDOUS HOUSEHOLD WASTES

There is a variety of potentially hazardous waste you may use in everyday situations – how to deal with them depends on the product and the amount. The first step is to look for alternatives.

- Use rechargeable batteries.
- Recycle old batteries.
- Wind up radios and torches are now available.
- Use eco-friendly paints.
- Recycle old paint for use by community groups.
- Fluorescent tubes and compact fluorescent (CFL) lights contain mercury and must be handled and disposed of responsibly. Ask your local authority for details.

TRAVEL & TRANSPORT

Travel, whether for business or leisure has a major impact on the environment. Travel by air and car has increased markedly over the past few decades bringing with it problems of pollution and congestion as well as associated carbon emissions which add to global warming. We can all do something individually as well as encouraging our customers, whether that be by reducing unnecessary journeys or encouraging alternative greener methods of transport. Green travel options can also be a very positive part of the tourism experience. Why sit in traffic when a pleasant walk is an alternative.



PUBLIC TRANSPORT

Whilst it is appreciated that not every business has access to good public transport links there is usually something that can be done to encourage alternatives to the car.

- As a minimum have timetables available – remember to make them visible to customers.
- Develop itineraries that use public transport and display prominently to customers – for example, this could be a walking route that includes one section on the bus.
- Offer discounts to those using alternative methods of transport or offer an incentive if they don't use their cars when they are with you – one business in Cumbria offers 10% off to those coming by public transport and 5% to those not using their car for a week. Some visitor attractions offer discounts to businesses on presentation of a valid bus ticket.
- Encourage the use of public transport in getting to and from the destination by having good clear information on your brochure and websites – remember many people may not have a car.
- Encourage staff to car share or use public transport.

WALKING, CYCLING AND OTHER ACTIVITIES

Walking and cycling as well as activities such as canoeing are generally pretty good for the environment and what's more many people go on holiday specifically to partake in one or more of these activities. They also place the customer directly in the natural environment so they can see that it's worth looking after.

- As a minimum have some basic maps – as well as utilising already existing guides and information if they are available. But remember not everyone is after the same experience, so have a range.
- Develop some walks from the door – these could be short evening strolls or more exertive expeditions, but try to offer routes for all abilities.
- Include things like cafes, local shops and visitor attractions in the walks.
- Make sure they are well promoted. For instance, consider having a dedicated walking file or display. Highlighting it may mean that it's used more often.
- Have clear information on where to hire cycles.
- Join the Walkers and Cyclists Welcome scheme – you do have to provide some specific services but in return you get to use the highly visible logos.

Case Study: BROADS BY BIKE

The “Broads By Bike” network consists of fourteen circular rides. The website and booklet were developed by Peter Howe from Broadland Bike Hire in collaboration with Chris Haycock who runs Clippesby Hall Cycle Hire. They did it because they saw the need for a compendium of information about the lovely quiet cycle rides there are around the Broads. Although Sustrans covers the long distance routes there was no information on gentle recreation routes for the area.

The booklets and website have been an astonishing success and they fly off the shelves in the TICs. They have helped immensely to promote the Broads as a good cycling destination.

The website and printing of the booklets were supported and funded by STEP and RDPE.



GREEN BOATING

Boating is a major part of the tourism experience in the Broads and there are a number of things that transport and boat providers can do to reduce their own environmental impacts and those of their customers.

- Abide by the Broads Navigation Safety Policy and the Boat Safety Scheme regulations.
- Inform customers of their green responsibilities.
- Sign up to the Green Boat Mark.

GREEN BOAT MARK

As part of a European Project in 2011, Sustainable Tourism In Estuary Parks (STEP), Green Tourism in conjunction with The Broads Authority and Broads Tourism developed the Green Boat Mark. This programme recognises classes of boats that have reduced their environmental impact and operators that are working to “green” their hire boat fleet. Any boatyard that has already achieved a Green Tourism grading are eligible and is based on 6 sections as follows:

- Compulsory
- Water Quality Issues
- Engine Performance and Boat Design
- Hirer Information
- Energy and Resource Efficiency
- Innovation



There are 25 criteria in total and to achieve a Bronze boat mark around 50% of them need to be in place and fully operational. These include:

Have a Green Policy on display

Include information on what you are doing and also what guests can do to reduce their impact. For example disposal of cooking fat / sanitary items into the bin to avoid them entering the water.

Provide Guests with phosphate free cleaners

Phosphate and nitrates in the aquatic environment are responsible for nutrient enrichment of watercourses causing excessive algal growth which harm fish and other aquatic life.

Minimising Pollution from diesel/oil/fuel handling

The transfer of oil and fuel if not properly controlled can cause significant pollution in an aquatic environment. Ensure there are clear instructions for guests and staff and that spill kits are available.

Eco-sensitive underwater hull coating/antifouling

Use less toxic compounds low in copper or heavy metals or paint free solutions such as ultrasonic alternatives to reduce the impact on marine organisms.

Speed display system

Install a tachometer to show the required engine revs. So guests can stay within the Broads speed limits, reduce wash and disturbance to wildlife and to prevent unpleasant impacts on other river users.

Low drag hull design

Low drag hull designs will enable a reduction in fuel use and reduction in damage to the river environment.

Provide guests with Local Food/ Organic/Fair trade welcome pack

Local producers are vital to the economic stability of the local area and should be supported where ever possible.



Provide recycling for Guests

Separation of recyclables makes recycling easier for guests when on holiday. Details of the location of shore based recycling points should be provided especially where they are near moorings.

Case Study: NORFOLK BROADS DIRECT

Norfolk Broads Direct is a family owned company operating from Wroxham, in the heart of the Norfolk Broads National Park. "All of us at Norfolk Broads Direct feel very privileged to live and work in The Broads, Britain's magical waterland. We are therefore committed to reducing the impact of our activities on this special environment."

The business is a major employer in the area and likewise supports many local companies and organisations with purchasing and sponsorship. Broads Direct is a great ambassador and exemplar for sustainable tourism in the Broads.

The Team has implemented many environmentally related measures. The business operations include a comprehensive green file and good monitoring systems. Achievements include:

- Educational discovery trips for school children
- Holiday cottages have installed Solar Thermal as a trial to be rolled out throughout the business
- Rainwater harvesting is used for their customer toilets
- Ecover cleaning products are used throughout to reduce impacts from cleaners and avoid phosphates from entering the waterways

Norfolk Broads Direct raises funds for Tickets for Troops and encourages their guests to get involved. Tickets for Troops distribute donated tickets for events, shows, sporting fixtures etc. to all serving members of HM Forces, and all those medically discharged from the Forces since the commencement of military action in Afghanistan in 2001.

When it comes to the Green boat mark they have embraced the concept most fully throughout the 2 yards they use. The hybrid Fair Princess and the Fair Sovereign have achieved the highest rating so far with SILVER awards.



Access for All

The Nancy Oldfield Trust is based on the Norfolk Broads and provides a variety of activities including sailing, canoeing, motor boating, fishing, bird-watching and environmental studies. These are available to anyone living in the UK who is disadvantaged or has a disability, be it physical, mental or emotional, temporary or permanent.

WILDLIFE & NATURE

The natural environment is an essential part of the Broads experience. Visitors, whether dedicated wildlife tourists such as birdwatchers or merely interested passers-by cannot fail to be impressed by the landscape and diversity of the local wildlife. There are many things that you as a business can do to enhance the wildlife on your grounds or in the local area. On top of this, making sure that visitors get the most out of their visit by providing good information on what they can see and where will enhance the visitor experience and encourage them to return.

Some actions you could undertake include:

- Supporting wildlife organisations such as the RSPB and Wildlife Trusts – this could be by sponsoring them personally or through corporate membership or by getting involved with them in a more practical way. You could also have application information available for customers.
- Have good information on the best areas and nature reserves to visit. You could even develop a wildlife file or display. Once again it is important that this is well promoted in order for it to be fully used. You know the area whereas your guests may not. Make sure you give them the benefit of your local knowledge.
- Have identification guides or posters and even consider providing a nature diary or a sightings board – remember a lot of your customers may not be familiar with things that you see everyday. Don't underestimate the interest aroused by the more common species. Everyday wildlife encounters can be a big part of anyone's holiday experience – knowing what they are helps them to appreciate it more.
- Provide specific facilities and services to enhance the experience. This could be anything from providing binoculars to building a bird hide.



Case Study: THE WILDLIFE EXPERIENCE

Clippesby Holidays have undertaken a number of measures to improve the wildlife experience for their guests. Apart from good habitat management they have installed nesting boxes including this one for barn owl (below left). They also have a conservation and wildlife information area, which has posters and information on species that might be seen (below right).





Case Study: WILDLIFE DONATION



Norfolk Country Cottages is a holiday lettings agency based in the market town of Holt in North Norfolk. The company has setup its own visitor payback scheme which asks for a £1 voluntary donation from customers when they book their holiday. The money donated goes to the Ellis Trust which is dedicated to the preservation of Wheatfen nature reserve; arguably one of Britain's most important pieces of fenland. To date they have raised over £15,000 which amongst other projects has contributed towards building a study centre in 2011.

WILDLIFE MANAGEMENT

No matter how large or small your grounds there is something you can do to encourage wildlife. The added bonus is that you and your guests will have the enjoyment of interacting with wildlife on your doorstep. It is estimated that in the UK as a whole private gardens make up a land area greater than that of all the nature reserves put together, yet increasingly we are seeing once common garden species such as the sparrow in decline. There are many reasons for this, not least the fashion for having decking and brick paving.

- Plant native trees.
- Manage habitats in such a way as to encourage wildlife.
- Make a wildlife pond or sow a wild flower meadow.
- Plant hedgerows and plants that offer food and cover throughout the year.

Case Study: WILDLIFE GARDENING



The team at Salhouse Broad as part of the conservation and environmental management of the nearby Broad has been harvesting tree seeds locally. These have been propagated and grown on and then planted back around the broad to increase the number of trees. They have a lot of information and provide education for guests on the nature and conservation of the Broad.

They have set up a network called Friends of Salhouse Broad which supported the green activities being undertaken at the broad. Recent activities include dredging and ecological restoration work creating reedbed habitats not seen for 60 years. The broad has a range of calendar events linked with ecological tours and surveys.

ARE YOU READY TO JOIN GTBS?

After reading this guide you may decide that you are doing a lot of those things already – in which case you might already be at the stage of considering joining GTBS. The first step is to contact GTBS at gtbs@green-business.co.uk or ring us on 01738 632 162 and ask for an application pack. This will contain all the information you need including the full criteria document.

USEFUL ORGANISATIONS AND LINKS

Below is a list of organisations that can help you work towards sustainability. Some offer specific services. Others are good resources and offer guidance and information. A select list of suppliers is also listed. In no way are any of these companies recommended above any others.

TOURISM RELATED

Green Tourism Business Scheme
 Broads Authority/Broads Tourism
 Broads Authority
 Love the Broads (visitor giving scheme)
 Visit Norfolk
 Visit Norwich
 Europarc Federation
 National Parks
 European Charter for Sustainable Tourism
 Europarc Federation
 National Parks

www.green-business.co.uk
www.enjoythebroads.com
www.broads-authority.gov.uk
www.lovethebroads.org.uk
www.visitnorfolk.co.uk
www.visitnorwich.co.uk
www.europarc.org
www.national-parks.org.uk
www.european-charter.org
www.europarc.org
www.national-parks.org.uk

GOVERNMENT AGENCIES, GREEN CHARITIES AND SUPPORT ORGANISATIONS

Energy Saving Trust
 Carbon Trust
 Waste Resources Action Programme (WRAP)
 Environment Agency
 Netregs
 Natural England
 Natures Calendar
 Friends of the Earth
 Greenpeace
 Community Recycling Network
 Waste Aware Business
 Freecycle
 Ethical Consumer

www.energysavingtrust.org.uk
www.carbontrust.co.uk
www.wrap.org.uk
www.environment-agency.gov.uk
www.netregs.gov.uk
www.naturalengland.org.uk
www.naturescalendar.org.uk
www.foe.co.uk
www.greenpeace.org.uk
www.crn.org.uk
www.wasteawarebusiness.com
www.freecycle.org
www.ethicalconsumer.org

SOME PRODUCTS AND SUPPLIERS

Remarkable Stationary
 Traidcraft
 Good Energy
 Ecotricity
 Ecover
 Kimberly Clark
 Triodos Bank
 Delphis Eco
 Smith & Coburn
 Leap, graphic design, websites and hosting

www.remarkable.co.uk
www.traidcraft.co.uk
www.goodenergy.co.uk
www.ecotricity.co.uk
www.ecover.com
www.kimberly-clark.com
www.triodos.co.uk
www.delphiseco.com
www.smithandcoburn.co.uk
www.leap.uk.net



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