



# Green Tourism Baseline Survey Summary

## How green is Yorkshire's tourism industry?

- Benefit from green business practices
- Make cost savings
- Motivate your staff
- Generate repeat and new business
- Gain a marketing edge

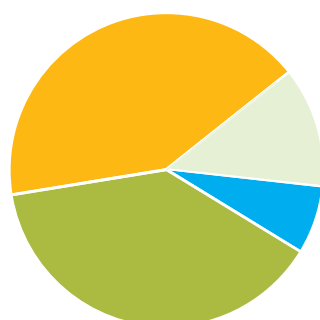
Welcome  
to **Yorkshire**  
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**co<sub>2</sub>sense** yorkshire®

“People now realise they do not have to compromise on quality, cost, comfort and travel experience and be able to give something back to the local communities, wildlife and wider issues of global warming”. So says Kieran Murphy, director of tour operator Steppes Discovery in a recent Independent newspaper article which explores the rise of the green tourism consumer.<sup>1</sup>

**Cost savings from adopting sustainable business practices**



- 7% made significant savings
- 37% made some savings
- 35% made a little saving
- No Savings

Source: GTBS members' research; 2009<sup>3</sup>

As well as this demand opportunity, there are significant reasons from a supply side for adopting sustainable business practices. A survey of participants in the Green Tourism Business Scheme<sup>2</sup> showed that participants benefitted from cost savings and a range of other benefits including a competitive edge, attracting new and repeat customers and motivating staff.

“Significant financial savings and a major reduction in our environmental impact as a business.”

“Being part of a wider scheme – lifting us above our competitors.”

“Useful tool in demonstrating to new staff our commitment to the environment.”

Approximately 1,200 businesses participate in the Green Tourism Business Scheme in England. Many businesses sign up each year and three quarters say they intend to continue their participation.

So how can you reduce the environmental impacts of your business and benefit from the process? According to a recent survey, there's a big opportunity for tourism businesses in the Yorkshire region.

**Other Benefits<sup>4</sup>**



## Yorkshire Tourism and Green Business

Yorkshire's high quality natural environment is an important aspect of the region's tourism product, attracting new and repeat visits; a green industry will help to keep it that way.

So how are we doing? During October and November 2009 Welcome to Yorkshire and CO2Sense Yorkshire conducted a survey to find out. All tourism businesses on Welcome to Yorkshire's database were invited to take part and 541 completed an online survey. These respondents reflected the business and geographic profile of the region's industry.

<sup>1</sup> Aoife O'Riordain, Leave only your footprints ([www.independent.co.uk/environment/green-living/leave-only-your-footprints-1931182.html](http://www.independent.co.uk/environment/green-living/leave-only-your-footprints-1931182.html)) - accessed April 2010

<sup>2</sup> The Green Tourism Business Scheme is a national sustainable tourism certification scheme; it is validated by VisitEngland

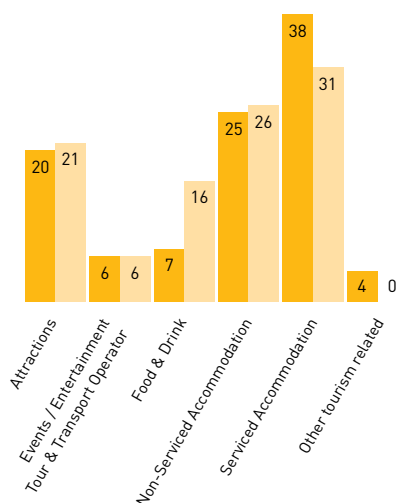
<sup>3</sup> VisitEngland and its regional tourism partners; GTBS members' research; 2009

<sup>4</sup> Ibid

## 541 tourism businesses completed the online survey

### Who Responded?

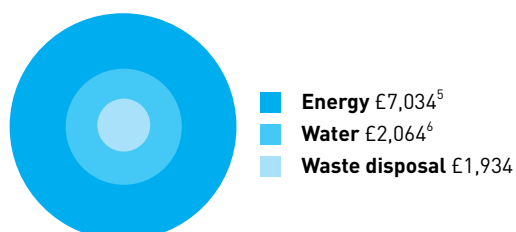
% Breakdown: Sample vs. Population



### What's covered in our Environmental Policies?



### Average costs per business



The results show that:

Over 80% of the region's tourism businesses believe that good environmental performance is important to their business and many are implementing green business practices. However, only 12% of businesses are currently signed up to a green business accreditation scheme – most commonly the Green Tourism Business Scheme. Areas where the Green Tourism Business Scheme has been promoted strongly, for example the Yorkshire Moors & Coast Tourism Partnership, had the highest proportion of accredited businesses.

- There is great potential to increase participation in green business accreditation schemes.
- The perception that schemes are expensive and confusion over which scheme is best, appear to be the chief barriers to participation.

### Managing your business sustainably

In total 83% of businesses in the region believe that good environmental practice is very important and 74% believe good environmental practice saves their businesses money, yet currently, only a third of businesses have an environmental policy, though over half would consider developing one.

- Adopting an environmental policy is an effective way to mainstream your green business practices.
- An environmental policy can be a meaningless document on a wall unless it's actioned. Pick up tips on how to write a good actionable statement from Green Start (see *Where to find help*).

Energy, water and waste disposal are major costs for our industry. 61% of the region's businesses say that the rising costs of energy, water and waste disposal is the most significant factor putting pressure on their environmental performance. With all three of these costs set to grow in the future, this is likely to become a bigger issue for more businesses.

The amount spent varies by size and type of business, with food & drink and transport businesses having the highest energy costs, serviced accommodation the highest water costs and visitor attractions the highest waste disposal costs.

Larger businesses are currently more likely to take steps to reduce these costs, but smaller businesses would also benefit financially from doing so. While 45% of businesses are spending under £500 on water, they can still make savings.

A government study estimates potential regional savings of £6m through waste reduction and £9m by increasing energy efficiency for the hotel and catering sector<sup>7</sup>.

- Three quarters of businesses are aware that good environmental performance can save them money.
- There is a perception that significant capital expenditure is needed to achieve good environmental performance.
- There is low awareness of no and low cost options that can result in energy savings of up to 30%.

<sup>5</sup> Excludes a small number of 'outliers' who spend over £100,000 per year on energy

<sup>6</sup> Excludes businesses with swimming pools

<sup>7</sup> Oakdene Hollins and Grant Thornton (2007) Quantification of the business benefits of resource efficiency.

**Good Environment Performance is  
Very Important to my Business**

34% Slightly agree

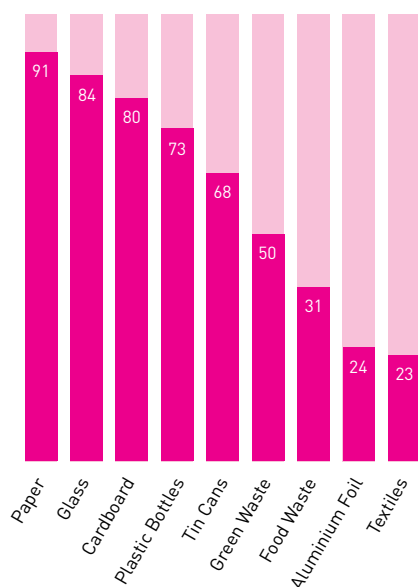
49% Completely agree

**Good Environment Performance  
Could/Does Save my Business Money**

35% Slightly agree

39% Completely agree

**Percentage of Businesses Recycling**



**ENERGY**

Free support is available for businesses with an average energy spend of £20,000 or more per year, such as free workshops delivered by the Carbon Trust. Tourism businesses typically have a lower energy spend than this, but they could still make significant savings on energy bills with a little help and support from the likes of WRAP and others (see the *Where to Find Help* section).

*A Leeds restaurant is replacing their 50W halogen spotlights with 35W versions and will be saving £330 per year. It costs £179 to install these bulbs, so they start saving money after just 6 months (while saving 2.4 tonnes of CO<sub>2</sub> each year, equivalent to taking 1 car off the road for a year).*

**WATER**

Half of the region's tourism businesses take steps to reduce water use, most commonly by installing water efficient toilets, collecting rain water for the grounds and providing showers instead of baths. Eight out of ten businesses not actively saving water say that they would like to do so but currently don't know how i.e. what methods are available, how much they cost and the associated payback times. For helpful information, visit [www.waterwise.org.uk](http://www.waterwise.org.uk) and click on 'saving water.'

*A Yorkshire restaurant has installed flush savers in all their toilets which will save 49m<sup>3</sup> of water per year, equivalent to 163,000 cups of tea, saving the business £120 every year in water costs.*

**WASTE**

Nine out of ten businesses are already trying to reduce or recycle their waste, however, several opportunities to lower costs are being lost through lack of awareness of what can be recycled and where, and perceptions that recycling is expensive. For example, glass makes up 25% of the total waste of an average hospitality business. It costs the average pub £625 to send this to landfill compared to £156 to recycle it. Find out what you can recycle near you by using CO<sub>2</sub>Sense's web based 'Find Recyclers Near You' tool ([www.co2sense.org.uk/find-recycler](http://www.co2sense.org.uk/find-recycler)).

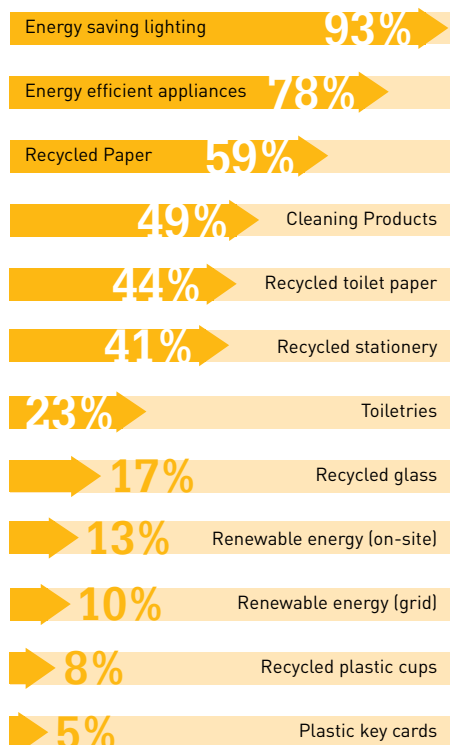
Food waste is an area where businesses could reduce waste costs and environmental impacts. Many businesses have sufficient space and the right conditions to compost food waste on site. They don't do so because of a lack of awareness of composting methods and not recognising the cost savings that can be made by diverting food waste out of the general waste stream.

The average restaurant produces 3 tonnes of food waste a year. To avoid landfilling it, one solution is to compost on site with a Ridan composter. There are two sizes, one costing £2,250+VAT which can compost 150 litres of food waste a week, and a Mini Ridan for £1,575+VAT which deals with 80 litres of waste. If using this type of composter, you will need to register for a T23 exemption. This is free, see [www.environment-agency.gov.uk/business/topics/permitting/116273.aspx](http://www.environment-agency.gov.uk/business/topics/permitting/116273.aspx) for more information. Alternatively add a food waste collection for the same cost as your general waste collection.

- There is significant potential to reduce food waste costs by composting on-site.



### What Green Products do we Buy?



## Green Products

Often green products are believed to be expensive and of poor quality. Three out of five respondents to the question stated that the main barrier to buying green products was high price, while one in five referred to the lack of quality. More needs to be done to change these perceptions or where there are justifiable price differences, explain the reasons for this e.g. toiletries may have a shorter shelf-life. There is uncertainty regarding the payback timescales for higher priced green products, particularly energy saving items. Businesses want to easily understand how long it will be before they will make savings following an upfront investment.

Many businesses are also saying they don't know where to source green products. The CO2Sense 'Green Product Guide' lists information on high quality products that are developed in Yorkshire & Humber. For more information, please visit the CO2Sense website ([www.co2sense.org.uk](http://www.co2sense.org.uk)).

Factsheets available at [www.welcometoyorkshire.net/Resources/Sustainable-tourism.aspx](http://www.welcometoyorkshire.net/Resources/Sustainable-tourism.aspx) have further information on green products relevant to different tourism sectors, including lots of quick tips and no/low cost ideas.

### BUYING LOCAL PRODUCE

Buying locally-produced food and drink helps create 'local distinctiveness' and a 'sense of place'. It can also reduce emissions from transport and in some cases it can reduce food miles. Eighty percent of the region's tourism businesses already buy local food and drink. Smaller businesses, which tend to have more flexible purchasing policies, are leading the way.

*One North Yorkshire hotel has taken local sourcing a step further. By growing its own vegetables and herbs, annual food costs have been reduced by £8,500! A Holmfirth Guesthouse is also saving £300 annually just by growing its own breakfast mushrooms.*

### PROMOTING PUBLIC TRANSPORT

Encouraging your guests/visitors to use public transport is another effective way to reduce total emissions and also lessen the visual impact of vehicles, which can adversely affect visitors' enjoyment and quality of the experience. 34% of respondents are already doing so and 40% say they are willing to do this in the future.

Make public transport information readily available, remind people how close other facilities are, get them to explore what's on your doorstep, and mention the benefits of using public transport or walking – it's healthy, they will see more and they can enjoy a drink with their meal!

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. Your customers will be able to find how to get to you without having to leave your website.

## Where to Find Help

### WELCOME TO YORKSHIRE'S SUSTAINABLE TOURISM PAGES



Welcome to Yorkshire's sustainable tourism website pages are a 'one-stop-shop' for green business practice in the region. Go to [www.welcometoyorkshire.net/Resources/Sustainable-tourism.aspx](http://www.welcometoyorkshire.net/Resources/Sustainable-tourism.aspx) where you'll find fact sheets, case studies and a number of useful links, including 'Recyclers Near You' and the Green Product Guide.

You can send any specific questions or queries to [greentourism@yorkshire.com](mailto:greentourism@yorkshire.com)

### GREEN START



This FREE business tool can be accessed from the sustainable tourism pages. It provides information and training for small and medium sized tourism businesses that are looking to reduce their impact on the environment and the communities in which they are located. In addition, it will offer an online discussion forum and support service where businesses can share their experiences, as well as signposting businesses to other relevant tools. Access it (from June 2010) from [www.welcometoyorkshire.net/Resources/Sustainable-tourism/Getting-started.aspx](http://www.welcometoyorkshire.net/Resources/Sustainable-tourism/Getting-started.aspx)

### MARKETING AND COMMUNICATION TOOLKIT



'Keep it real: market and communicate your credentials' is a FREE toolkit designed to help businesses communicate their sustainability activities to existing and potential customers, encourage consumer engagement and maximise their green credentials. Download your copy from [www.WelcometoYorkshire.net/Resources/Sustainable-tourism/Green-marketing.aspx](http://www.WelcometoYorkshire.net/Resources/Sustainable-tourism/Green-marketing.aspx)

### GREEN BUSINESS CLUBS

Join one of the four sub-regional green business clubs for access to information, support and events to help you reduce your energy, water use and waste:

#### York and North Yorkshire Green Business Club



Contact: **Louise Woollen**

t 01904 554638  
e [Louise.Woollen@4sustainable-energy.co.uk](mailto:Louise.Woollen@4sustainable-energy.co.uk)  
w [www.here4greenbusiness.co.uk](http://www.here4greenbusiness.co.uk)

#### South Yorkshire Green Business Club



Contact: **Matt Walker**

t 0114 2901255  
e [sy gbc@sccl.org.uk](mailto:sy gbc@sccl.org.uk)  
w [www.sy gbc.co.uk/](http://www.sy gbc.co.uk/)

### Humber Environmental Network



Contact: **David Calvert**

t 01482 466937  
e d.calvert@hull.ac.uk  
w [www.humberenvironmentalnetwork.co.uk/](http://www.humberenvironmentalnetwork.co.uk/)

### Better Business Environment Forum (West Yorkshire)



Contact: **Sam Saxby**

t 01274 206664  
e sam.saxby@bbef.org.uk  
w [www.bbef.org.uk](http://www.bbef.org.uk)

### GREEN TOURISM BUSINESS SCHEME



Becoming accredited under the Green Tourism Business Scheme can help you promote your green credentials to customers and staff. The Green Tourism Business Scheme is officially recognised by VisitEngland. For information on business benefits and contact details, visit [www.WelcometoYorkshire.net/Resources/Sustainable-tourism/Green-certification.aspx](http://www.WelcometoYorkshire.net/Resources/Sustainable-tourism/Green-certification.aspx)

### WATERWISE



Waterwise has a wealth of information on methods and products for reducing the amount of water you use. Visit [www.waterwise.org.uk](http://www.waterwise.org.uk) and click on 'saving water'.

### LOCAL FOOD



For information about the benefits of using local food and to find local and regional suppliers, see [www.welcometoyorkshire.net/Resources/Sustainable-tourism/Local-food.aspx](http://www.welcometoyorkshire.net/Resources/Sustainable-tourism/Local-food.aspx)

For more information about the research and about Welcome to Yorkshire: visit [www.welcometoyorkshire.net](http://www.welcometoyorkshire.net)

or contact the Sustainable Tourism Manager on [greentourism@yorkshire.com](mailto:greentourism@yorkshire.com) or Tel. 0113 322 3521



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