

Serviced Accommodation

Good environmental performance is very important to your business – that's a view shared by 85% of serviced accommodation providers questioned in the Green Tourism Baseline Survey. But many businesses want to know how changing your everyday practices can reduce your environmental impact. This factsheet tells you how, with simple, easy to use tips on making your business greener - and how it can save you money in the process.

Saving energy

YOUR SECTOR

The survey results highlight that of the 90% of respondents from the serviced accommodation sector who purchase greener products, 98% bought energy efficient light bulbs and 86% bought other energy efficient appliances.

There are lots more things you can do at little or even no cost which can bring both financial and environmental benefits.

THINGS TO CHECK AND DO NOW

- An increase of just 1°C can add eight per cent to your heating bill. Identify the required room temperature and monitor it. Check room, boiler and hot water settings so they don't exceed requirements in relation to occupancy, comfort, health and safety. Envirowise recommends a guest room temperature of 19°C.
- Set your air conditioning to at least 4°C higher than the heating system so they don't overlap causing unnecessary heating and cooling.
- Switch off energy intensive appliances when they are not being used.
- Label kitchen equipment, such as ovens, with how long it takes to reach required temperatures.
- Use timers on equipment that is only on at specific times of the day e.g. coffee machines.
- Promote your environmental commitments, for example, through welcome packs and polite notices.

WHAT ARE OTHER BUSINESSES DOING?

A farm B&B heats all of their rooms, cottages and hot water with a straw burner.

An accommodation provider is in the process of using a Carbon Trust loan to replace their boiler, which will reduce their gas consumption by up to 45%.

A hotel in North Yorkshire has reduced CO₂ emissions by 29%, mainly by installing a key card activated master switch.

Leading the way in Denmark, The Crowne Plaza Copenhagen Towers has installed electricity-generating bikes. Staying guests using the bikes will receive a meal voucher worth Dkr200 (£23) for producing 10 watt hours of electricity or more, roughly 15 minutes of cycling for someone of average fitness.

FURTHER SAVINGS

- Reconsidering the lighting in your premises could save you money and even improve ambience. **To do this:**
 - Assess your current lighting – do you need to use it all or could you change the levels in some areas according to the time of day or year?
 - Efficient compact fluorescent bulbs use 80-90% less electricity than traditional bulbs and you could save £15 a year for each 60W bulb you replace.
 - An LED bulb is up to 10 times more efficient than a halogen spotlight and can be suitable for mood lighting.
- When replacing appliances look for those that are at least A energy efficiency rated (A+ and A++ offer even greater efficiencies).
- Plugging TVs into Automatic Standby Shutdowns will switch them off when they are left on standby.
- Draft proofing windows and doors, and insulating the walls, will reduce energy consumption and improve guests' comfort.

MORE INFO



The Carbon Trust provides information on energy efficiency, loans and enhanced capital allowances at www.carbontrust.co.uk



The Energy Saving Trust provides guidance on energy and fuel efficiency measures at www.energysavingtrust.org.uk/



CO₂Sense Yorkshire has a Green Product Guide, which includes examples of high quality and resource efficient products that you can use. For more information, visit www.co2sense.org.uk

Cutting water use

YOUR SECTOR

The survey results highlighted that 57% of respondents actively reduce water usage. Of these, 84% have water efficient toilets and 51% collect rainwater. A further 42% do not currently have any water saving measures but would consider installing or implementing some.

THINGS TO CHECK AND DO NOW

- Consider installing water saving devices such as cistern blocks, water hippos, smaller cisterns or dual flush systems to toilets. A water hippo will reduce a pre-1991 cistern from nine litres per flush to six litres, and a pre-2001 cistern from 7.5 litres to five litres. A dual flush system reduces flush capacities to just three litres and six litres. Check your cisterns now to identify which type you have and which improvement might be suitable for you.
- Consider reducing the frequency that you change bedding and towels. Research shows that the message that encourages the most guests to put their towels on the rack and not in the bath is “the majority of guests who have stayed in this room have reused their towels.”
- Wash vegetables in a bowl or sink of water, rather than under a running tap.
- Read your water meter regularly to establish normal patterns of use so that problems such as leaks, drips and constant flushing can be quickly identified.

WHAT ARE OTHER BUSINESSES DOING?

A hotel in North Yorkshire has installed a rainwater harvester for washing machines and flushing toilets.

A B&B in Calderdale washes towels every 3 – 4 days and provides a discount to guests who stay for more than one night to reflect these cost savings and to encourage longer stays.

FURTHER SAVINGS

- Aerators are cheap and can be screwed onto existing taps, reducing flow by up to 75%. When replacing taps, consider automatic sensor taps with aerators.
- Replace shower heads with low flow shower heads. These control droplet size and mix in air to reduce the amount of water used whilst maintaining shower pressure.
- Always fill dishwashers and washing machines to save water and electricity. By rinsing dishes with a spray tap before loading the dishwasher, you can reduce the length and intensity of the cycle required.
- Harvested rainwater can have a variety of applications, from a straightforward water butt for the garden to a system that pre-treats the water for use in all applications.

MORE INFO



Envirowise - www.envirowise.gov.uk/uk/Topics-and-Issues/Water

Envirowise also has a tool to help monitor water use – www.envirowise.gov.uk/watertools



Yorkshire Water – www.yorkshirewater.com/business-customers/save-water.aspx



Waterwise promotes several water saving devices for toilets – www.waterwise.org.uk/reducing_water_wastage_in_the_uk/house_and_garden/toilet_flushing.html

Cutting waste and buying greener products

YOUR SECTOR

In the Green Tourism Baseline Survey, 86% of respondents from the serviced accommodation sector said they source locally produced food or drink, choosing from the region's rich supply of meat, game, fish, dairy, fruit, vegetables and soft and alcoholic drinks.

Of the 90% of respondents who purchase greener products, 'eco-friendly' cleaning products are used by 40%.

91% of respondents recycle at least one material, with paper and glass achieving the highest levels. A further 7% would consider recycling their waste in the future.

THINGS TO CHECK AND DO NOW

- Consider changing to environmentally friendly and chlorine free cleaning products
- Investing in microfibre cloths that reduce/eliminate the amount of cleaning liquid required will save you money.
- To reduce your packaging waste:
 - Replace individual portions/sachets with tamper proof pump dispensers, pourers and shakers to reduce waste and avoid contamination.
 - Talk to your laundry providers about reusing/reducing plastic bags around fresh bedding.
 - Don't wrap cups in plastic wrap; turning a glass or mug upside down will indicate that it is clean.
 - Filter water in-house and present in reusable bottles to save on cost, packaging waste and transportation.
- Buying locally produced food and drink:
 - Supports local businesses
 - Is a great selling point to customers who are keen to support the local economy and sample local food.



WHAT ARE OTHER BUSINESSES DOING?

A B&B in Calderdale provides luxury toiletries in refillable dispensers that are fixed in place by a lockable holder. They also sell the toiletries to guests who want to take them home.

When refurbishing, several guesthouses purchase second hand quality furniture whilst others send unwanted furniture to local charity shops.

FURTHER SAVINGS

- Provide multiple compartment bins clearly labelled in rooms, back-of-house, including kitchens, to increase waste recycling.
- It's easier than you think to compost your waste. Consider:
 - Developing an on-site composting facility. This can range from a household composter for raw vegetables, teabags and uncooked food to a Rocket composter that composts almost all food wastes. Visit the Rocket website at www.quickcompost.co.uk
 - Using a food waste collection service for off-site composting. There are a number of emerging food waste collections within the region. Find details on the CO2Sense Yorkshire website: www.co2sense.org.uk/find-recycler

MORE INFO

deliciouslyyorkshire

Deliciouslyyorkshire lists quality local produce in its directory at www.deliciouslyyorkshire.co.uk/dy

co₂sense yorkshire®

CO2Sense Yorkshire has a Green Product Guide, which contains some great ideas of good quality and resource efficient products that you can use. You can find it at www.co2sense.org.uk

Find out what you can recycle near you by using CO2Sense's web based 'Find Recyclers Near You' tool at www.co2sense.org.uk/find-recycler

recyclenow

WRAP (Waste & Resources Action Programme) provides practical information on composting at www.recyclenow.com/home_composting/

envirowise

Envirowise provides guidance on cost-effective management of organic waste (see ref: GG808) at www.envirowise.gov.uk

Have you also thought about... How Customers get from A to B

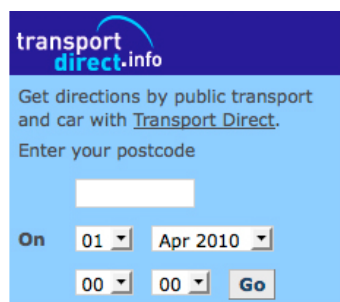
When enjoying holiday and leisure time, many people would like to drive less, but don't really know how to go about it.

Yorkshire has a great public transport network, and getting to and around the region couldn't be easier. There are many simple ways you can encourage customers to use public transport and other means of getting around, so they enjoy their visit more and help the environment at the same time.

We've also got some of the most spectacular journeys in the country, think of the Settle-Carlisle line for starters. It's all about selling the experience to our visitors so that the journey is much more than simply getting from A to B.

Not all of these will be relevant to your business, but try some of these ideas.

- Promote public transport links on your website. This might include how to reach you using public transport or offering to pick customers up from the local station.
- You can feature your own customised journey planner on your website for free via www.transportdirect.info. Click on 'link to our website' on the left side menu bar and follow the simple instructions.



transport
direct.info

Get directions by public transport and car with [Transport Direct](http://www.transportdirect.info).

Enter your postcode

On 01 Apr 2010 00:00 Go



- Offer a small discount or a complementary cup of coffee or glass of wine to those who arrive by public transport and produce a valid ticket or, as one business does, a free gift from their honesty shop.

EXPLORE WHAT'S ON YOUR DOORSTEP

- Provide a list of the top ten things you can see and do without using the car:
 - Let customers know how they can reach local attractions on foot, by bike or by public transport - give details of how far and how long it will take to get there.
 - Include on-site activities and low mileage options, particularly if there's no public transport near your business.
- Supply information on local walking trails and cycling routes (this is just as useful in towns and cities as with rural locations).
- Provide details on local cycle hire facilities or supply a couple of bikes for customers' use.

Don't forget most of these will work for you and your staff too.

MORE INFO



Walkit.com, an online walking journey planner available for Leeds and Sheffield, for visitors to really get to the heart of these cities, see www.walkit.com/sheffield or www.walkit.com/leeds



Transport Direct is a free online route planner for public transport and car journeys at www.transportdirect.info/



Find further information on regional and local bus and train services at **Traveline Yorkshire** (www.yorkshiretravel.net/)



Dales Bus Discount Scheme – if your business is based in the Dales, you can get involved with this discount scheme www.traveldales.org.uk/dalesbus/discount_details.cfm

- Put a link on your website to www.traintaxi.co.uk the guide to taxis serving all train and tram stations across Yorkshire, which helps visitors bridge those final few miles.
- When customers make a booking, inform them either over the phone or via email of public transport routes, and send local timetables with a booking confirmation or enquiry.
- Lend bus and train timetables to customers.
- Lend umbrellas to customers.
- Promote the benefits of not using cars, such as being able to enjoy a drink with dinner.

Green Tourism Baseline Survey – Full details of the findings can be found at www.welcometoyorkshire.net/Resources/Sustainable-tourism.aspx.

Be inspired by case studies showing how Yorkshire businesses like yours have begun to green their businesses and save money.
www.welcometoyorkshire.net/Resources/Sustainable-tourism/Case-studies.aspx

Are you doing something great for your business and the environment?
Let us know at greentourism@yorkshire.com

For more information about Welcome to Yorkshire: visit: www.welcometo-yorkshire.net or contact the Sustainable Tourism Manager on greentourism@yorkshire.com