

## Attractions

Good environmental performance is very important to your business – that's a view shared by more than 80% of attractions 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 76% of respondents from the attractions sector who purchase greener products, 79% bought energy efficient light bulbs, and 54% bought other energy efficient appliances, both considerably lower compared to other sectors. An encouraging 19% are generating their own renewable energy on site.*

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.
- Always ensure that windows are shut when it's cold and open when it's hot, unless the air-con is on.
- Switch off energy intensive appliances when they are not being used.
- Use timers on equipment that only needs to be on during opening hours e.g. display lighting.
- Promote your environmental commitments, for example, through polite notices.

### WHAT ARE OTHER BUSINESSES DOING?

One attraction is currently constructing a new building which will have renewable energy technologies such as a ground source heat pump, solar thermal panels, a wind turbine and a green (sedum) roof.

Another is adopting hydro power by installing an Archimedes screw to generate electricity for the site.

A leisure centre has pool covers for heat conservation and self-energy generating fitness equipment.

### 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. A large range is now available to choose from, including dimmable bulbs and alternatives for halogen spotlights.
  - An LED bulb is up to 10 times more efficient than a halogen spotlight and can be suitable for mood lighting.
- If you have an on-site kitchen, label kitchen equipment, such as ovens, with how long it takes to reach required temperatures.
- Consider improving building insulation and installing draft proofing. Wall insulation can reduce heat loss by up to 35% and loft insulation by up to 25%.
- Out of hours, switch off unnecessary lighting and appliances. Do the same behind the scenes, when rooms are not in use.

### MORE INFO



**The Carbon Trust** provides information on energy efficiency, loans and enhanced capital allowances at [www.carbontrust.co.uk](http://www.carbontrust.co.uk)



**The Energy Saving Trust** provides guidance on energy and fuel efficiency measures at [www.energysavingtrust.org.uk/](http://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](http://www.co2sense.org.uk)

## Cutting water use

### YOUR SECTOR

*The survey results highlighted that 52% of respondents actively reduce water usage. Of these, 68% have water efficient toilets and 38% collect rainwater. A further 32% do not currently have any water saving measures but would consider installing or implementing some. Two respondents are using grey water to flush their toilets.*

### FURTHER SAVINGS

- Aerators are cheap and can be screwed onto existing taps, reducing flow by up to 75%. When replacing taps, consider push taps or automatic sensor taps with aerators.
- By installing PIR sensors on urinals you can dramatically reduce flush frequency in line with use. Alternatively a timer can be used to switch off the flush out of hours.
- If you have a kitchen on site, always fill dishwashers 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.

### 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.
- If you have gardens, flowerbeds or a vegetable patch, make the most of free rainwater and collect it in a water butt to water the grounds.

### MORE INFO



**Envirowise** - [www.envirowise.gov.uk/uk/Topics-and-Issues/Water](http://www.envirowise.gov.uk/uk/Topics-and-Issues/Water)

**Envirowise** also has a tool to help monitor water use – [www.envirowise.gov.uk/watertools](http://www.envirowise.gov.uk/watertools)



**Yorkshire Water** – [www.yorkshirewater.com/business-customers/save-water.aspx](http://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](http://www.waterwise.org.uk/reducing_water_wastage_in_the_uk/house_and_garden/toilet_flushing.html)

### WHAT ARE OTHER BUSINESSES DOING?

It won't be for everyone, but a canal marina promotes the use of composting toilets.

A shopping centre has PIR sensors on their urinals, flow restrictors on taps and water saving cisterns.

## Cutting waste and buying greener products

### YOUR SECTOR

*In the Green Tourism Baseline Survey, 61% of respondents from the attractions 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. While this is considerable lower than other sectors, not all attractions provide catering to their visitors. A further 26% would consider purchasing local food in the future.*

*Of the 76% of respondents who purchase greener products, recycled paper is used by 63%.*

*88% of respondents recycle at least one material, with paper and cardboard achieving the highest levels. Glass and plastic bottle recycling was considerably lower for attractions when compared to other sectors.*

### THINGS TO CHECK AND DO NOW

- Buying locally produced food and drink and/or gifts:
  - Supports local businesses
  - Is a great selling point to customers who are keen to support the local economy and sample local food and buy craft products from the local area.
- To reduce your packaging waste:
  - Select minimally packaged goods or ask your supplier to remove unnecessary packaging or introduce reusable packaging.
  - Replace individual portions/sachets with tamper proof pump dispensers, pourers and shakers to reduce waste and avoid contamination.
  - Filter water in-house and present in reusable bottles to save on cost, packaging waste and transportation.



### WHAT ARE OTHER BUSINESSES DOING?

A watermill uses recycled oil to maintain the mill. They reuse any boxes received to pack their trade orders.

Another attraction uses recycled plastic and glass containers, egg boxes etc. for use in their children's workshop programme.

### FURTHER SAVINGS

- Sending food waste to landfill can be expensive but there are cheaper and more environmentally friendly options available. If you have a café or similar on site you could reduce the cost of waste disposal by:
  - 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](http://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](http://www.co2sense.org.uk/find-recycler)
- Provide multiple compartment bins for visitors with separate compartments for recyclable wastes such as plastic bottles, glass and paper, and one for 'general' waste.

### MORE INFO

**deliciouslyyorkshire**

**Deliciouslyyorkshire** lists quality local produce in its directory at [www.deliciouslyyorkshire.co.uk/dy](http://www.deliciouslyyorkshire.co.uk/dy)

**co<sub>2</sub>sense 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](http://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](http://www.co2sense.org.uk/find-recycler)

**recyclenow**

**WRAP (Waste & Resources Action Programme)** provides practical information on composting at [www.recyclenow.com/home\\_composting/](http://www.recyclenow.com/home_composting/)

**envirowise**

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

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

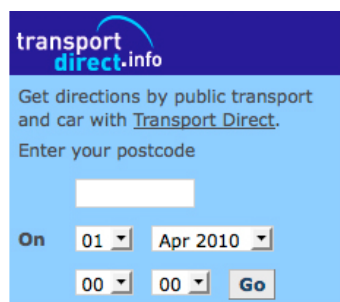
When enjoying holiday and leisure time, many people would like to drive less, but don't really know how to go about it.

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](http://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](http://www.walkit.com/sheffield) or [www.walkit.com/leeds](http://www.walkit.com/leeds)



**Transport Direct** is a free online route planner for public transport and car journeys at [www.transportdirect.info/](http://www.transportdirect.info/)



Find further information on regional and local bus and train services at **Traveline Yorkshire** ([www.yorkshiretravel.net/](http://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](http://www.traveldales.org.uk/dalesbus/discount_details.cfm)

- Put a link on your website to [www.traintaxi.co.uk](http://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](http://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](http://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](mailto:greentourism@yorkshire.com)

For more information about Welcome to Yorkshire: visit: [www.welcometo-yorkshire.net](http://www.welcometo-yorkshire.net) or contact the Sustainable Tourism Manager on [greentourism@yorkshire.com](mailto:greentourism@yorkshire.com)