

a year of investment
a year of Building on **Distinction**

album 2005

“sustain-able”:

able to be sustained

sustainable = smart



A practical revolution has started to happen in Cornwall. Last-century and ill-informed views that “all that sustainability stuff” means worthiness, poor quality, and cold showers with no soap are fast losing their grip on the collective mindset.

A shrewder, innovative and more contemporary spirit is taking hold.

Along with the ever-diversifying plethora of outstanding local food and drink providers – which prompted The Guardian recently to label Cornwall as the UK’s number one location for “foodies” – we are also seeing an unprecedented leap in interest from a small but telling number of high-quality businesses who are locking new ideas on wider sustainable business management into their daily operations.

These businesses save money by reducing waste; they’re auditing their energy and water use for the first time; they’re using simple ideas like the CoaST laundry cards (keep reading); they’re going climate-neutral; they’re taking their staff to landfill sites to see what happens to their rubbish; they’re offering real cotton nappies to parents to try; they’re working with charities in the local community; they’re actively sourcing locally – both goods and services; they’re establishing new visitor payback schemes; they’re writing inspirational welcome packs, websites and brochures which actively engage with increasing visitor interest in their social and environmental impact on holiday.

And then they win awards for it. It all begins to add up.

A few businesses have been doing this quietly, and alone, for years; they simply felt it was the right thing to do. All they needed was support. More wanted to, but simply didn’t know where to start. This year CoaST ran the Building on Distinction programme, with contributions from County Environmental Trust, The Environment Agency, Cornwall Enterprise, Esmee Fairbairn Foundation, the SEED Programme and Objective One. Six ‘Surgery Sessions’ kick-started the programme early in 2005, with well over 70 tourism businesses joining CoaST for support and advice on sustainable practice. From these Sessions, a target of 12 “Ambassadors” turned into 23, which then combined with the 2004 CoaST “champions” to make over 30 businesses keen to take the message out as they learned. The Building on Distinction (BoD) programme set about finding what it was these businesses wanted to do to go sustainable and to get smart. And so started a slew of site visits, emails, phone calls, newsletters, gopher-ing and lots and lots of support. Interest increased; public, private and

community groups wanted information, and joined the Network. Within ten months, overall membership of the CoaST network more than doubled from 250 to over 500.

This short album will show you what the Building on Distinction Ambassadors have started. They are mostly small businesses, as are the majority of Cornwall’s tourism businesses. It is exactly this diversity of “early adopters” – the ones who see the opportunities – a few large, and mostly small (and indeed tiny) businesses who can lead the way in terms of getting smart. Big change is made up of lots and lots of small changes, all adding up – and that’s what the Ambassadors are doing.

New businesses arriving on the scene and joining the Network are doing exactly the same. They’re getting smart, too. All their efforts are adding up: more small steps turning into giant strides. Over 70 businesses have started using the CoaST laundry cards this summer. The Hundred House Hotel says it has reduced laundry loads from four a day to one every two days. Eden B&B uses them and has seen an 18% reduction in its energy bill; and they’re passing that saving right back to the visitor – and telling them why!

The Ambassador and Champion businesses featured in this album showcase no more than a taster of sustainable ideas; they’re businesses with different objectives, at different stages of development, all with different budgets, approaches and locations. What binds them is an understanding of how sustainable practice means higher quality, improved efficiency, and happier visitors. Feel free to try some of these highly digestible ideas, and if you have more to offer then bring them to the table too. Rest assured we’ll pass them on: it’s what we do best. And right on cue we see the long-awaited roll-out of the Green Tourism Business Scheme. Perfect timing. Between us – CoaST, CDMO, the local authorities, community groups, South West Tourism, Envision, Envirowise, GTBS, Objective One, statutory and regulatory bodies, and all the businesses – between all of us, bit by bit, we are making Cornwall’s vibrant tourism industry simply more sustainable.

It’s all adding up.

After the surgery sessions came site visits, action plans and real ideas, like the laundry cards...

CoaST Ambassador the Primrose Valley Hotel in St. Ives has been using their own cards since 2004 - their laundry run could go from 60 towels when the hotel is full to 5: time, water, energy and detergent saved immediately. Since March 2004 CoaST laundry cards have been in place. With extra support from South West Water, the BoD programme has issued 100's of laundry cards to over 70 hotels across Cornwall. Both the CoaST cards and the Primrose Valley Hotel have been featured in the April 2005 international "Green Hotelier" magazine, resulting already in a request from the Hilton Milan for information about the cards as they wish to implement a similar scheme...

The Hundred House Hotel are won over. 'They are a must for every hotel, B&B and guest house in Cornwall!' raved Richard Major-Barron. 'Amazing, amazing result! Down from 3-4 loads of washing a day to 1-2 loads a day. Down from using 54 towels a day to 4 a day! Water costs, electricity etc. down (compared to another friend's hotel) by 50%. Customers absolutely love it. Thanks!'

Ambassador Matt Trevaskis, Eco-Drive wrote 'I've heard you mention the savings of energy, water and

detergent... but I've just realised that the reduced wear on the washing machine could out-do ALL of them, on economic grounds at least! Your example of moving from 4 washes a day to 1 every other day is a factor of 8... your machine lasts up to 8 times longer (mainly on number of cycles, not age) so a good domestic £500 machine would last 10+ years instead of about 2...!'

'Significant change in usage of towels and within 6 weeks! Staff noticed how much tidier guests have become by picking up the towels and even folding them instead of throwing them on the floor!'

Royal Hotel, Truro

'South West Tourism's new Action of the Year scheme is built on the simple fact that single easy initiatives are one of the best ways to help businesses go "sustainable". The CoaST laundry cards are a case in point.' **Neil Warren, SW Tourism Sustainable Tourism Manager**

'Significant reduction by 1 load a day (from 2/3), next year we hope to reduce even more. We also want to laminate the cards and use the stickers as well.'

Trewithian Farm, Truro



Let's minimise our impact on Cornwall's beautiful environment...

In Cornwall, hundreds of hotel towels are unnecessarily laundered every day – wasting gallons of water, tonnes of detergent and vast amounts of energy.

You can help us to reduce our impact on Cornwall's beautiful environment: simply place into your bath or shower any towels you would like laundered each morning. We won't then wash any other towels unnecessarily.

The Cornwall Sustainable Tourism Project (CoaST) has launched a new initiative designed to reduce the impact of unnecessary laundry on our environment.

Free eye-catching cards and stickers are available for Cornish hotels to use in guest bath and bedrooms to achieve maximum awareness and take-up.

Avoid one wash (e.g. four towels) and save...
6kWh of energy: the equivalent of leaving a 60w light bulb on for 100hrs.
50 litres of water: the UN is fighting to ensure every person in the world has access to this amount of water daily.

Helping your hotel avoid one wash per day for a year prevents the same amount of pollution created by a 2,000 mile car journey. For more information please call us on **01872 562057** email **info@coastproject.co.uk** or visit **www.coastproject.co.uk**

coast Cornwall Sustainable Tourism Project

...and visitor engagement...

A critical part of sustainable tourism is engaging our visitors and helping make their impact a positive one. Critically visitors are an increasingly receptive audience. Visitors from N Europe are already well acquainted with sophisticated environmental management systems; and research from 2003 carried out by the English Tourism Council showing high interest levels (over 80% of visitors stating they would prefer green accredited destinations) has been backed up by 2005 research from Devon County Council. This indicates that a majority of UK holidaymakers are concerned with protecting the natural assets of their home country. The research states:

- *82%** of these visitors are willing to put their money where their mouth is and pay extra for environmentally responsible products;
- *98%** class themselves as someone who cares about protecting the natural environment;
- *54%** of those visiting Devon consider environmental issues when booking their holiday.
- *84%** said that car free days out appeal to them whilst on holiday
- *88%** are concerned about climate change

The views of consumers were confirmed by Devon tourist businesses, who have found that the introduction of 'green' or 'sustainable' practises has lead to an increase in business, profitability, repeat visitors and referrals.

Andrew Huckerby, director and general manager of Kitley House Hotel, near Plymouth said: "I really am a back door environmentalist; it just makes good business sense.

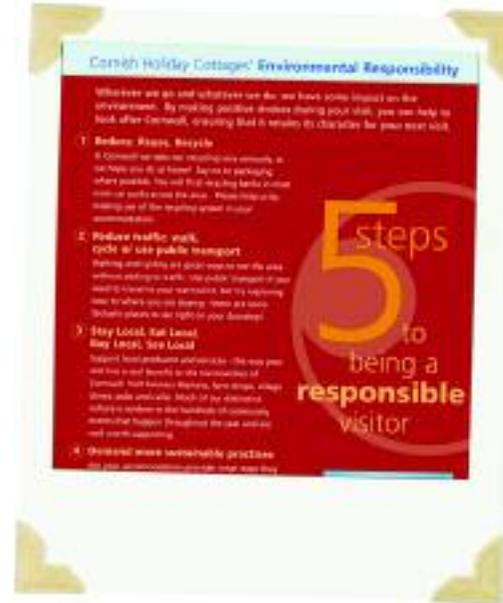
"We save on average £13,000 a year through our environmental management practices. The market for 'responsible' properties like ours is huge and this has been demonstrated by us running at nearly 80% occupancy year round."

The visitor is ready. To make this as easy as possible, CoaST produced a template for businesses to use in their visitor packs, brochures and websites - 5 small steps that that each business can adapt or tailor to their individual business to provide immediate positive, practical ideas for visitors. Cornish Holiday Cottages was the first Ambassador to include the 5 steps in their 2006 holiday brochure; Geevor Mine printed out 1000 of the flyers and they walked out of the cafe...and Ambassadors such as Pollaughan Farm have created a Caring for Cornwall page on their website to give visitors a simple, engaging and practical list of things to do to be Cornwall's "best sort of visitor"...

Caradon was the first District Council to do the same: 'Be a 'Responsible' Visitor: Wherever we go and whatever we do, we have some impact and leave some impression on the environment. By making positive choices during your visit, you can help to look after this special area ensuring that it retains its character for your next visit.' So starts their tourism page encouraging our visitors to help us look after our fabulous natural environment. www.caradon.gov.uk; and then this was taken on and developed by Penwith District Council...

Cornish Holiday Cottages

Cornish Holiday Cottages, Falmouth
Emily Boriosi
01326 250 339
www.cornishholidaycottages.net



BoD Surgery Session attended:
First BoD Site Visit:
Top Issues Identified in BoD Action Plan:

**National Maritime Museum February 05
April 05**

Visitor engagement, packaging/printing, energy & waste

Cornish Holiday Cottages is working hard to encourage all the property owners to share their sustainable ethos and to engage with guests to these properties...

Issues being addressed via the BoD programme:

engaging with property owners via a regular newsletter; engaging with visitors via information packs in each property; minimising waste and recycling in the office; actively sourcing and using recycled and environmentally low impact products; making their website fully accessible; energy efficiency measures. Emily Boriosi says 'Our beautiful natural surroundings here in Cornwall are what keep the visitors coming and food on our plates, but more than that our local environment provides the unique home we live in and I want it to remain so. 30% of Cornwall is designated as an Area of Outstanding Natural Beauty and over 80% of

visitors come here because of the environment; as residents of this beautiful county there are many ways in which we can encourage guests to help us conserve our home county. This is why we've worked with the BoD programme to ensure that in each property we endeavour to engage guests through the Cornish Holiday Cottages visitor pack promoting local retailers, food outlets, transportation and to encourage our guests to recycle.'

Next thing on the list: plans to offset business emissions in 2006 by purchasing trees for a local project, hopefully in conjunction with BTCV; and to place our newly purchased jute shopping bags in all of our holiday cottages, in an effort to reduce the amount of plastic bags in circulation.

““

Our biggest achievement at Cornish Holiday Cottages this year has been publishing our Environmental Policy and the CoaST 5 Steps to Being a Responsible Visitor in our 2006 brochure (which is printed on recycled stock and uses natural vegetable based inks of course!). Emily Boriosi

Archie Browns

Archie Browns, Penzance
Helen Swift
01736 362 828
www.archiebrowns.co.uk



BoD Surgery Session attended: **Tregenna Castle March 05**
First BoD Site Visit: **April 05**
Top Issues Identified in BoD Action Plan: **Energy, waste & water**

Highlighting how empowering it can be to become a 'conscious consumer' is what Archie Browns is all about. Penzance is applying for Fair Trade Town Status and Archie Browns has been the driving force behind this push. Archie Browns sources and promotes Fair Trade products (including a newly sourced line of Fair Trade Olive Oil) and strives to educate customers as to why these products are so important.

Issues being addressed via the BoD programme: exploring waste reduction measures (see below) and food composting options (see below); reducing energy consumption and replacement of standard light bulbs

with low energy light bulbs; sourcing more local produce and development of a local procurement policy; reduction of water consumption by installing water saving devices; access issues being addressed including website accessibility and staff training; development of an equal opportunities policy; and development of a travel plan for staff.

Next thing on the list: Archie Browns is currently liaising with the Environment Agency to find ways that all organic waste from the vegetarian café can be composted off site.



“”

We've been working hard to ensure packaged products bought into the café are 'reduced, reused and recycled'; CoaST has supported our specific efforts to make Archie Browns a Plastic Bag Free Zone by encouraging customers to use re-usable bags or to make a contribution to Friends of the Earth if they need a plastic bag from us. The local Penzance-based Digital Peninsula Network have made a sign for the shop highlighting that 'Supermarkets give out 290 plastic bags per year for every person in the UK – that's 145 million bags for Cornwall per year (figure from Recycle for Cornwall) – so our scheme's a combination of visitor payback, and waste minimisation – two birds with one stone! Helen Swift, Manager

Ayr Holiday Park

Ayr Holiday Park, St. Ives
Andrew Baragwanath
01736 795 855
www.ayrholidaypark.co.uk

Cornwall Tourism Awards 2005
Holiday Park of the Year **Bronze Award**

David Bellamy Gold Conservation
Award 2005 BH&HPA

Cornwall & IoS Sustainability
Awards 2005 **Shortlisted**



BoD Surgery Session attended: **Tregenna Castle March 05**
First BoD Site Visit: **April 05**
Top Issues Identified in BoD Action Plan: **Waste, energy & visitor engagement**

Just before engaging with the BoD programme, Ayr Holiday Park built a new shower block which incorporates features such as solar water heating, light pipes, movement sensors for lights and auto-flushes to reduce the environmental impact. Its design is also fully accessible; similarly almost all caravans have ramps rather than steps to the main doors. And why not?

Issues being addressed via the BoD programme: encouraging better visitor engagement with recycling facilities; developing visitor packs to encourage visitors to stay and enjoy local attractions and produce; developing fully accessible website; promoting sustainable transport links; exploring the option of using an electric vehicle to ferry guests to and from town; and building relations with the local community. Chris Bell, Ayr Holiday Park manager says 'As well as looking after our staff, we believe in supporting the people we are so

dependent on; park employees and the wider local community. The park sponsors local organisations such as the rugby club, surf life saving club, also a local youth theatre group and others, plus rescue equipment for the beach lifeguards; we promote a bus service from the beach which passes the park and encourages people to walk to local attractions rather than drive into and out of St. Ives. We also encourage our customers to shop locally and use the mobile shop which calls. It all makes sense!'

Next thing on the list: to continue to maintain the park grounds, hedges and boundaries to encourage bio-diversity without losing the 'cared-for' look and to consider production of interpretation boards for the site to highlight the bio-diversity around the park and wider local environment.

“”

We firmly believe in equal opportunities and investing in our staff through training. Courses include Welcome Host, Welcome Host International and Welcome All, First Aid at work, I.T., health & safety and for the park manager a 'Certificate in Park Management'. Maintenance staff have received 'Approved Groundworker' certificates from South West Water, one has completed and another has just started an NVQ Level 2 course in Park Maintenance. We also provide training for staff in inspection and safety of children's play equipment. It all combines to ensure a sustainable business, and to optimise our impact on local skills levels. Just good practice! Andrew Baragwanath

Boscrowan Farm, Peace & Plenty and Ring & Thimble Holiday Cottages

Boscrowan Farm, Heamoor
David & Elizabeth Harris
01736 332 396
elizabeth@boscrowan.co.uk

Cornwall Tourism Awards 2005
Self-catering establishment
of the Year **Bronze Award**

Cornwall & IoS Sustainability
Awards 2005 **Shortlisted**



All existing light bulbs are being replaced with low energy bulbs.

BoD Surgery Session attended: **Roskilly's Farm February 05**
First BoD Site Visit: **April 05**
Top Issues Identified in BoD Action Plan: **Access, water, energy & waste**

Offering guests that special flavour of Cornwall lies at the heart of Boscrowan Farm. The aim is to produce an experience that is 'Traditional Cornish' while maintaining the benefits of modern living. And awareness of their impact goes as far as their Acorn environmental sewerage plant installed on site to ensure waste does not harm the environment.

Issues being addressed via the BoD programme:

replacing lights with low energy bulbs; installing water conservation measures (with particular emphasis on rain water harvesting); 'reducing, reusing and recycling'; composting, including using the BoD programme's "Compost caddies"; sourcing biodegradable bags and low impact cleaning products; engaging with visitors by developing a new look welcome pack ; development of a local procurement policy; purchasing fair trade; addressing issues of accessibility, including attending Welcome All training; developing an equal opportunities

policy; promoting cycling and walking options, and developing a travel plan; and promoting habitat and bio-diversity conservation and developing a nature trail around the farm to raise awareness. Elizabeth Harris says "It's not just the high standard of décor, fittings and facilities but the environment in which guests enjoy their stay at Peace & Plenty and Ring & Thimble. We encourage guests to get involved with the farm routines so that they leave having appreciated the very essence of a Cornish small holding, and its place in the surrounding natural environment. People are increasingly aware – they don't just ask for recycling now – they want to know where the compost bin is..."

Next thing on the list: continue to work on improving energy efficiency by exploring the options of switching to a green energy supply and sourcing more low energy light bulbs.



“ ”

We welcome guests with a tray of Cornish Cream tea and a bottle of locally produced apple juice. Home grown goodies, such as organic lettuce and local Cornish potatoes, are offered for guests' consumption. We regularly plant organic lettuce in an old wheelbarrow for the guests to harvest and use. It simply combines healthy and tasty food options with reduced food miles – and fantastic quality. It just makes sense. Elizabeth Harris

Bedruthan Steps Hotel

Bedruthan Steps Hotel, Mawgan Porth
Emma Stratton
01637 860 555
www.bedruthan.com

Cornwall Tourism Awards 2005
Sustainable Tourism Initiative
of the Year **Gold Award**

Hotel of the Year **Gold Award**

Cornish Tourism **'Winner of Winners'**



First BoD Site Visit:

Winter 04/05

Top Issues Identified in BoD Action Plan: **Waste, waste, energy and access**

Having made contact with CoaST in 2004 Bedruthan was keen to work with the BoD programme to gear up its sustainable practice even further.

Issues being addressed via the BoD programme:

Emma Stratton, co-owner, says 'As a family friendly hotel in a fantastic natural environment, we care about the world we will pass on to our children. With this in mind we are trying to make Bedruthan Steps as environmentally friendly as possible. CoaST have helped us establish a Green Team with a mission to make Bedruthan the leading hotel for sustainable tourism in the southwest; staff are now thinking up and implementing a wide range of new ideas, including using the laundry cards, recycling visitor waste from their bedrooms, activities based around habitat diversity with the children, and waste minimisation, especially packaging. We've installed energy efficient bulbs, and a key-card system so that every time a guest leaves and locks their room with their key-card, all electrical appliances are

switched off automatically, rather than being left on, or on stand-by. We also have positive messages in our rooms and on our site to encourage our guests further, to explain what we're doing, and to thank them for their contribution to our efforts. We're actually tackling lots more issues than we realised...and having been encouraged by CoaST to apply for an award after all our efforts...look what happened! What a fantastic boost for our staff – and visitors!'

Next thing on the list: in partnership with fellow **Ambassador Budock Vean Hotel**, Bedruthan Steps are working with CoaST to encourage other large hotels in Cornwall to address these issues and lead Cornwall into a more sustainable future; to develop a climate-neutral scheme for guests to participate in via the hotel's booking system; and to work with staff on the issues raised after a visit with CoaST to the landfill and recycling centres in Cornwall... an eye-opener!

CoaST linked Bedruthan and its new conference facilities to the Government Office of the South West launch of the Greener Events Guide - and bingo...

“”

Hotel first in county to use Green Events Guide - Western Morning News - 21 September 2005
A Cornish hotel has gone one step further than the rest by 'going green'. The Bedruthan Steps Hotel has become the first in the county to be listed as a user of the Government's Greener Events Guide... Phil Harding, head of sustainable business at Government Office for the South West said: 'The hotel is a great example of how companies can make significant improvements to their business practices by taking what are often simple steps.'

Budock Vean Hotel

Budock Vean Hotel, Helford Passage
Martin & Amanda Barlow
01326 250 288
www.budockvean.co.uk

Cornwall Sustainable Tourism Awards 2005
Restaurant of the Year **Bronze Award**
Cornish Distinctiveness Champion
of the Year **Bronze Award**

Cornwall & IoS Sustainability
Awards 2005 **Finalist**

Cornwall Tourism Awards 2004
Sustainable Tourism Initiative
Highly Commended



BoD Surgery Session attended:
First BoD Site Visit:
Top issues identified in BoD Action Plan:

**National Maritime Museum February 05
April 05**

Habitat & bio-diversity conservation, waste, energy and water

The Budock Vean's significant existing initiatives include enzyme technology used in all septic tanks; grey water and storm water overflow leading to a large reed bed built in a disused quarry; water butts installed at strategic places which, with bore holes, provide all irrigation for golf course and gardens; extensive recycling; and a comprehensive accessibility guide to the hotel.

Issues being addressed via the BoD programme: visitor engagement; energy efficiency, including low energy bulbs; and identification of marketing opportunities. And on 1st June 2005 the hotel hosted CoaST Ambassadors for the launch of local sculptor Rory Macphee's Phoenician ship. All timber from the woodland is utilised on the estate or by local green woodworkers for furniture production; and local sculptor, and CoaST member, Rory Macphee has been creating a variety of

beautiful "useful and useless" sculptures from the grounds' waste wood. Martin Barlow, owner, says 'We are working hard to revert the woodland back to native oak indicative of the Helford River, as it would have been 2000 years ago. Non native invasive species are being removed, and we're planting over 2000 native oak trees of local provenance.' Head Gardener Pip Howard highlights 'Over 250,000 permanent new plants have been introduced since September 2003, and other native flora species have been introduced into all areas of the grounds to increase bio-diversity.'

Next thing on the list: Recycle for Cornwall bags to collect recycling are being placed in each room to complement information already in the visitors welcome packs; and joint work with fellow **Ambassador Bedruthan Steps Hotel.**

“ ”

Volunteers from BTCV have built an otter holt (den) at a secret site in the stunning grounds of the Hotel, following specific recommendations from the Cornwall Wildlife Trust on where and how to build the holt. The holt was made of totally natural materials found on site. It will rot down over time providing excellent habitat for fungi, invertebrates and other animals. It's a great way to get volunteers and guests of the hotel inspired about wildlife conservation - so everyone benefits!
Kate Stokes, Cornwall Wildlife Trust

Castallack Farm B&B

Castallack Farm B&B, Lamorna
Rachel & Nicholas Hood
01736 731969
www.castallackfarm.co.uk



BoD Surgery Session attended:
First BoD Site Visit:
Top Issues Identified in BoD Action Plan:

**Tregenna Castle March 05
May 05**

Energy, water, access, visitor engagement and sustainable transport

Castallack Farm have worked hard to manage their land and stock as environmentally as possible; protecting water resources, using energy as efficiently as possible, reducing artificial inputs and improving wildlife habitat. This creates the perfect backdrop to a high quality and sustainable tourism business, where Rachel and Nicholas Hood have adopted the same ethos, promoting the local environment, actively engaging with their visitors and working hard to ensure their combined footprint is kept to a minimum.

Issues being addressed via the BoD programme:
sourcing low energy light bulbs; sourcing and trialing low impact cleaning products; developing an environmental policy, equal opportunities policy, local procurement policy and a travel plan; encouraging composting in B&B kitchen and self catering facilities;

developing visitor packs to inspire visitors to enjoy and respect their surroundings, promoting the Countryside Code and visitor charters; promoting sustainable transport as well as local walks and attractions; and exploring water conservation possibilities. Rachel Hood says 'We may have been doing this anyway or even just thinking about it, but with CoaST's encouragement, inspiration & huge amount of research & results relayed to members through your relentless communications & informative website you have enlarged & speeded up the accumulative effort!'

Next thing on the list: working further on sustainable energy with their local business cluster; investigating more local procurement particularly of whole foods; and going for gold in sustainable awards!

“”

Networking is a much used term but is not an easy thing to bring about between small isolated businesses, but you lot at CoaST, through your huge enthusiasm, effort & realistic approach, have brought together in one effort so many disparate types of business. So, we're all striving for sustainable tourism from all different directions, from big efforts to little efforts... Didn't want to sound evangelical - but you've inspired me & made me put my intentions into action. Long may your inspiration continue. Rachel Hood

Cusgarne Organics

Cusgarne Organics, Cusgarne
Greg & Teresa Pascoe
01872 865 922
www.chycor.co.uk/business/cusgarne



Cusgarne Organics farm have a number of projects and plans in the pipeline. Teresa and Greg Pascoe's spider diagram attempts to give a taster of these plans...



BoD Surgery Session attended:
First BoD Site Visit:

Lost Gardens of Heligan March 05
April 05

Top Issues Identified in BoD Action Plan: **Sustainable construction, access, energy, & local procurement**

Issues being addressed throughout the BoD programme:

sourcing biodegradable food bags for organic box scheme; developing a local procurement policy; improving recycling and composting facilities; engaging with WWOOF students to get involved, which itself offers a chance to see how best to engage with future visitors; promoting habitat and bio-diversity conservation, particularly via development of pond area and nature trail; accessibility of new build and trails being addressed; equal opportunities policy,

environmental policy, access statement and travel plan being developed; signposting to sustainable construction examples and contacts; links with other businesses that can demonstrate models of best practice.

Next thing on the list: with the help of CoaST we are researching indigenous species of fruit trees and have identified a site on which we can cultivate a small orchard, to promote local bio-diversity.

“““

Our aim in all our developments is to use as many reclaimed materials as possible, particularly in the refurbishment and new development of guest accommodation; for example flax insulation in the ceiling, walls lime rendered, under floor heating, reclaimed wood to be used in the double glazed windows... We currently use oil for heating and are interested in replacing with renewable alternatives; especially interested in wood chip burner and solar energy. Lots of time and energy is being ploughed into knowledge sharing and researching the options and opportunities. Teresa Pascoe

Cornwall Classic Car Hire

Cornwall Classic Car Hire

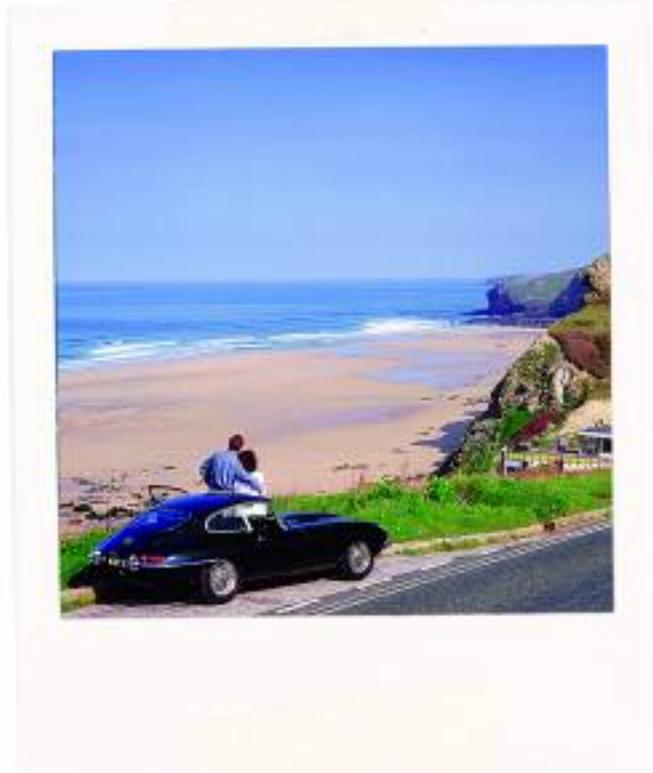
Rob Constant

0845 458 1108

www.cornwallclassiccarhire.co.uk

Cornwall Tourism Awards 2005

Leisure Pursuit of the Year **Gold Award**



BoD Surgery Session attended:

Colliford Lake Park March 05

First BoD Site Visit:

March 05

Top Issues Identified in BoD Action Plan:

Offsetting CO² emissions, car cleaning products, waste & local procurement

'Cornwall Classic Car Hire are committed to a comprehensive environmental statement; we believe the first of its type in the classic car hire industry!'
Rob Constant.

Issues being addressed via the BoD programme:

maximising the efficiency with which we use material resources by reducing, reusing and recycling; disposing of unavoidable waste in an environmentally responsible manner; reducing energy consumption and increasing efficiency; improving the environmental awareness and skills of our employees; trialing low impact car cleaning products; exploring sustainable packaging options; reducing and offsetting CO² emissions. Rob Constant

says 'At this stage no published scientific report has been traced to indicate what uplift-percentage should be applied to calculations undertaken by The Carbon Neutral Trust to allow for the older engine design of our vehicles. However, we are undertaking indicative tests of the fleet with a gas analyser in order to ascertain what a suitable uplift might be. Any one who has any further ideas or suggestions about this project would be welcomed!'

Next thing on the list: Rob is preparing to plant trees on the Roseland Peninsula at fellow **Ambassador Pollaughan Farm** to counteract the CO² emissions from his fleet of cars.

“ ”

In Cornwall, "Sustainable Tourism" is progressively no longer seen as a group of "deluded" tree-huggers but rather as an important discipline to incorporate into business planning. CoaST persuaded me - a past cynic - on the basis of i) Marketing & PR benefits & ii) Cost-Saving, building upon an innate 'personal feeling' that Environmental & Community issues were important - per se - but "not to my business"! Yet CoaST put it in terms that motivated me, (as a businessman), as it could clearly be used as an effective tool to make a positive impact on my bottom line; and thereby - in turn - the triple bottom line of Cornwall. Win, win! Rob Constant.

Pollaughan Farm Cottages

Pollaughan Farm, Portscatho
Valerie & Tim Penny
01872 580 150
www.pollaughan.co.uk

Cornwall Tourism Awards 2005
Self Catering Establishment
of the Year **Bronze Award**

Tourism Website of the Year **Silver**

Sustainable Tourism Initiative of the Year **Silver**

Cornwall Tourism Awards 2004
Sustainable Tourism Initiative
of the Year **Runner Up**



BoD Surgery Session:

Acted as exemplar business to attendees of pilot Surgery Session in Spring 04; one of exemplar businesses and presenter on issues of access and quality at 05 Surgery Sessions Spring 04

First BoD Site Visit:

Top Issues Identified in BoD Action Plan: **Water, waste & local procurement**

Pollaughan Farm Cottages have received recognition over the years for the way Valerie Penny has imaginatively planned and furnished the barns to achieve excellent accessibility to M2 level as well as 5* grading. There is no sense of adopted or clinical at Pollaughan as Valerie aims to appeal to everyone while still offering fully accessible accommodation. Winning the Cornwall Tourism Awards and England for Excellence SW 2004 Self Catering Establishment of the Year just proves that you can combine superb quality, a homely atmosphere and accessibility for all, without compromising your marketability.

environmental policy, equal opportunities policy, and travel plan. Valerie says 'we offer level access, wider than normal doors, open plan layouts with wooden floors and colourful, very spacious wet-floor showers with adequate support rails which mean all the barns can be easily used by those needing extra space and support. Improving our website's accessibility and developing a 'Caring for Cornwall' page to engage visitors in the drive to become environmentally and socially sustainable, with the CoaST visitor charter, has been the most recent thing we've tackled...'

Issues being addressed via the BoD programme: trialing Real Nappies; implementing water efficiency measures; improving energy efficiency; developing waste minimisation and recycling, including liaising with other businesses on the Roseland and the local authority, to develop business recycling service; trialing low impact cleaning materials; phasing out of disposables; using laundry cards; developing visitor engagement particularly visitor code of conduct; development of an

Next things on the list: about to embark on a very exciting joint project with fellow **Ambassador Cornwall Classic Car Hire**, planting trees and woodland in order for Rob Constant to achieve carbon neutral status for his business; establishing a full business recycling pilot on the Roseland; and currently working closely with the BoD programme in partnership with the Cornwall Disability Forum and an expanding number of other organisations to drive forward a Cornwall Wide Access Guide.

“ ”

BoD Ambassador Valerie has been taking part in the Sustainable Tourism Qualification Programme, in which CoaST is a partner – and also the Train the Trainer programme. What a natural talent she possesses – what an asset to the cause of making tourism sustainable!
Tanya Bellingham, Cornwall College

Eden B&B

Cornwall Tourism Awards 2005 Sustainable Tourism Initiative of the Year **Bronze Award**

Cornwall & IoS Sustainability Awards 2005 **Shortlisted**

Eden B&B, Mevagissey
Margaret & Patrick Jordan
01726 842 836,

www.eden-bed-and-breakfast.co.uk



BoD Surgery Session attended:

First BoD Site Visit:

Top Issues Identified in BoD Action Plan:

Lost Gardens of Heligan March 05

April 05

Energy, waste, water & visitor engagement

Eden B&B believes with a passion that visitor engagement is key; and that they have a privileged role to deliver quality, and the potential for increased sustainable behaviour of their visitors.

Issues being addressed via the BoD programme:

sourcing and installing low energy lightbulbs; promoting bio-diversity in the gardens; developing composting and recycling facilities; improving accessibility of B&B facilities and website; developing an access database for guests to the area; providing information to guide sustainable construction of extension; sourcing low impact cleaning products; developing environmental policy, equal opportunities policy and travel plan; working with the

Chamber of Commerce Group in the area to improve recycling facilities for whole area. Margaret Jordan says 'We do our best to reduce, recycle and reuse everything that comes into or goes out of this house, including water! By doing this, with guests' help, we are able to reduce the room rate by £2 per person per night for guests who stay for 3 nights or longer. So by helping the environment guests save money... sounds good to me!'

Next thing on the list: Eden B&B is aiming to supply Fair Trade tea, coffee and hot chocolate only, as well as continue to build links with local producers and suppliers.

“”

We started using the CoaST Laundry cards earlier this year and found they made savings overnight. Before installing the cards we would be approximately washing 184 towels (46 machine loads) per month if we were near full capacity. Now we have installed the cards we wash approximately 52 towels (13 machine loads) per month if we are near full capacity. A saving of 33 machine loads per month! We expect to be saving about £250 per annum just with a simple tent card... Margaret Jordan.

Mr. Mustard and The Manse B&B



Mr. Mustard & The Manse B&B, St. Keverne
Jenny Toff
01326 280 976
JenniferToft@aol.com



BoD Surgery Session attended: **Roskilly's Farm February 05**
First BoD Site Visit: **April 05**
Top Issues Identified in BoD Action Plan: **Sustainable packaging, water, energy**

Mr Mustard says "If you like the Mustards and you like Cornwall, then why not combine the two? The Manse, St. Keverne is a lovely little B&B — the Mustards' favourite home from home. A friendly welcoming guest house in the heart of the Eastern Lizard Peninsula with the most wonderful home-cooked, locally sourced breakfasts and Mr Mustard adorning the walls. A great base for exploring local places. And how do I know so much about the best places to stay in Cornwall? I'll leave you to think about that one." Mr Mustard

Issues being addressed via the BoD programme: installing water saving devices; sourcing low energy light bulbs; developing visitor packs to engage more effectively with visitors; installation of laundry cards; trialing of low impact cleaning products, particularly laundry balls; developing a cluster group to buy low impact cleaning products and fair trade; refillable shower products and soaps; promoting sustainable transport and providing more info on cycling and walking; exploring issues of sustainable packaging and

printing of marketing literature – for the B&B and Mr. Mustard artwork. Jenny Toff says 'In June, we took part in the "Sustainable Packaging" workshop arranged by Coast with Matt Hocking from Leap Media. Matt guided us through the issues of sustainable design practice and the use of environmentally friendly packaging, recycled papers and print based products. Matt pointed out design solutions that make that bit of extra difference, at little cost to you, or to the environment. We have since been working through BoD with Leap to find a sustainable packaging solution to distribute Sam Toff's Mr. Mustard art work and have come up with some gorgeous Mr. Mustard branded Jute bags.'

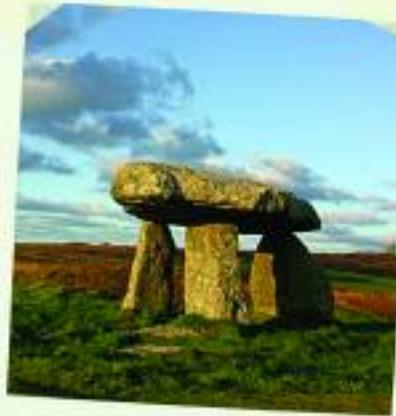
Next thing on the list: working with a number of organisations to produce branded hippos to be sold directly to guests that catch the 'sustainable bug' from staying with us! What a great way to promote Cornwall, our high environmental principles, and to encourage more water-wise behaviour – all at the same time!

“”

Jute is amazing! Just a few facts... The International Jute Organization undertook a comparative study of jute and polypropylene (pp) used as packaging material and concluded that "the life-cycle of jute products can be classified as less environmentally damaging than that of polypropylene." The study also showed that producing 1 tonne of jute products requires only 7% of the energy needed for 1 tonne of PP; 1 tonne of PP generates five times more waste than production of 1 tonne of jute; wastes from jute production are biodegradable and can always be used as manure; jute production requires more water, but jute waste water is biodegradable and doesn't contain heavy metal like in PP waste water; unlike PP production, jute does not require sophisticated machinery; and – wait for it - while jute absorbs CO² from the air, the production of 1 tonne PP generates 3.7 tonnes of CO²! It's a no-brainer!! Jenny Toff

Elemental Tours

Elemental Tours, Penzance
Rory Goodall & Diane Spiers
01736 811 200
www.elementaltours.co.uk



BoD Surgery Session attended:

First BoD Site Visit:

Top Issues Identified in BoD Action Plan:

National Maritime Museum February 05

May 05

Visitor engagement, waste, sustainable packaging & local procurement

West Cornwall's first dedicated marine and land based wildlife watching company, offering fun-packed, educational and special interest small-group, low-impact eco-tourism. Raising awareness of the wealth of natural, historic and cultural heritage in West Penwith, from Lands Eden to the Lizard, they seek to draw in all the elements of the natural environment; hence the name. They're members of the WiSe scheme accredited wildlife-safe operators. One of the first companies in Cornwall to pioneer a visitor payback scheme shows Elemental Tours' commitment to conservation of marine and terrestrial wildlife, and means they ensure a percentage of visitor spend goes to various charities such as Marine Connection, Sea Watch Foundation and the Cornwall Wildlife Trust.

Issues being addressed via the BoD programme:

promoting educational outreach by providing tourists with marine conservation literature; exploring issues of sustainable packaging and printing of marketing literature; development of environmental policy,

equal opportunities policy, and travel plan; wherever possible minimising waste, recycling; reducing energy and water usage; ethical banking; and promoting sustainable transport. Rory Goodall says 'The boat uses the most fuel efficient and the lowest emission engines (to California standards) and is cared for using environmentally friendly non polluting marine paint and cleaners. We also try to keep road transportation to a minimum and with the help of the BoD programme have been exploring ways to better communicate our ethos to visitors.'

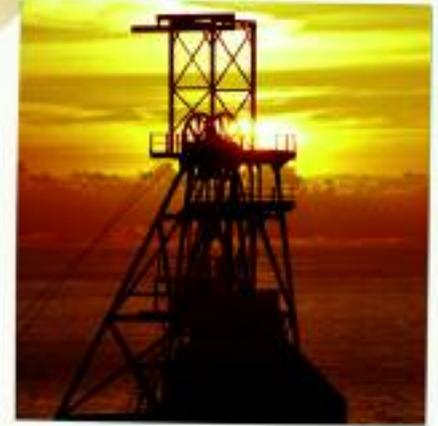
Next thing on the list: future plans include developing the safari style land tours in conjunction with English Nature and fellow **Ambassador Geevor Tin Mine;** encouraging people to use the train to reach Cornwall and to utilise Elemental Tours' own transport to visit the many parts of interest in the area; and looking at their own CO² footprint and exploring the best way to offset this.

““

Passengers are encouraged to assist with recording species seen on the trips and all records are passed on to the Cornwall Wildlife Trust, to help with research and conservation – a great way to get visitors to contribute to local conservation efforts! Passengers experience a double “feel good” factor first from the marine and wildlife watching trip and tours secondly from knowing they are helping protect the creatures and habitats they have come to see. BoD's emphasis on visitor engagement is spot on – it's crucial. Rory Goodall

Pendeen Community Heritage and Geevor Tin Mine

Geevor Mine, Pendeen
Bill Lakin
01736 788 662
www.geevor.com



BoD Surgery Session attended:

First BoD Site Visit:

Top Issues Identified in BoD Action Plan:

Tregenna Castle March 05

May 05

Waste, community engagement, sustainable packaging, visitor engagement

Prior to putting in a bid to manage Geevor, the fledgling Pendeen Community Heritage sought support from the local area; the community are at the core of all decisions made. One of the primary aims is the creation of sustainable employment, paying a living wage, and ending the culture of seasonal adult employment. Since assuming the management of the site, 6 more full time positions have been created and in August 2002, an Oral History Co-ordinator was appointed. This has proved to be a huge success, renewing and strengthening links with the local community.

Issues being addressed via the BoD programme:

sourcing local produce; minimising waste and recycling; reducing energy and water consumption; promotion of other businesses in the local area by joint working; development of a travel plan, with particular focus on using electric vehicles, with fellow **Ambassador Eco-Drive**; access issues being addressed, audit to be carried out and Welcome for All training; development of engagement with visitors, particularly using the CoaST visitor charter and encouraging recycling. Bill Lakin says

'The Geevor Shop and café are committed to sourcing as much as possible locally. Local suppliers are used for materials on the main Geevor site for maintenance and construction. Local tradesmen are employed whenever possible, for work that was previously contracted out. As much material for construction is reclaimed material. Much of the new exhibition, which is now open, was assembled on site is using reclaimed timber, piping, paint etc. We aim to recycle everything we can; all cardboard, out of date brochures, periodicals etc. are collected for recycling and the café separates all bottles and cans. We are currently looking at ways to encourage guests to recycle.'

Next thing on the list: trialling bin toppers around the site to better encourage visitors to recycle; and 'earlier this year we printed off 1,000 CoaST 5 Steps Visitor Charter flyers – visitor loved them and they went like hot cakes; we are now looking at embedding these steps in our marketing literature.' Bill Lakin.

“ ”

We've formed links with the First National bus operator to offer incentives during the season for visitors to use public transport. Now anyone arriving at Geevor by bus is refunded half of the bus fare on presentation of the ticket. And in the summer months the circular bus route (Penzance-St. Just-St.Ives-Marazion-Penzance), number 300 First National Bus, now has an official stop outside the museum block at Geevor! Bill Lakin

First and Last Cottages

First & Last Cottages, Lands End
Liz Trenary
01736 871 284
www.firstandlastcottages.co.uk



BoD Surgery Session attended: **Tregenna Castle March 05**
First BoD Site Visit: **May 05**
Top Issues Identified in BoD Action Plan: **Waste, sustainable transport, access**

First & Last Cottages have developed a comprehensive range of initiatives to ensure that they are operating as sustainably as possible, and, importantly, give their efforts, and their reason, a high and clear profile on their website. Explaining the rationale behind one's efforts is a critical part of visitor engagement; and allows the visitor to feel they are contributing to the effort. The interest of visitors in their impact is still an untapped opportunity by most businesses; the combination of high quality accommodation and business with a clear eye on its social and environmental impact, is a recipe for success.

validation); organising training courses for businesses in rural areas i.e. Welcome for All Access Course; promoting sustainable transport and encouraging guests to explore Penwith. Liz Trenary says 'We actively encourage guests to abandon their cars and walk or cycle instead! We promote facilities available within walking distance, particularly for evening meals. Bus timetables, including the open top bus that goes around the whole of Penwith, are made readily available. There's detailed information in all rooms about walks which can be done from the house without taking the car at all.'

Issues being addressed via the BoD programme: installing low energy light bulbs; encouraging guests to reduce, reuse and recycle; installation of laundry cards; development of a local procurement policy; sourcing of fair trade; development of an environmental policy and an equal opportunities policy; striving to make facilities as accessible as possible (website is DDA compliant to W3C

Next thing on the list: 'I'm currently completing a training course on Sustainable Tourism run by Cornwall College, Tourism Skills Network and CoaST via the Learning and Skills Council, to ensure that I am as informed as possible and able to spread the word to as many other businesses as possible. Next stop - green accreditation!' Liz Trenary

“”

Make it easy for visitors to behave in the way we need them to. We provide drying facilities, storage and water points for walkers/cyclists; information on cycle hire shops, spares shops and outdoor clothing specialists is made available as is a Cornish Way Map and cycle repair kit and pump. We offer a packed lunch with flask top up service, and up to date weather is available on a local website. We always promote the Countryside Code to visitors – and with all this, a low impact holiday goes hand in hand with a fantastic, high quality holiday experience! Liz Trenary

Harbour Lights Fish and Chips

Harbour Lights Fish & Chips, Falmouth
Pete Fraser
01326 316 934
falmouthrest-hl@btconnect.com

Cornwall & IoS Sustainability
Awards 2005 **Shortlisted**



BoD Visitor Payback Meeting attended: **April 05**
First BoD Site Visit: **April 05**
Top Issues Identified in BoD Action Plan: **Waste, access, energy & local procurement**

Fish and chips can equal poor quality fast food and lots of litter. Or not. Harbour Lights Fish & Chip shop has been not only pro-active in developing more sustainable packaging, and reducing the use of polystyrene, and then using the packing to carry messages on not dropping litter, but also working with the local authority and other local businesses to explore ways to improve waste and recycling facilities in an around Falmouth, particularly the piers, including sponsoring the boat collecting litter from Falmouth Harbour.

Issues being addressed via the BoD programme: 'reducing, reusing and recycling'; building on existing staff training; promoting sustainable fish stocks;

developing a local procurement policy; sourcing low energy light bulbs; developing an environmental policy, equal opportunities policy and a travel plan; ensuring the winter refurbishment is carried out using as local and sustainable materials where possible. Pete Fraser says 'We're also currently working with local design company 'Absolute Design' to ensure the new branding and the winter refurbishment is done in is as sustainable manner as possible.'

Next thing on the list: developing the winter refurbishment plans to make the restaurant as accessible as possible; and then aiming to be almost polystyrene-free by early 2006.

“ ”

In June 05, the Building on Distinction programme organised an ideas storm on 'Sustainable Packaging' and brought in Matt Hocking from Leap Media. We covered a huge range of issues around the use of environmentally friendly packaging, recycled papers and print based products. And all the ideas were low cost or free solutions. Addressing the issue of waste, we are not only switching almost all packaging from polystyrene to paper and card, but are now working closely with Carrick District Council and other businesses to get more bins situated around Falmouth harbour. We are also exploring ways to encourage customers to use the bins! Pete Fraser

The Hen House

The Hen House, Manaccan
Sandy & Gary Pulfrey
01326 280 236

www.cornwall-online.co.uk/henhouse



BoD Surgery Session attended:
First BoD Site Visit:

Roskilly's Farm February 05
April 05

Top Issues Identified in BoD Action Plan: **Cleaning products, energy, waste, habitat and bio-diversity**

The Hen House is a special place.

Issues being addressed via the BoD programme:

packaged-portion free policy; composting; wild flower meadow cultivation; installation of hippo bags in cisterns; trialing of bio-degradable cleaning chemicals; water conservation measures eg. rainwater harvesting and installation of water restrictors; maximum use of natural fibres; re-cycling; installation of low energy light bulbs; sourcing locally produced breakfasts; line drying of linen; providing local tour information; welcoming cyclists, and providing walkers pick up/drops; environmental pest control; switching to a green tariff electric; cultivating Cornish apples; offering public transport guides. Sandy Pulfrey says 'Visitor Engagement is the biggest reward of all and the guests love it! We have put cloth shopping bags, hessian waste carriers to segregate bottles and papers in the rooms and we have compost caddies and compost bins for any waste food in the holiday cottage. We offer holidays which offer

time to read and think and talk which give us the chance to set the seeds whilst they are here. This ultimately leads to a barrage of questions on all things sustainable-swotting up all the time as they look to us for guidance.'

Visitors Book Quotes: "Not so much a B & B as a whole life experience": Douglas and Anne (12/8/05); "This place is a welcome haven from the storm of life": Martin & Jo (29/10/05); "An ideal environment in which to re-charge our energy batteries": Beryl and Miles (10/7/05); "A whole new wonderful experience": Patrick & Anette (6/9/05); "This is truly Gary & Sandy and The Magical Kingdom" Bob & Sue 27/8/05.

Next thing on the list: working with other local businesses and organisations to explore ways to maintain and conserve the Cornish hedges in the immediate proximity to the Hen House.

““

The Trials of Cleaning! (or Cleaning Trials) We have been on an amazing journey this year from wash balls that raised the alkalinity of the water through citrate and silicate based detergents to nonyl phenol/ phosphonate free products with fully bio-degradable surfactants (and we never even liked chemistry at school!) We have settled on strawberry flavour loo cleaner, orange terpenes (not terrapins) in the bath and a non- bio non- phosphate laundry powder. Microtex cloths, bio-degradable bin liners and a phosphate free detergent complete our cleaning store. First class. Sandy Pulfrey

Penwarren Guest House

Penwarren Guest House, Falmouth
Ann Holmes
01326 314 216
www.penwarren.co.uk

Cornwall & IoS Sustainability Awards 2005 **Shortlisted**



BoD Surgery Session attended:

First BoD Site Visit:

Top Issues Identified in BoD Action Plan:

National Maritime Museum February 05

April 05

Energy, waste, local procurement, Fair Trade

Penwarren Guest House has been working on its sustainable practice for some time, and Ann Holmes came along to the Surgery Session in 2005 to find exactly what she thought she never would - 'joining the BoD programme is like suddenly finding myself in a family of like-minded businesses, when I thought I was alone - how fantastic!'

Issues being addressed via the BoD programme:

supporting and promoting local businesses and Cornish produce; reducing, reusing and recycling; composting; reducing energy and water usage; improving accessibility; trialling low impact cleaning products; promoting sustainable transport engaging with the local community. Ann says 'We aim to recycle as much as possible and encourage guests to do so too. We encourage guests to place newspapers, glass/plastic bottles or tins that can be recycled in the recycle for Cornwall bags in their rooms. We recently started a Visitor Payback Scheme offering guests the opportunity to purchase the same delicious Cornish jams served at breakfast and contribute to the conservation of the

Helford River at the same time. 50 pence from every pot of jam sold goes directly into a kitty for the Helford Voluntary Marine Conservation Area (HVMC). We also have plans to sell other Cornish Goodies and Fair Trade Items on line to guests and the wider community. Products include local fudges, hand made local chocolates and Cornish clotted creams; Fair trade juices, nuts, teas, coffee's and sugars; recycled tissues and kitchen rolls; and a range of organic tea bags. We hope 20% of all profits will be donated to the Falmouth Green Centre - a community enterprise working in partnership with practical conservation charity BTCV and the local community to encourage, promote and support sustainability.'

Next thing on the list: "now I've successfully passed the Sustainable Tourism Qualification Programme's Train the Trainer course I can go out encourage wider take up of high quality sustainable tourism! Any staff I train will leave with a recognised qualification. And I have decided that 10% of any income I generate from this will go to HVMC. It all makes a difference."

“”

We recently stopped buying individually portioned cereal packs. Last year our guests got through 960 individually portioned boxes of cereal, producing just over 21lb of cardboard waste – ouch! We now buy cereal in bulk, a snazzy cereal dispenser adorns the breakfast room and waste has been drastically reduced! Thank you Building on Distinction. What a difference. Ann Holmes

Primrose Valley Hotel

Primrose Valley Hotel, St. Ives
Andrew & Sue Biss
01736 794 939
www.primroseonline.co.uk

Cornwall Tourism Awards 2005
Hotel of the Year **Silver Award**

Tourism Marketing Initiative of
the Year **Bronze Award**



BoD Surgery Session attended:
First BoD Site Visit:
Top Issues Identified in BoD Action Plan:

National Maritime Museum February 05
April 05
Energy, waste & local procurement

Primrose Valley locks sustainable practice into its quality ethic. One of the first hotels in the Cornwall to launch a visitor payback scheme, whereby a voluntary donation of one pound per room per night goes directly to the Marine Conservation Society, the hotel has raised in one summer season over £1400 for local marine conservation.

Issues being addressed via the BoD programme: energy efficiency measures; trialing low impact cleaning materials; sourcing local, sustainably harvested fish; developing a local procurement policy - nearly all produce now sourced locally!; promoting local producers on menus and the website; facilitating engagement with other local businesses to promote

each other eg with the local climbing instructor; promoting sustainable transport use, including cycling and walking. Owner Andrew Biss says: "As we continue to implement our sustainable development plans we have sought to be as energy efficient as possible. Via signposting from CoaST we have upgraded our central heating system to the most energy efficient condensing boiler on the market, A-rated at 91% efficiency; and CoaST have helped replace all light bulbs (bar the dimmable fittings) for low energy lamps!"

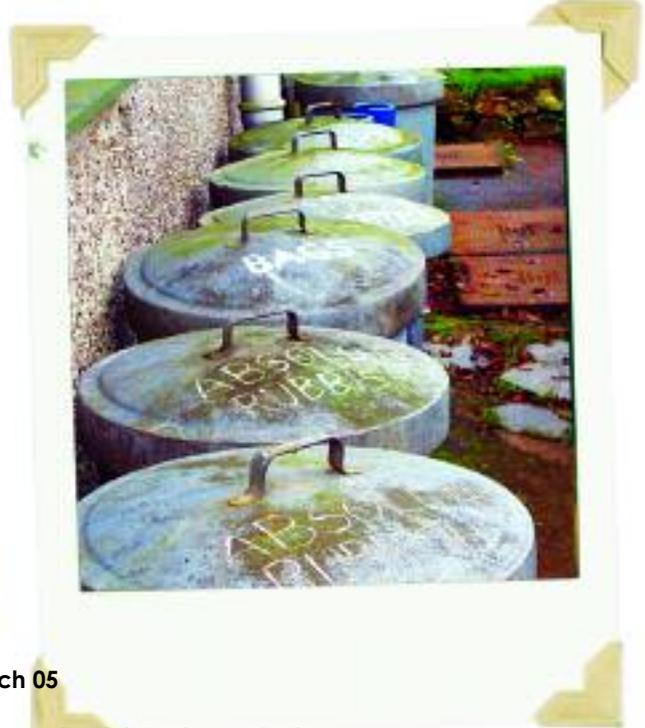
Next thing on the list: during the refurbishment taking place this winter we aim to change all of the corridor lighting which, for health and safety reasons needs to be on permanently, to LED bulbs.

“”

We came up with the payback scheme whilst shopping in Truro, spoke with both the accountant and VAT office (very helpful) from the mobile and spoke with the Marine Conservation Society later that day. Had copy and logos sent to our designers (our new brochure was at proof stage). Ran a proof under the eyes of trusted advisors, redid the room information and decided what date to introduce the charge -24 March 2005. Eight bedrooms, £1 per room per night. Between 1st April and 1st November we raised over £1,400. No raised eyebrows. Happy guests who have done their bit. Happy MCS. Happy us. Everyone sleeps better. Andrew Biss

Mount Pleasant B&B

Mount Pleasant B&B, Gorran High Lanes
Jill Lucas & Nick Bayly
01726 843 918
www.vegetarian-cornwall.co.uk



BoD Surgery Session attended:

First BoD Site Visit:

Top Issues Identified in BoD Action Plan:

Lost Gardens of Heligan March 05

April 05

Energy, visitor engagement, sourcing fair trade, marketing

Jill Lucas and Nick Bayly, owners of Mount Pleasant B&B have been passionate about the environment for many years and already had many systems in place. When Mount Pleasant became an Ambassador they were excited at the prospect of meeting other businesses that aimed to operate sustainably as for many years they had felt isolated and alone. Jill says 'I have been interested in sustainability and the environment for the past 30 years. I was first made aware of the damage we as humans were having on our environment in 1975 when CFC's and the hole in the ozone layer was being discussed. I began to recycle paper and glass 5 years later, being told by my friends and neighbours that I was wasting my time; what difference would my small effort make? "But from little acorns large oaks grow." '

Issues being addressed via the BoD programme: apart from the most comprehensive recycling system,

ever! Mount Pleasant is also now recycling batteries; providing biodegradable bags in rooms; harvesting rainwater; installing hippos and other water saving devices; laundry cards installed; developing website and visitor packs to engage with visitors more effectively, particularly promoting countryside code and visitor charter; trialing low impact cleaning products; energy reducing measures including low energy light bulbs, cavity wall and loft insulation; using natural materials around the home; wild flower meadow cultivation; local/organic produce breakfasts and dinners; encouraging visitors to use public transport; encouraging local walking and touring.

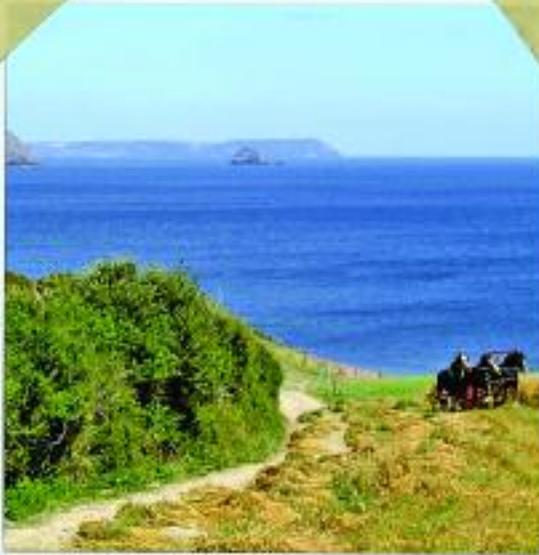
Next thing on the list: Mount Pleasant are in the process of installing a woodchip burner to help reduce electricity consumption.

“ ”

Some people still don't appreciate the contribution that recycling has in helping to slow down and the waste of precious earth's resources. We have had a comprehensive system of recycling in place for many years; paper has several routes! Newspaper is shredded for our hens' nest boxes; and junk mail is collected for roadside collection. Our dust man gets very little 'Absolute Packaging' which is mostly plastics! Compost is divided between kitchen waste which is put into a wormery and garden waste which is put on to the compost heap. Easy! Jill Lucas

Treloan Coastal Farm Holidays

Treloan Coastal Farm Holidays, Portscatho
Victor Barry
01872 580 899
www.coastalfarmholidays.co.uk



First BoD Site Visit: **March 05**
Top Issues Identified in BoD Action Plan: **Access, energy, waste & water**

As a traditional 1930's working farm, Treloan Coastal Farm Holidays has worked with the Farming and Wildlife Advisory Group (FWAG) to manage the farm as environmentally as possible, and with respect to local heritage: protecting water resources, using energy as efficiently as possible, eliminating artificial inputs and improving wildlife habitat. Victor Barry says 'Within our boundaries are conserved old meadow habitat for wildlife including; badgers, foxes, weasels, owls, butterflies and more. Currently the farming consists of grass cropping, cereal production, cattle, pigs and free-range poultry, using our horses to work the farm. We aim to make the whole calendar process suitable for wheelchair access. Having diversified into tourism we have adopted the same ethos, promoting the local environment and working hard to ensure the impact on it is kept to a minimum; this is the basis of our working with the BoD programme.'

energy efficiency advice and signposting; waste minimisation and recycling signposting; low impact cleaning materials; marketing; water efficiency measures - recycling rainwater; visitor engagement; development of an environmental policy, equal opportunities policy, and travel plan; access audit of the holiday farm and advice and guidance for the proposed accessible trail; arranging topographic survey to help clarify the best route through the farm for the accessible trail; facilitation of networking to other organisations and exemplar businesses that are on hand to give support to projects that strive to make the countryside more accessible.

Next thing on the list: access to the SW Coast Path is an issue Treloan Coastal Farm Holidays has been striving to address for many years, aiming to open up the holiday farm to users of wheel-chairs and people with a range of disabilities to ensure full accessibility down to the coast path, and the project is progressing well.

Issues being addressed throughout the BoD programme:

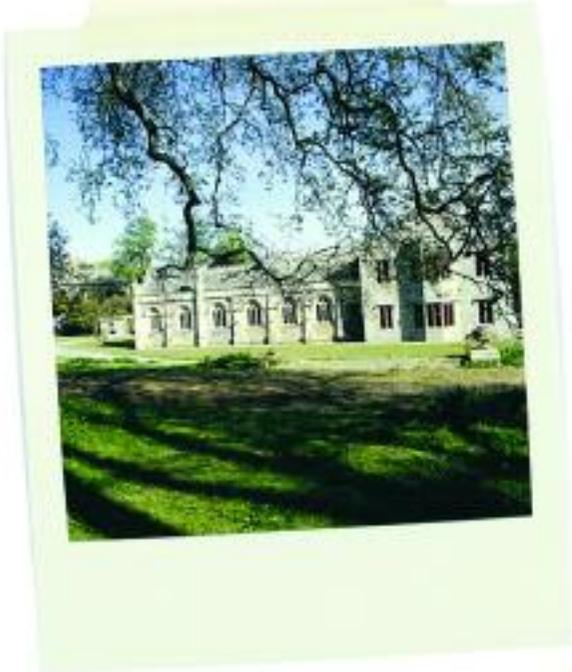
“ ”

This year has seen new joint working between ourselves, Cornwall County Council, Cornwall Disability Forum and the AONB Partnership via our involvement with the BoD programme, and we are now seeing new progress on improved accessibility in the area. Victor Barry

Trelowarren Estate

Cornwall & IoS Sustainability Awards 2005 **Finalist**

Trelowarren Estate, Mawgan
Sir Ferrers Vyvyan
Estate office: 01326 221 224
www.trelowarren.com



BoD Surgery Session attended:
First BoD Site Visit:
Top Issues Identified in BoD Action Plan:

National Maritime Museum February 05
April 05
Energy, waste & local procurement

Trelowarren Estate has already received many awards and accolades for its sustainable achievements. Winner of Cornwall Tourist Board's Green Tourism Initiative, the National Gold Winner in the Green Apple Award for Travel, Tourism and Leisure, Business in the Community Rural Action Award for which they won the Regional Award, second in the Western Daily Press Best Building in the South West, and finalist in Michelmores Green Award. Malcolm Bell, Chief Executive of South West Tourism said, after his first visit: "The changes & concepts you are so rightly committed to are exactly in line with truly sustainable tourism development for the Region and should be applauded and supported by those who can assist you through to fruition".

Issues being addressed via the BoD programme: trialling low impact cleaning products; trialling real nappy packs from the Cornwall Real Nappy Project; building on visitor engagement already in place by developing visitor packs and providing Recycle for Cornwall bags in each lodge; improving access to the grounds by exploring surfacing options for the grounds' nature trail. Trelowarren's owner, Sir Ferrers Vyvyan says

'Shelley Cavanagh, Head Housekeeper has overseen a successful trial of low-impact cleaning products from Dartmoor-based M&A Environmental Products'. He described the trial as 'a partnership of principle as well as a valuable consumer test'.

Next thing on the list: after developing this initial vision of green tourism in the form of the six eco-timeshare units, the next stage is a combined heat and power (CHP) plant which will produce 300 kw of heat from 350 tonnes of wood per annum, which will be coppiced from the estate. The Austrian Binder boiler will run on a 24-hour basis to heat the accommodation, and in summer will fuel the proposed low-energy leisure complex with a unique zero-CO² rating. The total saving of CO² will be approximately 240 tonnes per year. At present, the trees are sold as planking, an expensive exercise since the price is low and it is costly to transport to where it is needed. The jobs created by this development will double the number of families supported by the estate to 50.

“”

Sir Ferrers Vyvyan is adamant that he will not create a timeshare "resort". The houses will be family holiday homes where the entertainment will be "provided" by the natural resources of The Lizard. 'We're living history, not corporate heritage,' he states.

Eco-Drive

Cornwall & IoS Sustainability Awards 2005 **Finalist**

Eco-Drive, Penzance
Matthew Trevaskis
0845 4-NO-FUEL (0845 466 3835)
www.eco-drive.co.uk



BoD Surgery Session attended: **Tregenna Castle March 05**
First BoD Site Visit: **April 05**
Top Issues Identified in BoD Action Plan: **Marketing, access, visitor engagement**

Eco Drive are dedicated to promoting sustainable transport with a range of high quality, zero-emission, electric vehicles, from moto-scooters to cars and vans, as a way of reducing the impact of private transport on the environment, whilst recognising the need to minimise the amount of energy we consume for transport by travelling less and encouraging the use of improved public transport, cycling and even walking! Eco-drive was featured on the regional ITV news magazine "Westcountry Live" on Friday 16th September as part of an article exploring alternative fuels in relation to the latest fuel price rises.

Issues being addressed via the BoD programme:

sourcing local goods where ever possible; minimising waste particularly through efforts made in sustainable packaging; 'reducing, reusing and recycling'; reducing energy and water usage as well as raising awareness of and promoting sustainable transport; making links with businesses in the tourism industry. Matt Trevaskis says 'CoaST **Champion Hendra Holiday Park** are Eco-drive's first customer, buying 2 vans mainly for use around the

park replacing petrol vans, which will cost them around £25 per year each to "fuel"! The vans are ideal for running around the holiday park and also for local journeys into Newquay. Their quiet operation means that they don't disturb residents in tents and caravans late at night or early in the morning. They are easily "refuelled" on-site using the touring electric hook-up points. Through the BoD work with SW Tourism, a couple of national newspaper and magazine travel journalists used an electric car as their transport as part of their "green" weekend in Cornwall this summer, driving from Bodmin to Penzance via Newquay, Falmouth and Helston.'

Next thing on the list: conversion of an eco-drive car as a taxi; and to further develop the infrastructure needed, a partnership project with Hendra to develop a publicly accessible re-charging point on site for visitors to use as they use Hendra's extensive facilities – the first in Cornwall.

““

We provided two electric vans for the collection of recycling at the 2005 Royal Cornwall Show. Recycle for Cornwall, all the local authorities, Cornwall Paper Company, Sid Knowles Waste, CoaST and the Environment Agency made a concerted effort to improve recycling at the showground this year, with an armada of wheelie bins with highly visible "bin toppers" showing which recyclables should be put into which bins. Eco-drive's electric vans allowed the collection points to be emptied in zero-emission style! The effort was a superb success with tonnes of recycling collected, with over half-a-tonne of cardboard collected from stalls and exhibits before the show even opened to the public! Matt Trevaskis

...and so the Ambassadors built on the distinction of the existing CoaST Champions from 2004...

coast champion

Hendra Holiday Park

Hendra Holiday Park, Newquay
Matt Way
01637 875 778
www.hendra-holidays.com

Cornwall Tourism Awards 2005

Holiday Park of the Year **Silver Award**

Sustainable Tourism Initiative **Bronze Award**

'At Hendra we have achieved dramatic savings by reducing the amount of waste going to landfill. After support from Groundwork in January 05 we helped secure the interest of seven other holiday parks in the Newquay area in a waste workshop, and since then and with the support of Groundwork and CoaST, recycling has been at the heart of what Hendra do and proved to be key to our successes. Hendra alone has managed to send at least 36 tons of glass, cardboard and other material for recycling that would otherwise have been buried in the beautiful Cornish countryside. Our recycling initiative has contributed greatly to our recent achievement of winning silver status for the David Bellamy environmental award.

We've worked hard with CoaST's BoD Programme to put on our first Celebrating Cornwall Rally on May Bank Holiday in 2005, actively promoting all things Cornish and sustainable to our visitors with lots of great exhibitors; it went so well we're currently planning the next one! We've also been working closely with CoaST on beefing up our recycling, and as a result are now working on a trial project with Restormel Borough Council to develop both better collections of recyclables from the site, and better ways of making it easier for visitors to recycle from their caravans. There's no stopping us!' Matt Way



coast champion

Bedknobs B&B

Bedknobs B&B, Bodmin
Gill Jenkins & Kim Roscoe
01208 775 533
www.bedknobs.co.uk

Cornwall Tourism Awards 2005

Sustainable Tourism Initiative **Silver Award**

With a smorgasbord of awards to their credit, Bedknobs went from winning both their category and the overall winner award in the Cornwall and IoS Sustainability Awards 2004 to being asked onto the Awards Judging Panel for 2005.

Gill Jenkins says, 'we find ourselves the subject of some attention. BBC Spotlight came and filmed our recycling efforts for a feature on the day that Elliott Morley opened Bodmin's new recycling plant in 2003. Similarly breakfast at Bedknobs consists of a table laden with local produce, and found itself a feature by Western Morning News in their Buy Local Campaign series.'

'If it's sustainable you can bet that Bedknobs /Gill and Kim are on the case - from composting to recycling, from local shopping to community involvement. Witness our 50 foot cypress tree being planked by Tino Rawnsley and his Woodmiser (portable saw mill). The whole tree was 100% recycled and next year Kim will be creating some rustic garden furniture (lots of it!) and pergolas around the garden.'



coast champion

Eden Gate Apartments and Espresso Internet Café

Eden Gate Apartments,
Stephen Chidgey
01726 815 560
www.eden-gate.co.uk

Cornwall Tourism Awards 2005 Popular Café of the Year **Silver Award**
Cornwall Tourism Awards 2004 Best Sustainable Tourism Initiative **Runners Up**

'Once The Old Town Hall, refurbishment work has employed local traders and craftsmen; even the beds were manufactured one mile away in Par foundry! Our policy on using locally sourced suppliers keeps deliveries all to short distances. Local traders have seen an increase in their businesses by our customers using local shops and services. We use local suppliers wherever possible and even hand carry our laundry to the local facility. In the process of preparing a refurbishment scheme for the Pack Horse Inn we have actively encouraged local businesses, neighbours and wider community input through an arranged community consultation. Prior to finalising a scheme and submitting a formal planning application we welcomed comments and thoughts that could be fed into the design. We recently got involved with St. Blazey football club with sponsorship and advertising so that we can make clear our commitment to act in and with the community interest.'

Stephen Chidgey highlights: 'From its very beginnings, our project has invested in the local community and economy to create a high quality sustainable tourism project in St. Blazey, a place that may not have been everyone's first choice for such a new venture...we have won many customers that keep coming back and they all applaud and see the relevance of sustainable practice in a totally modern business. Given all of that, it is then possible to buck the trend and not sell stuff that everybody else sells. We don't sell crisps, we don't and won't cook chips...definitely something to be said about having vision and believing in something and sticking with it. You end up carrying people along with you on the crusade...just as you guys have done at CoaST.'

coast champion

King Harry Ferry Ltd Cornwall Ferries Ltd

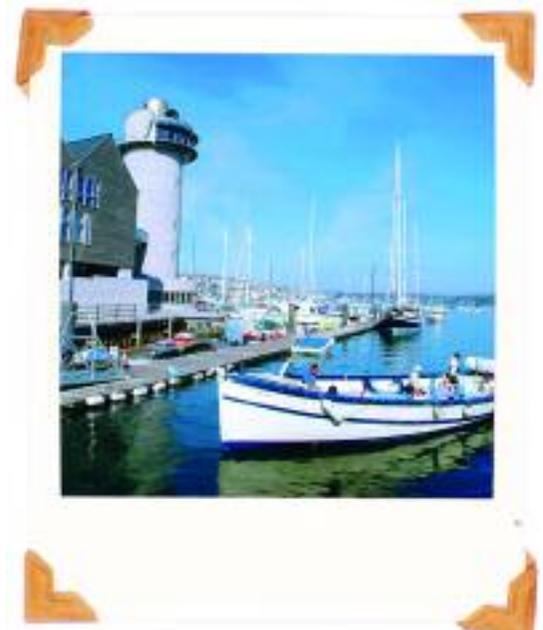
Fal River Links, Feock
Tim Light
01872 862 312
www.falriverlinks.co.uk

Cornwall Tourism Awards 2004 Best Sustainable Tourism Initiative **Highly Commended**

The two companies are entirely separate but work from a shared site in Feock. The companies run the King Harry Steam Ferry Company (KHF), St Mawes Ferry Company (SMF) and the Falmouth Park & Ride/Float (P&F). The companies have led the Fal River Links Project which is based around the provision of a sustainable transport plan and links attractions with restaurants, pubs, beaches, coastal footpaths and places of interest a fleet of 16 boats, 1 train and 7 bus services. Fal River Links brings together a whole range of experiences, attractions, walks and destinations all connected by a unique and completely integrated transport network.

As Tim Light points out 'The message is simple, leave your car, head out and discover.' The companies save in the region of 8 million road miles per year and with the increased utilisation offered by the Fal River Links, this figure is set to increase for all the transport partners.

Among other initiatives, the office, ferries and all buildings have been audited by the Cornwall Energy Efficiency Advice Centre and this has led to potential savings of £3000 per year and also meant less harm to the environment. The companies also have a buy local policy and this put £500,000 in to the local economy in 2003. 'Buying local has allowed us to develop relations with our local suppliers and this has saved time, improved efficiency and been a lot more pleasant!' Tim Light



coast champion

Lost Gardens of Heligan

Lobbs Farm Shop won the Cornwall Tourism Awards 2005
Cornish Distinctiveness Champion of the Year **Gold Award**

Heligan is an ideal environment in which to raise public awareness of environmental issues. Staff at Heligan continue to strive for accountability in their actions and sustainability in their management of land and resources throughout 200 acres of estate.

A small wind generator provides the power to the cameras filming Heligan's wildlife, Heligan's charcoal and timber fuels the inside fires throughout the winter. The restored Pineapple Pit demonstrates heat production from rotting manure.

Heligan has worked closely with local transport providers to ensure the best possible service for visitors to the area, providing a bus shelter and official Bus Stop within the car park for the St. Austell to Gorran bus service. It has also worked closely with Sustrans to improve access to the gardens via the cycle path. Use of the local footpaths to Heligan are actively encouraged with the staff often undertaking any necessary clearance or signage work required. Its commitment to sustainability has ensured its use as a venue in 2004 and 2005 for the CoaST Surgery Sessions.

Lost Gardens of Heligan, St. Austell
Lorna Tremayne
01726 843 740
www.heligan.com



coast champion

Looe Bay Holiday Park

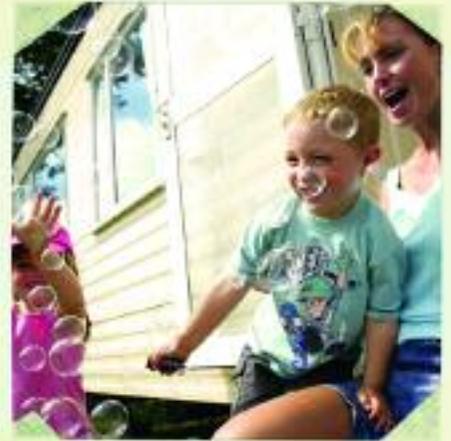
Cornwall Tourism Awards 2005 Holiday Park of the Year **Bronze Award**
And Tourism Website of the Year **Bronze Award**
Cornwall and IoS Sustainability Award 2004 **Winner**

Paul Higgins, Manager, reveals how easy it is to get started: 'After attending a green workshop a few years ago we began an adventure which will continue into the future. We received a green audit pack and started work...

'We worked with Caradon District Council and several local businesses in the area to form a bus company which services the Holiday Parks of Looe and the local attractions that wouldn't normally have public transport links. The aim was to get traffic off the road. In our first year of applying for a David Bellamy Award we achieved a silver award; this spurred on staff members, and they were soon coming up with ideas; let's use treated sewage water to water the plants, let's do a nature quiz, recycling bins for paper, plastic, cans and bottles and even separating cardboard. We even have a costumed character on site to engage the visitors. The next year we achieved the coveted David Bellamy Gold Award, which we have now won for the last 5 years.'

In 2004 CoaST helped us really audit what we were achieving, apply to the Cornwall and IoS Sustainability Award 2005 and consequently win our category. As a result of being one of venues for the CoaST Surgery Sessions in 2004, we started work with ReMaDe Kernow to collect glass bottles for re-use by the Green Glass Company; and in 2005 we worked with CoaST's BoD Programme to host our first Sustainability Forum as part of the SECTA Trade Fair; and we're planning the same again in 2006. We're also working with CoaST to ensure our refurbishment can offer goods that can be used by homelessness charities. We try to do something new each year. What do we get out of it? We get satisfaction of trying to do something to help the environment and the local community, we have won several awards, and we have saved money, made our parks more attractive and brought our staff together. We have had a better working relationship with Caradon Council and

Looe Bay Holiday Park, Looe
Paul Higgins
08704 447 774
www.weststarholidays.co.uk



coast champion

National Maritime Museum Cornwall

National Maritime Museum Cornwall
Tamsin Loveless
01326 214 536
www.nmmc.co.uk

Cornwall Tourism Awards 2005 Visitor Attraction of the Year **Bronze Award**

'When the Maritime Museum was still a seed of an idea the design team knew that they wanted the project to be as sustainable as possible. The building has been carefully designed with minimal openings to the south to avoid excessive solar gain, and large openings for ventilation. The environmental control systems were developed with our Curators to remove the need for air conditioning, and use natural ventilation wherever possible in the galleries. Under-floor heating provides the majority of the space-heating requirement - utilising the thermal mass of the building in an unobtrusive manner.

The building has also been designed with a high utilisation of natural materials, which are largely local, and certainly from sustainable sources; hardwood is taken from sustainable sources, CFC free insulation was used, local labour and suppliers were used wherever possible to reduce travel and promote the local economy, energy saving luminaires and switching systems were used and a heat recovery system was used on the air handling system to increase energy efficiency.'

The Maritime Museum was used in 2004 and 2005 as a venue for the CoaST/BoD Surgery Sessions – a great model to demonstrate how a new attraction can incorporate sustainability and engage visitors.



coast champion

Newquay Zoo

Cornwall Tourism Awards 2005 Sustainable Tourism Initiative of the Year **Bronze Award**

Visitor Attraction of the Year 2005 **Silver Award**

Cornwall Tourism Award 2004 Sustainable Initiative of the Year **Winner**

Newquay Zoo aims to promote the sustainability of local and global communities and their environment by managing the Zoo to a plan to support these ideas. Amy Robinson says 'The CoaST Project 'Surgeries' were extremely useful in providing and exchanging information on sustainable practices and in introducing likeminded businesses to each other. Since becoming members of the CoaST Project the Zoo has made many positive changes in water, energy and waste efficiency. We've enhanced staff training to improve awareness of relevant environmental issues and ensure effective management of its environmental impact; and developed educational programmes to produce opportunities for visitors to further their understanding of sustainable development. The CoaST Project advisors through the BoD programme have been helpful and on-hand to assist and support the Zoo's development of its environmental performance.'

'Newquay Zoo is looking forward to working with the CoaST Project in the future as we work towards the ISO 14001 Standard for Environmental Management Systems.'

Newquay Zoo, Newquay
Amy Robinson
01637 873 342
www.newquayzoo.co.uk



Rose Hill

Rose Hill, Porthtowan
Pauline & John Barrow
01209 890 802
www.rosehillcamping.co.uk

people who care go **green**
people book with people who care
green people save money,
green people make money
green people have more fun

Visit our **green** page on www.rosehillcamping.co.uk

Pauline, John and our environment have been happy to have supported and been supported by **CoaST**, and the Building on Distinction programme, throughout the past two years.



The Venus Company Ltd

Cornwall Tourism Awards 2005
Sustainable Tourism Initiative **Silver Award**

Cornwall and IoS Sustainability Awards 2005
Overall Winner & Best Small Business Award



'The Venus mission is to be the greenest beach café and shop operator in Europe. We strive to minimise the harmful effects and maximise the beneficial influences which our activities have on the environment,' states Mike Smith, co-owner. 'The Venus company ensures that it complies with environmental law and legal Duty of Care requirements for waste disposal. Among many measures implemented, the Venus Company supports the local community and economy by buying local food and drink and other goods and services; returns cardboard, plastic and used cooking oil for recycling; offers recycling facilities to all customers; uses energy efficient equipment and menus; uses elemental chlorine free paper and bleach free biodegradable packaging (eg wooden cutlery, paper cups and sandwich boxes; purchases products grown/reared under organic standards to encourage the reduction in the use of harmful intensive farming techniques; and uses non-toxic and chlorine free cleaning materials.'

An outstanding array of awards includes:

Winner, Queens Awards for Enterprise, Sustainable Development 2005. This is the first time a beach-based business has been recognised. Only 8 companies from all industry sectors received this award throughout the UK in 2005.

International Responsible Tourism Award for Best Business in a Marine Environment 2005, awarded because the Venus Company was viewed as living up to its mission to be the greenest beach café and shop operator in Europe. The Responsible Tourism Awards start with nominations from customers.

Venus is already a gold award winner in the South Hams Green Tourism Business Scheme, overall winner in the Devon Environmental Business Initiative in 2003 and a BCE Business Commitment to the Environment award in 2004; the cafe is a welcome addition to the growing wealth of sustainable businesses across Cornwall.

Venus Café, Tolcarne Beach, Newquay
Mike Smith
01803 833338
www.venuscompany.co.uk



...and all those things add up and start even more things...



150 million plastic carrier bags get used in the UK each week, most of which can't be recycled. These, potentially lethal, plastic bags can take up to 200 years to decay landfill and last for over 400 years in the ocean where dolphins, whales and turtles fatally eat them for food.

So many of the champions and Ambassadors saw the reduction and recycling of rubbish as a huge issue that CoaST ordered a batch of our own cotton bags, which quickly ran out...so we developed another batch of stronger, even lower-impact jute bags, with members queuing up for them. We've also joined forces with others such as Caradon LSP Environmental Action Group to

support their efforts to explore the possibility of a plastic bag free zone, and are working to help North Cornwall District Council to share their successes to stop the "witches knickers" (an Irish CoaST member's description!) explosion; and CoaST is currently working with the Cornwall Destination Management Organisation, St. Austell Brewery, Recycle for Cornwall, North Cornwall District Council, Eden, Cornwall Waste Action and others, to help tackle the litter problem. Nearly all the BoD Ambassadors see this as a priority: Archie Browns has been asking for a donations from customers for Friends of the Earth for every plastic bag that is used in the Health Food Store, while The Hen House, Eden B&B, Budock Veon, Boscrowan Farm, Trelowarren Estate, Pollaughan Farm, Cornish Classic Cottages and others provide CoaST and Recycle for Cornwall bags in each of their guests rooms to encourage visitors to use them to store recyclables, or use on shopping trips!...



Real nappies...



CornishRealNappyProject

2 BoD Ambassadors, Trelowarren Estate Eco Time Shares, Helston and Pollaughan Farm Cottages, Porthscatho have for the 2005 season each had a 'Onelife' nappy hamper.

9 million disposable nappies are landfilled every day in the UK. "Onelife" washable real cotton nappies are one size

unbleached terry shaped nappies that fasten with poppers and are as easy to use as any disposable nappy; the kit is kept in a wicker hamper and is suitable for one baby for no matter how long the stay. Up-take has been very positive and the successful trial, supported by The Cornish Real Nappy Project and the Environment Agency, will run again in 2006; the feedback has been very positive this year - more accommodation providers are wanted!

**For more details contact Kate at
Cornish Real Nappy Project: 0800 328 8715**

Recycle for Cornwall



'Tourism obviously has a big impact on our natural environment and the estimated 5.5 million visitors to Cornwall every year means an enormous increase in rubbish. That's why Recycle for Cornwall has been so keen to work with CoaST to promote the 3 R's - Reduce, Reuse and Recycle. Not only to engage with the millions of visitors to Cornwall

each year who can use one of the many recycling facilities on offer, but also to communicate with businesses about the benefits of promoting the campaign to their customers. Working closely with the tourism sector via the BoD Programme has also helped us run a highly successful competition to engage the public, resulting in some fantastic eco-holidays being offered by CoaST businesses, to members of the public that commit to recycling. A win win situation for both Recycle for Cornwall, the tourism sector and Cornish residents, focusing on rubbish...who'd have thought it! Recycle for Cornwall Team



Porthtowan Beach-side recycling!

Beach-side recycling at Porthtowan! Thanks to joint working between Carrick DC, Cory, TeamClean, Dan the Beach Cleaner, the Blue Bar, Boodies Ice Cream Parlour, the Recycle for Cornwall Team, and County Environmental Trust (CET), Porthtowan had its first beach-side recycling bins this autumn right next to the Blue Flag beach for a trial period, with plans and money for permanent bins here and at a further beach successfully secured thanks to CET.



AONB Access Project

By drawing down funding via the AONB Partnership Sustainable Development Fund this year, CoaST has been able to add value to its work with Ambassador Treloan Coastal Farm Holidays and work with Cornwall County Council, the Cornwall Disability Forum and the community of Portscatho to make a public footpath and coast path within the AONB more accessible. Improving accessibility to this path above and beyond the Councils statutory duty will open it up to families with pushchairs, less mobile members of the resident and visitors community and many people for whom the AONB or the coast is not usually accessible.



Cornwall Access Guide

The BoD programme has responded to an increasing demand for a clearly collated guide for Cornwall of places that are easily accessible for visitors with a range of disabilities. Whilst there are a variety of individual guides and website advice, time is long past for one easily accessed guide that can be downloaded and distributed easily. The BoD

has begun compiling a database of accessible sites and information and is in the process of finding interested partners to propel this project forward. Ambassador Pollaughan Farm has been the driving force behind this project, with support from Cornwall Disability Forum and the AONB Partnership Sustainable Development Fund to contribute towards a county-wide project.

Sustainable packaging workshop

It was no surprise to find waste high on the Ambassadors' list of things to tackle. Leap Media ran a BoD workshop in the summer and generated lots of Ambassador interest. The Manse B&B has since been working with Leap to find a sustainable packaging solution to distribute Sam Toff's Mr. Mustard art work; the Harbour Lights Fish and Chip Restaurant in Falmouth is replacing almost all polystyrene packaging with card; and Cornish Holiday Cottages began working with Hudson & Armstrong Design to ensure their 2006 brochure is printed on recycled paper using vegetable based inks, as well as designing their own branded jute bag. Waste not, want not.

Tourism Skills Network partnership

Members of CoaST and other tourism businesses, along with travel and tourism students from Cornwall College were given an insight into why sustainable development is so important to Cornwall's tourism sector at a series of events held recently to launch an exciting Sustainable Tourism Programme offered by the Tourism Skills Network. Funded through Objective One, the programme, in partnership with CoaST and Cornwall College, develops a practical approach to implementing sustainability in Cornwall's tourism sector via appropriate training and currently offers heavily subsidised courses in sustainable development to tourism small and medium enterprises throughout the county.

The BoD Ambassadors came into their own at events which took place at award-winning venues, such as Newquay Zoo, Bedruthan Steps Hotel, and Looe Bay Holiday Park. Guest speakers included Valerie Penny of

Pollaughan Farm Cottages, Sandy Pulfrey of The Hen House, Matthew Trevaskis of Eco-drive, Stephen Chidgey of Eden Gate Apartments, Jill Lucas of Mount Pleasant B&B and Margaret Jordan of Eden B&B.

Lisa Wallis, Sustainable Tourism Project Officer for the Tourism Skills Network, said, "This project provides exciting prospects for tourism businesses in Cornwall. Many have come to realise that sustainability holds the key to securing their long term future and those already putting sustainable principles into practice are indeed reaping the benefits. Through the delivery of appropriate, accessible training businesses can enforce sustainability throughout their workforce and further enhance the quality and profitability of our unique tourism industry."

Tourism Skills Network
South West

For further information contact Tourism Skills Network on 01209 718425 or email lisa.wallis@fiscali.co.uk

and the awards...

CoaST and the Building on Distinction programme has actively supported the application for both the Cornwall and Isles of Scilly Sustainability Awards, and the Cornwall Tourist Board Awards. In the meantime VisitCornwall has embraced the concept of sustainable tourism via its successful Sustainable Tourism Award and by ensuring the integration of sustainable tourism issues across all award categories. All Ambassadors have been encouraged to apply to appropriate awards. According to Cornwall Enterprise, applications to the CTB Sustainable Champion Category have "almost trebled from 2004, indicating that the industry, with support from champions such as the staff at Coast Project, has really made great efforts to become sustainable." Many businesses need just the support from a

network of like-minded businesses to apply. Once successful, the business is driven to achieve more, besides being presented with a marketing opportunity, and then, needless to say, encouraging others.

Now with the welcome roll-out of the Green Tourism Business Scheme, supported by SW Tourism, businesses can make the step from award to accreditation. With increasing evidence that visitors are more interested in the social and environmental impact of their holiday destination, awards and accreditation serve both to improve quality and efficiency, increase positive social and environmental impact, and engage with increasing visitor demand. Win, win, win.

It all adds up.

feel good

Green Tourism Business Scheme comes to Cornwall!

The Green Tourism Business Scheme (GTBS) is the country's leading award recognising places to stay and visit that care for their local area and environment.

Commended by the international 'Tourism for Tomorrow' award, and originally established in Scotland, the scheme is now spreading round Britain with hundreds of tourism businesses taking part. From December 2005, this opportunity will be opened to business across the South West, providing visitors with the opportunity of a holiday with an added 'feel good factor'.

With Bronze, Silver and Gold to aim for, GTBS rewards businesses that demonstrate responsibility throughout their operation. Examples include use of local produce, careful use of water and energy, supporting community projects and improving walking and cycling opportunities. CoaST Ambassadors will be some of the first businesses in Cornwall ready to apply!

The Award is independently assessed providing visitors with reassurance and businesses with expert assistance in continuing to move forward.

With benefits for visitor, business, environment and communities, South West Tourism and CoaST are pleased to support the regional growth of GTBS.

If you have a business and would like to receive further information on GTBS please contact: gtbs@green-business.co.uk or 01738 632162, or info@coastproject.co.uk

If you are a visitor, why not add to your enjoyment by using one of the GTBS businesses: www.green-business.co.uk



...what people have said...

(A few examples)

'Great newsletter - thank you and everyone involved... An amazing variety of things going on and so many people involved... Thought you might like to know we have been given a 'Silver Award' by VisitBritain.... So lots of thanks to you for making us focus a lot more on the business and guests needs. I know we could not have achieved it without your ideas, encouragement and support, Thank you very, very much. If I were the person who gave out gold stars (made from 100% recycled post consumer TCF gold dust with biodegradable, non-animal stick-stuff) I would give you lots!'

'What a FANTASTIC newsletter. So much information and all of interest and very readable. How do u all get the time?!.....'

'.....I just wanted to say how much I admire your CoaST work, with its vast array of tips and support for businesses. The new newsletter is full of interesting stuff.'

'I find the newsletters fascinating and informative - they tell me about many things of which otherwise I should know nothing.'

'I have been intending to research information on walkers and cyclists for a new client, [a hotel in Mousehole,] and logged on after receiving your email this morning. Your website has been absolutely brilliant in finding what I wanted without having to faff around elsewhere. Many thanks, and congratulations for such a good use of public money.'

'It was great discussing a marketing programme today and, once again, you came up with masses of info! Great to have met you, hope to see you again but if not, you can be assured I'm spreading the word on sustainability across the county/country/world!'

'..thank you very much for providing the time to discuss the ground breaking work of the Cornwall Sustainable Tourism Project, which provides a fantastic model for developing sustainable tourism at a local and regional level.' (Stuart Topliss, Tourism Victoria, Australia)

'Much money has been directed to our area to support various initiatives, some have been meaningful & some have come & gone with little notice or lasting effect. The CoaST project's effect however, as long as it is allowed to continue, promises to be as sustainable as its title suggests.'

'Networking is a much used term but is not an easy thing to bring about between small isolated businesses, but you lot through your huge enthusiasm, effort & realistic approach have brought together in one effort so many disparate types of business.'

'The original idea is absolutely spot on concerning subject, timing and execution. It is exactly what the rest of the world needs. You have come up with some very innovative and useful suggestions for the 'greening' of Cornish businesses, many of which have been exceedingly successful in a comparatively short time. I sincerely hope that funding will continue until all Cornish businesses realise the economic advantages that come from a responsible attitude towards the environment.'

'You are an organisation that successfully and effectively engages with a large range of other organisations, have a communication strategy that appears to work, and have made further strides to getting sustainable tourism practices embedded in "main stream" thinking than just about any comparable organisation.'

'Thanks for your email, i think your website is fantastic, so much information and lots to take part in.'

Thanks for all your help and advice ...
'Just to say I am moving on to pastures new...is there the equivalent of CoaST running in Devon?'

'Didn't want to sound evangelical - but you've inspired me & made me put my intentions into action. Long may your inspiration continue.'

'I love CoaST!! On three accounts today: I'm meeting with Bill Lakin from Geevor tomorrow morning for him to see one of the vans like they might consider with windows and seats for transporting visitors at the site and my request for storage for the cars has yielded an invitation to talk to Cornwall Enterprise about them using electric vehicles (and an offer of space in St. Agnes which might be too far away from Truro but is encouraging nonetheless)! Brilliant!'

'In Cornwall, Sustainable Tourism is progressively no longer seen as a group of 'deluded' tree-huggers, but rather as an important discipline to incorporate into business planning. Having started to create a step-change in attitudes CoaST must continue in order to continue to spread the business (and common sense) case for sustainable practices.'

'I'm using CoaST as a paradigm for sustainable tourism in UK for an MA masterclass I'm delivering this week.' (Tourism Concern)

'You and your team are doing simply the most tremendous job...'

'Definitely something to be said about having vision and believing in something and sticking with it. You end up carrying people along with you on the crusade...just as you guys have done at CoaST..'

'Sad but true I think the highlight of my summer has been discovering Trewithen butter portions and CoaST! CoaST supports all things I care passionately about...'

So – together we've taken the first steps. In just over a year, the BoD programme has, amongst other things...

- Run six surgery workshop sessions plus one sustainable packaging session plus one access session (total – **8**). Overall Target: **6**
- Established one large network and a dozen joint initiatives. Target: **1** network/joint initiative
- **23** companies in the final stages of adopting new equal opportunities action plans. Target: **12**
- **18** companies in the final stages of developing systems adopting family friendly policies. Target: **12**
- Helped **15** companies undertake energy, waste and resource audits. Target: **6**
- Ensured **77** companies accessed workshop training in sustainable resource management. Target: **60**
- Identified and supported **33** good practice green and sustainable tourism initiatives and examples. Target: **15**
- Distributed **28** M&A Environmental Cleaning low impact cleaning product brochures, put together especially for CoaST
- Supported cleaning trials in **4** Ambassadors (The Hen House, Mount Pleasant B&B, The Manse, Treloarwarren Estate) who have been trialling these products and others with regular updates on our website
- Facilitated **2** real nappy trials at Treloarwarren Estate & Pollaughan Farm Cottages
- Distributed WOW! Spotters Guide to each Ambassador to encourage guest to get out and about to see our local wildlife...
- Distributed **23** batches of Cornwall SWITCH leaflets and info...
- Distributed over **1,000** laundry cards at events and installed in **78** hotels...
- Increased membership amongst private, public and community members to 540...

And in the meantime...

- Have installed over **200** energy efficient light bulbs for the Ambassadors...
- Fitted over **100** hippos in toilets with a potential of **5475 litres** of water per person per year saved
- Distributed over **20** water diffusers, reducing on average water consumption by a factor of **4**
- Distributed **17** compost caddies to the Ambassadors...
- Given over **20** talks and presentations and over **30** site visits.
- Secured further funding from County Environmental Services, the AONB Partnership Sustainable Development Fund, and SW Water to add value to the existing work programme

it's all adding up.
But this is just the start.

And so this is where things start to get interesting. What now?

The 14 month BoD programme has been working with Cornwall's committed and pro-active Sustainable Tourism Working Group, and in concert with such dynamic partners has been delivering the Vision, Operation and Marketing Plan of the Cornwall Tourism Forum's Action and Strategy Plan. We've now got an expanding network, and active ambassadors, and a treasure chest of ideas already trialed, on trial, or on someone's to do list for this coming year - including CoaST's, to develop the legacy of the BoD programme e.g...

...working with ERIN on an exciting proposal to measure Cornwall's shoe size...ERIN (Cornwall's Environmental Research Information Network) took a decision in 2005 to look at the environmental footprint of tourism. CoaST and the BoD is now part of a wider group including LINC, Cornwall County Council, the Environment Agency, and the college of St. Mark and St. John developing a proposal to assess the environmental and social impact of tourism. You can't monitor what you don't measure...

...writing academic papers...the BoD programme has been asked to join the committee for the impending Cornwall Periphery and Policy Conference, to help them engage the interest of those who can help make the link from academic to policy-making... CoaST will take this on after the programme ends...

...and the laundry thing...by increasing the number of businesses operating towel agreements or using the laundry cards by another 100...

...and signposting like mad...to Envirowise, and Envision, and Tourism Skills Network, and Cornwall College, and Honey, and the LSC, and Cornwall Taste of the West, and Community Energy Plus, and everyone else...it's amazing how much people haven't heard about that's on their doorstep...

...making the connections...to continue to share ideas with places like Suffolk, and Gloucestershire, and, Inverness, and across the water with the Isles of Scilly, and Jersey – and even as far as Victoria, Australia...

...developing the visitor charter regionally...CoaST is working closely with Sustainability SouthWest and its Future Footprints programme to engage with visitors across the region;...for more information go to www.futurefootprints.org.uk

...and at home...and VisitCornwall is about to post CoaST's "5 Ways to be the best sort of visitor!" on its homepage to engage as many visitors as possible as soon as they turn their thoughts southward, with more

information planned for the CoaST website for those visitors who really want to find out even more...

...as we support the accreditation process! CoaST has worked with SW Tourism to develop stretching targets to help as many businesses as possible benefit from the Green Tourism Business Scheme – and the BoD Ambassadors are first in the queue...

...and using those that do, to help those that want to...by working with the Ambassadors and champions of this year to show what can be done, particularly by working with Bedruthan Steps and Budock Vean to help engage some of the other larger hotels into the sustainable ethic...(their idea, not ours...)...

...work on that rubbish thing...by using the models of good practice developed this year to increase the number of businesses offering recycling facilities...

...and hopefully more to come...by increasing our network every year, to help develop an even greater network of public, private and community sector partners heaping their efforts together for a more sustainable tourism industry. The next generation of champions are already here...from business-men like Tim Judge of Gylly Café, or Ken Garrard of Smorgers Delicatessan to the students of Tourism and Leisure who took part in the LSC-funded Sustainable Tourism Qualification Programme and met this year's Ambassadors, then said "that's amazing..I'd never thought of it like that before.."

'Over the last 14 months, CoaST's 'Building on Distinction' Programme has made terrific progress. It has demonstrated that words can be turned into action and that sustainable ambitions can be achieved. It is a clear signal from the grass-roots of Cornwall's tourism industry that it is ready to take its sustainability seriously and to take responsibility for its own actions. As Chair of the Cornwall Sustainable Tourism Working Group I am aware that this cannot be achieved without support and resources to help guide and embed the concept of sustainability fully into all levels of tourism destination management. There is now a clear challenge to the Cornwall Destination Management Organisation and other bodies to help secure the resources so that the work can go on to to achieve a truly sustainable tourism industry for Cornwall.' Kaja Curry, Chair STWG.

This "sustainable thing" is going mainstream. It's all adding up.

The Building on Distinction Programme has been funded by the following organisations:



But we also have lots of friends! We work with, amongst others:

Access Cornwall, Biffa, Cornwall AONB Partnership, BBC Radio Cornwall, CAC, Community Energy Plus, Caradon District Council, Carrick District Council, College of St. Mark and St. John, Cornwall Arts Marketing, Cornwall Business School, Cornwall College, Cornwall Commercial Tourism Federation, Cornwall County Council (many departments), Cornwall Destination Management Organisation, Cornwall Disability Forum, Cornwall Enterprise, Cornwall Environmental Consultants, Cornwall Paper Company, Cornish Real Nappy Project, Cornwall Sustainable Buildings Trust, Cornwall Sustainable Energy Partnership, Cornwall Sustainable Tourism Working Group, Cornwall Switch, Cornwall Taste of the West, Cornwall Tourism Forum, Cornwall Waste Action, Cornwall Wildlife Trust, Cory, Countryside Agency, Creative Advertising, Creative Kernow, Eden Project, Encams, English Nature, Environment Agency, Envirowise, Envision, ERIN, Fal River Links, Fore Computers, Fowey Town Forum, Future Footprints, Gendalls Design, Global Action Plan, Green Hotelier, Green Tourism Business Scheme, Groundwork, Inside Cornwall, John "the Glass"/Cornwall Cullett, Hudson Armstrong Design, Isles of Scilly AONB, Kerrier District Council, King Harry's Cornwall, Kon/trast, Leap Media, LINC, LSC, M&A Environmental, National Trust, Newquay for Excellence, North Cornwall District Council, Objective One Partnership, Organic South West, Penwith District Council, Rag and Bone, Recycle for Cornwall, ReMaDe Kernow, Responsible Travel, Restormel Borough Council, ReZolve, Royal Cornwall Museum, Royal Cornwall Show, Rural Transport Partnerships, SECTA, Sensory Trust, S. Hams DC, Slightly Different, Surfers against Sewage, Sustainability South West, Sustrans, SW Tourism, SW Water, The Real Nappy Project, The Sustainable Trust, Tourism Concern, Tourism For All, Tourism Skills Network, VisitCornwall, Watergate Bay, West Cornwall Together... and lots and lots of individual officers, and individual businesses... and the Ambassadors!

We're all adding up. Thank you!

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