

Non-Serviced Accommodation

Good environmental performance is very important to your business – that's a view shared by 80% of non-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 89% of respondents from the non-serviced accommodation sector who purchase greener products, 96% 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

- Ensure you provide sufficient crockery for guests to fill dishwashers before they run them. Advise guests and provide instructions on eco-settings for dishwashers.
- Encourage guests to fill washing machines completely, to save electricity and water, and to use the lowest suitable temperature setting for further savings. Advise guests on recommended drying times for laundry. Provide an outdoor drying line during warmer months.
- Reduce hot water demand through the use of low flow shower heads, retrofit aerators/spray heads to existing taps, or buy motion sensors or push button taps.
- If you provide firewood or charcoal, source it from sustainably managed woods.
- Between guest stays check heating settings to ensure they are not excessive and reflect changes in the seasons. Remember that an increase of 1°C can add 8% to your heating bill. Be sure to adjust timer settings when the clocks change.
- Promote your environmental commitments, for example, through welcome packs and polite notices.

WHAT ARE OTHER BUSINESSES DOING?

A business near Barnsley encourages visitors not to waste heating oil and is installing a push button device to prevent visitors leaving the heating on when they are out for the day.

A business in Calderdale uses a ground source heat pump to provide all heating, with a heat recovery ventilation system as well as a wood burning stove. The logs for the stove are sourced from their own wood.

FURTHER SAVINGS

- Look at the types of light bulbs used in your property and the perimeter/grounds.
 - Traditional (incandescent) bulbs can be replaced with energy efficient ones which use 80-90% less electricity than traditional bulbs.
 - An LED bulb is up to 10 times more efficient than a halogen spotlight and can be suitable for mood lighting.
 - Floodlights are available that take energy efficient compact fluorescent bulbs.
- When replacing appliances look for those that are at least A energy efficiency rated (A+ and A++ offer even greater efficiencies).
- 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 47% of respondents actively reduce water usage. Of these, 79% have water efficient toilets and 55% collect rainwater. A further 49% do not currently have any water saving measures but would consider installing or implementing some.

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.
- 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.

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.
- 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.

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

WHAT ARE OTHER BUSINESSES DOING?

Different accommodation providers have taken the following steps to reduce water usage:

- Plumbed house to use grey water.
- Installed a rainwater harvester for washing machines and flushing toilets.

Cutting waste and buying greener products

YOUR SECTOR

In the Green Tourism Baseline Survey, 79% of respondents from the non-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 89% of respondents who purchase greener products, 'eco-friendly' cleaning products are used by 69%.

91% of respondents recycle at least one material, with paper and glass achieving the highest levels. A further 8% would consider recycling their waste in the future.

THINGS TO CHECK AND DO NOW

- Provide bins that enable guests to easily separate out waste for recycling. Where possible, include batteries, metals and plastics. Go to the CO2Sense link in 'More info' to find recyclers near you.
- 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.
- If you provide food or an on-site shop, consider stocking locally produced food and drink. 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.
- Let your guests know where they can purchase locally produced food and goods before they arrive and/or in visitor information packs.



WHAT ARE OTHER BUSINESSES DOING?

A campsite in Ryedale ensures that all the charcoal they sell comes from FSC sources.

Some accommodation providers send their unwanted furniture to local charity shops while others purchase second hand furniture when refurbishing. Websites such as www.whywaste.org.uk or www.uk.freecycle.org/ can be great for finding a new home for unwanted items or sourcing new ones.

FURTHER SAVINGS

- Supply local eggs and encourage guests to return the egg boxes.
- Consider providing permanent BBQ facilities to reduce the number of disposable BBQs used.
- Buy cleaning products in bulk and refill smaller bottles for use by guests, to save money and reduce packaging waste.
- Investigate providing on or off-site composting facilities for green and/or food waste. To find a food waste collection service near you, see the link below.
- Consider making the most of local art work and/or furniture when redecorating properties or display local artwork for sale in onsite shops.

MORE INFO

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



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



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

The Rocket composter can compost almost all food wastes. See www.quickcompost.co.uk for more information.

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

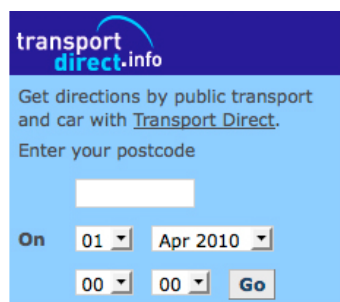
When enjoying holiday and leisure time, many people would like to drive less, but don't really know how to go about it.

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