



Jonathan Porritt.
Chairman of the UK Sustainable Development Commission & Programme Director of 'Forum for the Future'

"I'm delighted that more tourism businesses in the South West will now have the opportunity to improve their competitive advantage, reduce their environmental impact and save money through the benefits of GTBS membership"



Penney Poyzer.
Broadcaster, Writer and Presenter of BBC2's "No Waste Like Home"

"With the cost of utilities soaring and the decline of natural resources, destinations that care for the customer and the environment will be the businesses winners."

If you are part of the hospitality industry, don't bury your head in the sand - being green should be part of your mainstream activities - not a token gesture. You will be amazed not only by the financial benefits but also by the human return of more engaged staff and customers who will want to return. I am one of them."

For over a decade South Hams has been at the forefront of tourism that benefits the environment and communities, visitor and business.

This brochure showcases award-winning businesses that offer their visitors the extra 'feel good' of caring for the area they are enjoying.

Here they share a little of what motivates them, their distinctive approach and the difference the Green Tourism Business Scheme has made to them.

Their success provides an example to the South West on the occasion of the regional roll-out of the Green Tourism Business Scheme.

For media enquiries regarding the Green Tourism Business Scheme in the South West region please contact: Liz Dale, PR & Communications Executive 01392 353218 ldale@swtourism.co.uk



South Hams District Council



The Regional Tourist Board for the South West of England



South West of England Regional Development Agency

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Celebrating Success – Leading the Way

Business Case Studies from the Green Tourism Project



South Hams District Council



The Regional Tourist Board for the South West of England

South West England



www.somewhere-special.co.uk

South Hams - Celebrating Success

Since the early 1990s, South Hams has been one of the country's pioneers in creating tourism that benefits both our local communities and the environment. And today we can celebrate the latest stage in South Hams journey to become one of Britain's premier sustainable tourism destinations.

We have taken on the challenge of sustainable tourism not just because we feel this is the responsible approach to take, but because we believe it also means satisfied visitors and profitable businesses.

This brochure draws together the full range of businesses that have taken part in the latest stage of the journey – using the incentives of accreditation and advice offered by the Green Tourism Business Scheme (GTBS). Some of these businesses have been involved from the early days of our work, over a decade ago, others have only recently joined.

GTBS is a natural tool for South Hams to use in encouraging businesses to get involved. The Scheme provides the opportunity for them to receive the recognition they deserve and coordinate their plans for the future, and has consequently attracted a wider participation. For our visitors it provides them with options that can add to their 'feel good factor'.

South Hams' success was recognised nationally when it became a Beacon Council for sustainable tourism. This has provided a variety of opportunities to spread the word about the benefits of this approach to tourism, and GTBS specifically. The power of peer influence should never be under-estimated. We believe the success of businesses taking part in South Hams will help convince many others across the region, and beyond, to take part in a move to sustainability in tourism.

We invite you to take the time to discover more about the special businesses in this brochure, and how their involvement with GTBS provides an example to us all.

Ken Carter

Head of Landscape & Leisure
South Hams District Council

South Hams - Leading the Way

The South West's new ten year tourism strategy, Towards 2015, lays down a challenging vision: to create a model destination where there is a balance between the environment, communities, industry and visitor.

Ambitious plans like these can be hard to visualise, the ideals difficult to grasp or apply to our understanding of the real world of business. What does sustainable tourism mean in practice?

In South Ham's Green Tourism Project, we can find the answers. The project provides a wide variety of examples that demonstrate how this vision works in practice. In this brochure you will find businesses from every sector of tourism discussing some of the secrets of their success. Each business has its own approach, but they share the principles and practice of working for the benefit of the environment, local community, customers and the business.

The Green Tourism Business Scheme has played a central role in bringing about this success. In celebrating achievement, it provides a promotional tool of increasing value in a market with rising expectations of ethical responsibility, and the universal desire to feel good about their holidays. The Scheme also provides invaluable guidance to businesses as to how they can save money at the same time as helping the environment and local area. In essence, it provides an all-round 'feel good' factor.

While we at South West Tourism are proud of the achievements in South Hams, we are also excited to open this opportunity to tourism businesses across the region. We hope that businesses around the region will seize the opportunity to share in the benefits that the scheme, and this approach to tourism, offer and thank the South Hams businesses for leading the way for the region.

Neil Warren

Sustainable Tourism Manager
South West Tourism

“We are trying to make sure that guests to our holiday cottages enjoy and respect this environment as much as we do,”

Carswell Farm Holiday Cottages



This is a full list of the tourism businesses participating in the South Hams Green Tourism Project.

Businesses successful in GTBS can receive an award at:



BRONZE



SILVER



GOLD

For information on the current award levels of businesses see: www.green-business.co.uk



Ashleigh House
Guesthouse

Ashleigh Road, Kingsbridge, TQ7 1HB
Tel: 01548 852 893
Email: reception@ashleigh-house.co.uk
www.ashleigh-house.co.uk

Nick and Jan Alen run a relaxed, eight-room Victorian B&B just a few minutes walk from the Kingsbridge quay. Believing it helps them stand out from the pack, Nick and Jan have taken sustainable tourism seriously by promoting the use of public transport, walking and cycling to their guests, as well as taking energy saving measures within the house, recycling and using recycled products. Jan tells us, "We are making a 'green' effort which means something to... our guests." She says GTBS has been useful in marketing around South Hams and on a regional level.



Beeson Farm Holiday Cottages
Self-Catering

Beeson Farm, Beeson, Kingsbridge, TQ7 2HW
Tel: 01548 581 270
Email: robincross@beesonhols.freeserve.co.uk
www.beesonhols.co.uk

The sensitively converted pink stone barns and farm buildings of Beeson Farm Holiday Cottages offer a cosy self-catering accommodation option for families and romantic couples. Robin and Veronica Cross made special efforts to convert their fully accessible buildings in the most environmentally friendly way possible, using natural, recycled building materials, energy efficient fittings, and equipment which significantly reduces energy and water use. This, along with policies to reduce, and make guests aware of, their consumption have added greatly to their guests' experience. Veronica explains, "Customers are positive about our greenness, they say how good it is as an environmental education for children." She says the GTBS award "gives us official recognition of our efforts to provide home from home comforts with a minimum adverse impact. As people become more discerning over the environment we should have a marketing edge over non-green businesses."



Broadleigh Farm Park
Camping & Caravan Park/ B&B

Coombe House Lane, Stoke Gabriel, TQ9 6PU
Tel: 01803 782309
Email: enquiries@broadleighfarm.co.uk
www.broadleighfarm.co.uk

Christine and Peter Hunt run a 30 pitch camping and caravan park and B&B alongside their working farm just outside the village of Stoke Gabriel. As well as promoting and practicing recycling and using energy efficient building practices, the Hunt's sell locally made produce in their farm shop, including their own farmhouse cider. "Being farmers," explains the owner's son Richard, "we care about the countryside. People are always impressed with the (GTBS) award and like to do what they can while they are on holiday."



Bulleigh Park Farm

B&B/ Self-Catering

Ipplepen, Newton Abbot, TQ12 5UA

Tel: 01803 872 254

Email: bulleigh@lineone.net

www.southdevonaccommodation.co.uk

Angela & Phil Dallyn combine running a working farm with an award winning B&B and self-catering cottages. Home to free-range, Wellsummer hens, Aberdeen Angus cattle and Devon Closewool sheep, Angela's breakfasts have reached legendary status. Her breakfasts include their farm-produced sausages and eggs, and her secret recipe porridge is accompanied by up to eight home or locally made condiments. "My policy is to buy as close to this house as I can and support local shops and businesses," Angela explains. Bulleigh Park Farm was the first working farm to be given a GTBS gold award. "I think (the award) helps to increase your business. It has increased my turnover definitely, and more so as more of my customers are more aware of GTBS," Angela says. "As I make a management decision, (the scheme) makes me more aware of the environmental impact of that decision."



Burgh Island Hotel Restaurant

Hotel

Burgh Island, Bigbury on Sea, TQ7 4BG

Tel: 01548 810514

Email: reception@burghisland.com

www.burghisland.com

Tony Orchard & Deborah Clark run their unique hotel on a 'tidal island' 200 metres off the South Devon coast which, at high tide, can only be accessed using a special sea tractor. While music hall singer George Chirgwin built a hotel in 1927, the present, listed Art Deco buildings were built in the late 1920s and early '30s. "We are delighted by the quality of local products," Tony tells us. "Wherever possible we buy from a five to ten mile radius." They were pleased to find the GTBS which offers them a disciplined checklist of key sustainability issues as well as inspiration and a network of like minded businesses to help them achieve their environmental goals. "GTBS has encouraged us to get involved in conservation projects on the mainland," Tony explains. "We raise a certain amount of money for local environmental projects which raises our profile in a green way."



Burton Farmhouse

B&B/ Self Catering/ Restaurant

Burton Farm, Galmpton, Kingsbridge, TQ7 3EY

Tel: 01548 561210

Email: anne@burtonfarm.co.uk

www.burtonfarm.co.uk

Anne Rossiter and her family provide fourteen en-suite rooms, two self catering cottages and a licensed restaurant on a working sheep and dairy farm near Hope Cove. Describing herself as a keen recycler, Anne also puts a lot of effort into sourcing her food locally, trying to use fresh produce and support local trade. "People know where their food is from," Anne explains. They also use low energy bulbs and washing up liquid with an automatic restriction on the measure, which both saves money and the environment. "By getting the GTBS award, we are saying 'I am caring about my business' impact and some people want to stay in business like this'," she says.



Canoe Adventures Ltd

Activity Provider

1 Church Court, Harberton, Totnes, TQ9 7UG

Tel: 01803 865301

Email: info@canoeadventures.co.uk

www.canoeadventures.co.uk

Phil Sheardown, a qualified canoe guide and instructor, conducts tours on the Kingsbridge estuary and tidal waters of the Dart, Yealm and Tamar rivers in some of the biggest canoes found in Europe. Phil promotes a policy of supporting a responsible enjoyment of the natural environment, not just through low impact, water based nature tours, but also by encouraging the use of locally sourced products, recycling and car sharing. He also ensures his employees, the steermen on these canoes, are fully trained in these matters. Phil tells us the GTBS award is important to him as it is "a new, validated and recognised mark of considered development towards structured, eco-friendly, sustainable conduct." The scheme also offers his business the opportunity to network with like-minded, local businesses, enabling him to further his principles of using local products.



Carswell Farm Holiday Cottages

Self-Catering/ B&B

Carswell Farm, Holbeton, Plymouth, PL8 1HH

Tel: 01752 830020

Email: enquiries@carswellcottages.com

www.carswellcottages.com

As farmers, Zoe Sayers' commitment to sustainability begins with food. Their dairy farm has been organic for years, and they have extended that commitment to their self-catering cottage and B&B business. Organic breakfasts include products sourced from their own, and nearby, farms. They have also taken the commitment beyond the breakfast table by providing recycling bins, using energy and water saving devices, and local sheep wool for insulation. They also encourage visitors with suggestions for how guests can help, such as by participating in seasonal farm activities and watching the daily milking. "We are trying to make sure that guests to our holiday cottages enjoy and respect this environment as much as we do," Zoe explains. She appreciates the rigor of the GTBS appraisals, "A green tourism award enables us to shout about what we are doing towards a sustainable future and gives us official recognition for this," she says.



Churchwood Valley Holiday Park

Wembury Park, Plymouth, PL9 0DZ

Tel: 01752 862382

Email: churchwoodvalley@btinternet.com

www.churchwoodvalley.com

Built as a pioneering conservationist project in 1950, Churchwood Valley Holiday Park consists of 54 wood cabins set on the side of a valley, surrounded by woodland and wildlife. Owners John & Shirley Stansell continue to pursue the original spirit, ensuring that all the cabins and new amenity buildings, are clad inside and out with timber grown, felled and planked on site. Further steps include establishing a recycling centre on site, composting vegetable waste from the gardens and kitchens for use on site, and ensuring new materials or tools are from as sustainable a source as possible. "Receiving the (GTBS) award means two things to us," John says. "First, it is recognition of our efforts in a form that is readily available and understandable to our potential guests. Secondly, it provides us with a practical framework for making further improvements in our efforts to be good conservationists."



Coleton Fishacre Visitor Attraction

Coleton, Kingswear, Dartmouth, TQ6 0EQ
Tel: 01803 752466
Email: coletonfishacre@nationaltrust.org.uk
www.nationaltrust.org.uk

Built in 1925 by Rupert & Lady Dorothy D'Oyly Carte, Coleton Fishacre is a National Trust property boasting rare and exotic plants and a children's trail. Each office in the building features an environmental policy statement to provide a daily reminder to staff. They recycle all they can, every blade of grass and weed is composted, and few chemicals are used on the grounds. Plants are carefully chosen to suit the conditions, so that only the lawns and nurseries need watering, which only takes place at night using the pondwater. Drinking water is produced from bore holes in the garden, and food in the tea room is sourced locally. The house joined GTBS, Head Gardener Andrew McGarin explains, "because we were doing so many good things that it might as well be formalised, but it has also helped us plan for the future."



Coombe House Cottages B&B/ Self Catering

North Huish, South Brent, TQ10 9NJ
Tel: 01548 821277
Email: coombehouse@hotmail.com
www.coombehouse.uk.com

John & Faith Scharenguivel have turned their 18th Century home into a five room B&B and converted three historic stone farm buildings into self-catering cottages, built upside down to maximise the living room views of the gardens and wooded valley. The grounds feature a lake and several streams, and the Scharenguivels have created woodland walks and nature trails for their guests. "We actively encourage our visitors to recycle, to use public footpaths and give them information regarding our natural flora and fauna," Faith tells us. The grounds and surrounds are home to rare bat colonies, several bird species, badgers, stoats and more. "The GTBS award is a recognition of good practice," Faith says.



Dart Marina Hotel Hotel & Marina

Sandquay Road, Dartmouth, TQ9 9PH
Tel: 01803 832580
Email: info@dartmarinahotel.co.uk
www.dartmarinahotel.co.uk

Located on the Dartmouth Waterfront, the 50 room Dart Marina Hotel includes an RAC award winning restaurant and corporate facilities. Executive Housekeeper Lynn Northcott is proud of their environmental record and the GTBS award it has earned. "It shows we are prepared to take on an environmental programme," Lynn explains. "We are located in an extremely beautiful part of the country, which attracts our guests. We are responsible to have the least impact on the environment as we can." A survey revealed that guests support the changes the hotel has made, such as putting smaller kettles in the rooms, training housekeeping staff to ensure televisions are turned off, and using low energy electrical equipment in the kitchen. "The scheme helps us in other ways as well," Lynn says, "we have been put on a website called somewhere-special.co.uk and are kept up to date with new practices and government regulations."



Dartmouth Golf and Country Club Golf & Country Club

Blacklawton, Totnes, TQ9 7DE
Tel: 01803 712686
Email: info@dgcc.co.uk
www.dgcc.co.uk

Manager Jamie Waugh and his team have taken huge steps towards making Dartmouth Golf and Country Club a model of sustainability in this sector of the industry. Covering 225 acres of Devon countryside and consisting of a 27 hole golf course and 35 room three star hotel, the club has a rubbish compacting system, introduced a bottle recycling point, sell their own water in recycled bottles, cut down on their use of cleaning products (by using micro fibre products instead) and put half litre bottles in each of the 87 toilets on site to reduce water use. "By recycling all our waste we have reduced expenditure by £4000 a year," Jamie explains. Each department has their own green officer, which ensures the whole team is involved. "I was very sceptical of the scheme at first, but the biggest thing I found when I really looked at it was the saving," Jamie says, "I would recommend it to any business."



Dartmouth Visitor Information Centre Visitor Information Centre

Mayors Avenue, Dartmouth, TQ6 9YY
Tel: 01803 834224
Email: info@webpark.co.uk
www.dartmouth-information.co.uk

Run by managers Sue Thompson and Jane Neish, Dartmouth Visitor Information Centre is a private, self funded service providing information for people travelling to Dartmouth. As the first stop for tourist information, the staff believe that they are well placed to encourage public transport. They sell coach and train tickets and encourage the use of local transport. "There is so much transport here other than cars", Sue tells us. GTBS has come along at an ideal time to support the staff, who believe they are as committed to sustainability as they can be. "It's nice to support the scheme and to be seen in a small way to be part of green tourism," Sue says. "It's useful to be part of a wider group and part of the wider community."



Deer Park Caravan and Camping Caravan & Camping Park

Dartmouth Road, Stoke Fleming Dartmouth, TQ6 0RF
Tel: 01803 770253
Email: enquiries@deerparkinn.co.uk
www.deerparkinn.co.uk

After a thorough review of their business practices, Sarah and Peter Keane earned an award from GTBS for their six acre, open plan caravan and camping site with a pub adjacent, but are continually looking to improve. "We are very proud of achievement in what will soon be a nationally recognised conservation and waste reduction grading system," their website declares. The Keane's have plans to introduce a site wide recycling programme for all their guests and are looking to reduce their energy use by fifteen per cent while increasing trade. Sarah explains, "We run a campsite, so the scheme fits in well with that – people that stay here are getting back to basics. People say that they are interested in coming to us because we have this award."

“By recycling all our waste we have reduced expenditure by £4000 a year. I was very sceptical of the scheme at first, but the biggest thing I found when I really looked at it was the saving. I would recommend it to any business.”

Dartmouth Golf & Country Club

www.visitsouthwest.co.uk





Dittiscombe Holiday Cottages Self Catering

Dittiscombe, Slapton, Kingsbridge, TQ7 2QF
Tel: 01548 521 272
Email: info@dittiscombe.co.uk
www.dittiscombe.co.uk

Ruth & Jon Saunders pride themselves in providing visitors with high quality self catering accommodation and a fantastic nature experience. In returning this farm to a more natural environment, the Saunders have created woodland, ponds, nature trails and play areas. As Jon explains, "We are restoring the natural environment as opposed to farming it." They aim to raise visitors' understanding of sustainability issues, including encouraging visitors to buy locally, use public transport, or walk the local green lanes. The renewed environment has encouraged local wildlife, allowing visitors opportunities to see migrant and resident birds. Guests are encouraged to add their observations to a nature book, increasing knowledge of the local environment. "Green tourism is the natural thing to do in an area like this," Jon says. "It's important that businesses make a minimum impact on the environment."



Edeswell Farm Caravan Park Self Catering/ Holiday Park

Rattery, South Brent, TQ10 9LN
Tel: 01364 72177
Email: welcome@edeswellfarm.co.uk
www.edeswellfarm.co.uk

David & Christine Ashworth have created a model for sustainable caravan parks in the South West, and have made sustainability a key to their business success. The park includes self-catering cottages, caravan homes and touring pitches, and facilities that include a farm animal discovery centre. The actions taken are comprehensive. Behind the scenes they have planted trees to carbon neutralise the site, made their grounds wildlife-friendly, use a heat exchange from the pool to heat buildings and, minimise waste. Guests also benefit from inexpensive bike hire and route maps, local produce, and the establishment of an education programme. David tells us that sustainability is "about having a positive attitude, and that rubs off on the customer." The Ashworth's are proud of their gold medal from the GTBS which they describe as being the most robust sustainable tourism award around.



Galmpton Touring Park Caravan & Camping Park/ Self Catering

Greenway Road, Brixham, TQ5 0EP
Tel: 01803 842066
Email: enquiries@galmptontouringpark.co.uk
www.galmptontouringpark.co.uk

"We run a quiet park," says Pam Collins, who along with her husband Chris, manage Galmpton Touring Park, a caravan and camping park with two self catering cottages overlooking the River Dart. The Collins have introduced a number of sustainable policies, including timing the trimming of hedges and edges to avoid disturbing nests, planting carefully chosen plants, leaving areas uncut, putting up bird and bat boxes to encourage wildlife, and much more. They have also produced a booklet of favourite walks, which can be bought for a small donation to the "On the Right Tracks" charity which restores historic paths known as Green Lanes. Lighting around the park is energy efficient and kept to a minimum at night to avoid light pollution. "The GTBS is in keeping with the ethos of the park," Pam says.



Glazebrook House Hotel Hotel

Glazebrook House, South Brent, TQ10 9JE
Tel: 01364 73322
Email: enquiries@glazebrookhouse.com
www.glazebrookhouse.com

Alan and Maggie Davey, owners of Glazebrook House, have left unmown portions of woodland and meadow within their grounds to encourage wildflowers and a variety of birds, bats and butterflies to visit their hotel set on the south slope of Dartmoor. The hotel features open fires and an award winning restaurant, which uses produce from the area. Maggie explains, "There is a wealth of local produce on the door step. Green business practice makes sense; economically and environmentally. Increasingly consumers are becoming aware and it's good to be able to offer them something." Maggie is proud of the hotel's environmental principles. "None of it is particularly difficult and it is something that we believe in," she says. "Being green isn't all about eating lentils and wearing sandals."



Greenway Gardens Visitor Attraction

Greenway, Churston Ferrers, Brixham, TQ5 0ES
Tel: 01803 661900
Email: greenway@nationaltrust.org.uk
www.nationaltrust.org.uk

Owned by the National Trust since 2000, Greenway Gardens are spectacular woodland gardens surrounding a historic, 500 year old house on the banks of the Dart. The Trust has concentrated on transport issues, encouraging guests to arrive by river rather than bringing cars down the lanes that lead to the house. Fifty-two per cent of their visitors arrive by "Green Ways," by boat, foot, bicycle or midi-coach, and in doing so, get a discounted entry fee. "On top of our Green Ways to Greenway policy, we re-use, recycle and minimise waste production, even to the extent of changing suppliers to environmentally aware suppliers," manager Robyn Brown explains. "For example our drinks are purchased from a company who take back their glass bottles and return them full," she says. "The scheme helps to show what good we are doing and challenges us to do better. As a tiny cog in Europe's foremost conservation charity, it's good to practice what we preach."



Hillhead Farm B&B

Ugborough, Ivybridge, PL21 0HQ
Tel: 01752 892 674
Email: info@hillhead-farm.co.uk
www.hillhead-farm.co.uk

Described as a 'largely organic' farm, Hillhead is home to an award-winning B&B. Jane Johns is responsible for attending to the needs of guests, cattle and sheep. Organic, field scale vegetables are grown for a local organic cooperative, some of which also ends up on the breakfast table. Jane explains "we've been doing it—being sustainable—long before a lot of other people, before it became fashionable." She says the GTBS is recognition for what they were already doing. "It makes us feel good and it definitely brings in business." The combination of a B&B and natural farm offers the opportunity for guests to both eat locally and see how it's grown. "People choose us specifically because we offer that sort of holiday," Jane says.



Hill View House

B&B

76 Victoria Road, Dartmouth, TQ6 9DZ

Tel: 01803 839 372

Email: enquiries@hillviewdartmouth.co.uk

www.hillviewdartmouth.co.uk

When proprietor Jonathan Hammond and manager Suzanne White established their B&B business in 2002 the aim was to provide both eco-friendly accommodation and interior design inspiration. In addition to a range of actions to reduce waste and energy, Jonathan has designed the interior of the house as the first soft edged, environmentally friendly B&B in Britain. Jonathan intends to inspire people that they can do it for themselves and chose a modest house with modest grounds to aid this. He began with odour free, solvent free paints, wallpaper made with natural hemp, anti-static wool carpets and eco-friendly underlay, cork flooring and natural cotton bedding. "As an interior designer," Jonathan explains, "it had become apparent that the health benefits of living in an environmentally friendly interior, which should be available to everyone, were in reality only being enjoyed by a select few."



Kingsbridge Tourist Information Centre

Tourist Information Centre

The Quay, Kingsbridge, TQ7 1HS

Tel: 01548 853 195

Email: advice@kingsbridgeinfo.co.uk

www.kingsbridgeinfo.co.uk

Rose Stainton and her team at the Kingsbridge Tourist Information Centre, were the first service of their kind to receive a GTBS award and are now used as a benchmark for similar Centres. "We are playing our part in helping to reduce the impact of our business to the environment generally," Rose tells us. "Specifically we are enhancing the job we already do by encouraging visitors and locals to get out of their cars and enjoy the countryside and coastline, and to think about ways they can help preserve our wonderful area." The TIC provides information on alternative transport, low impact activities and access to local recycling centres. The TIC is proud to have recently had their award upgraded to a Gold award, which they say reflects their all-round efforts. "We benefit by reducing costs on power and water bills and increase our marketing potential by showing we have an environmental conscience," Rose explains.



Kingston Estate

Hotel/ Self Catering

Kingston House, Staverton, Totnes, TQ9 6AR

Tel: 01803 762 235

Email: info@kingston-estate.co.uk

www.kingston-estate.co.uk

For the past twenty years, owner Liz Corfield has overseen a faithful and loving restoration of Kingston Estate to its early 18th Century glory, with the three suites in the main building and self-catering outhouses creating a sense of a living history. Complementing the historic atmosphere inside are the traditional grounds, including wild flower and walled kitchen gardens, which provides pesticide-free, very local produce for the kitchen, including edible flowers. The grounds also provide a haven for local wildlife, which can be spotted during walks in the gardens and paddocks. "Being green should be a priority for everyone," Liz explains, "I was a tiny child during the war and I grew up not wasting anything, so reusing and recycling has always been second nature to me."



Kitley House Hotel

Hotel

Yealmpton, Plymouth, PL8 2NW

Tel: 01752 88155

Email: enquiries@kitleyhousehotel.com

www.kitleyhousehotel.com

"If we can be environmentally friendly, with all our challenges of being a Grade One listed building, anyone can," says Andrew Huckerby of Kitley House Hotel. This historic house is now a nineteen bedroom, four star hotel with a licensed restaurant and conference facilities, set on an estate consisting of woodland, pastures and a lake. The hotel has reduced its waste and energy use, and supplies its own water for guests. In addition, staff at Kitley House tend their grounds in an environmentally friendly way, which has attracted otters to return to the estate. Andrew says energy and waste reduction has been good for the business. "It ends up with reasonable savings which we can plough back into our environmental practice," he says. "We want to drive a commercial return from our environmental policies." Andrew credits the GTBS as being "an independent means of verifying what we are doing."



Lower Collaton Farm

B&B/ Self Catering

Blackawton, nr Totnes, TQ9 7DW

Tel: 01803 712 260

Email: mussen@lower-collaton-farm.co.uk

www.lower-collaton-farm.co.uk

James and Rosie Mussen have taken their small working farm in the Gara River valley and turned it into a successful tourism business. Dating back to pre-Norman times, the farm has seen the renovation of the Old Granary and the Stables create popular self-catering cottages alongside a B&B. In addition to serving home produced free range hen and duck eggs, recycling, buying local butter and vegetables and encouraging visitors to use local transport, owners James and Rosie Mussen have taken a huge step in planting 1.5 hectares of trees this year to prevent erosion and carbon neutralise their business. The Mussens see the countryside as precious and the GTBS as "a way of presenting to people that there is another way of managing the environment," Rosie explains.



Lower Norton Barns

B&B/ Self Catering

East Allington,

Totnes, TQ9 7RL

Tel: 01548 521361

Email: carol@lowernortonbarns.co.uk

Carol Trant and her family offer B&B in their large stone house and self-catering cottage style accommodation in converted barns, all in a beautiful, secluded setting. Their sustainability efforts include using reduced flush toilets and installing energy efficient appliances and light bulbs. They use locally sourced food and drink and provide information on local walks and public transport to their guests.



Old Bakehouse

Self Catering

7 Broadstone, Dartmouth, TQ6 9NR

Tel: 01803 834585

Email: gparker@pioneerps.co.uk

www.oldbakehousedartmouth.co.uk

During 'Britain in Bloom' you will be sure to recognise the Old Bakehouse by the bathtub full of flowers set in the gardens. But owner Sylvia Ridalls has done much more to integrate her four self-catering cottages and apartment into the community. Each guest is left a complimentary pack full of locally made products, like biscuits, honey and jams, as well as details of where to purchase them. "It's our little bit to get people to buy local products," Sylvia explains. She also ensures guests are provided with details of local public transport links and recycling projects. "We like having the (GTBS) sign up," Sylvia says, "it lets people know you are trying to do things green, to take a little care. I think it helps us attract people; maybe just a few at the moment, but it will increase."



Old Forge at Totnes

B&B

Seymour Place, Totnes, TQ9 5AY

Tel: 01803 862174

Email: enq@oldforgetotnes.com

www.oldforgetotnes.com

Six hundred years ago, the Duke of Somerset established a blacksmith shop and workshop in Totnes to service Berry Pomoroy Castle and his other estates. Today, Christine Hillier & David Miller have restored these historic buildings, including the listed local magistrate's lock-up, and created the Old Forge, consisting of cottage style rooms and the secluded Court Room suite with private roof garden. Food is sourced locally, including fruit picked from their walled garden. They compost, recycle, and reuse old towels as dusters, while leftover tea and toast is used to water their conservatory plants and support a colony of sparrows respectively. "We are very interested in GTBS and are committed to it as much as we can be," Christine says. "People are looking for a healthier atmosphere to stay in. Guests appreciate low energy light bulbs, for example, and having them in the kitchen has kept it cooler."



Old Mill Café at Wembury Beach

Café

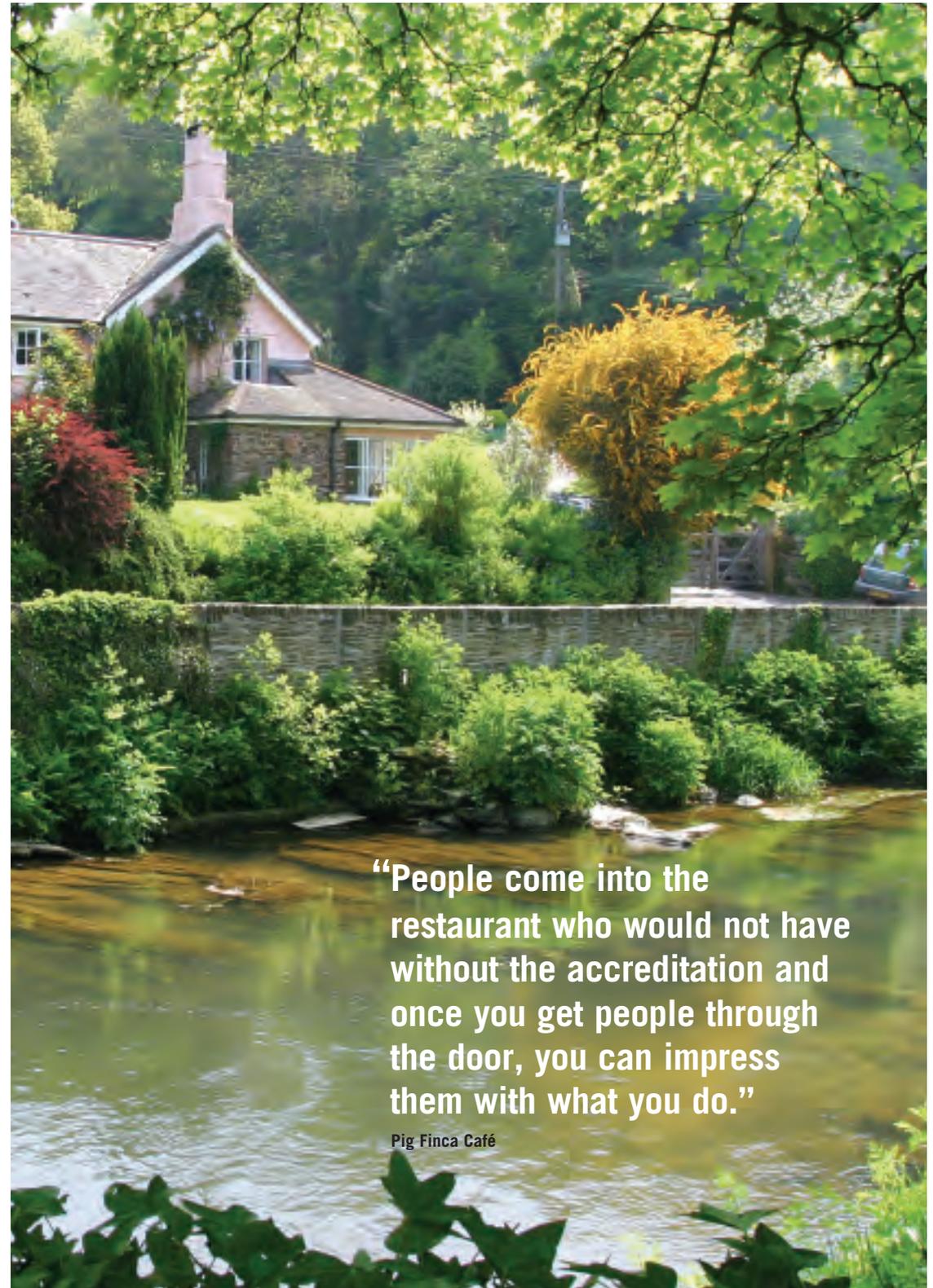
Wembury Road,

Wembury, PL9 0DQ

Tel: 01752 862 314

Email: oldmillwembury@hotmail.com

A listed corn mill owned by the National Trust, Old Mill Café sits on Wembury beach in the middle of a Marine Conservation area. Owners Mark & Diane Baker are well known for their Devon cream teas, sourced where possible from local suppliers. The café recycles or reuses cardboard, paper, cans and bottles as part of their environmental policy, which also involves using green cleaning products. "We are proud to be members of the GTBS as it demonstrates that we have taken measures to limit the impact on the environment from our business activities" Diane explains, "and these measures have then been independently audited to ensure their validity. Today's consumer wishes to know where their food and drink is coming from. The extensive range of homemade items using local produce is a major factor in our businesses growth. Local business supporting, local business."



"People come into the restaurant who would not have without the accreditation and once you get people through the door, you can impress them with what you do."

Pig Finca Café



Pennywell Farm and Wildlife Centre Visitor Attraction

Lower Dean, Buckfastleigh, TQ11 0LT
Tel: 01364 642 023
Email: info@pennywellfarmcentre.co.uk
www.pennywellfarmcentre.co.uk

"We have made a celebration out of sustainability," says Chris Murray, owner of Pennywell Farm and Wildlife Centre, an award winning attraction offering rides, games, a new willow maze built from wood grown on the farm, animal feeding, a birds of prey centre and a hedgehog hospital. The centre uses solar power for all their information points and wind power for the children's play area. "The customers and staff like it," Chris explains, "forget about saying what money you'll save by going green – it's about putting people before profit. You do it because it's good for health, for the health of your business, the community and all of creation."



Pig Finca Café Café

The Old Bakery, The Promenade, Kingsbridge, TQ7 1JD
Tel: 01548 855777
Email: pigfinca@uwclub.net
www.pigfinca.co.uk

In Pig Finca, Kelly Wakeham and Craig Franklin have created an eclectic café-bistro serving Mediterranean food in a setting that extensively uses recycled and reused materials. The toilet cistern, for example, was built using old olive oil canisters and the heating system has been salvaged from an old school. Meat, vegetables and milk products are all bought from local, organic farms and other specialties are obtained from organic producers situated as close to their business as possible. Pig Finca's walls feature work from local artists, often using reclaimed or recycled materials. "It was nice to stumble across the (GTBS) because it recognises what we're already doing. And it has introduced us to things we would not have thought of" Craig says. "People come into the restaurant who would not have without the accreditation and once you get people through the door, you can impress them with what you do."



River Link (Dartmouth Pleasure Craft) Visitor Attraction

5 Lower Street, Dartmouth, TQ6 9AJ
Tel: 01803 834488
Email: sales@riverlink.co.uk
www.riverlink.co.uk

For 25 years, River Link owner Mike Palmer has been conducting river cruises from Dartmouth to Totnes on the River Dart. His vessels, the largest operating on the river, are also available for hire. "River Link operates a fully integrated transport system," Mike says. "We are the only UK company that provides rail, river and bus services, coordinated to enable customers to leave the car behind and enjoy the freedom of the countryside." River Link also works with the local bus services to provide a single ticket, all day bus fare to and from Exeter, plus a river cruise and ferry travel. "The GTBS award demonstrates that the company has addressed green issues, has implemented new procedures that have benefited our customers and employees," Mike says. Working together with other green businesses promotes South Hams as an area of outstanding natural beauty."



Royal Castle Hotel Hotel

The Quay, Dartmouth, TQ6 9PS
Tel: 01803 833033
Email: enquiry@royalcastle.co.uk
www.royalcastle.co.uk

The Royal Castle Hotel offers 25 ensuite rooms in one of Dartmouth's finest 17th Century buildings. Its sustainability policy is applied to every area of the establishment and is the result of over a decade of improvements. In the bedrooms, a green folder containing a range of options on how to enjoy the area without the car is placed alongside the standard bedside information. Energy and water saving devices are discreetly used in bedrooms along with high quality natural and recycled products. The restaurant reflects their commitment to buying locally including fresh fish landed at Dartmouth Quay, local cheese and meats. The bars serve wines from a local estate, West Country beer and cider and local organic apple juice. In addition, staff can lock up bikes on the premises and share taxis at the end of shifts. "Green issues have united and helped motivate the staff", Nigel Way, the Hotel Manager explains.



Salcombe Tourist Information Centre Tourist Information Centre

Council Hall, Market Street, Salcombe, TQ8 8DE
Tel: 01548 843927
Email: info@salcombeinformation.co.uk
www.salcombeinformation.co.uk

Salcombe Tourist Information Centre provides information for visitors to the area. "We believe that by being a part of the GTBS and receiving an award will encourage other businesses in the area to join," manager Jean Binns explains. The centre is reducing waste, recycling and using energy efficient bulbs and appliances in the belief that they will create a more cost effective business. Jean says the process of applying the GTBS "has certainly made everyone at the TIC very aware of recycling and energy efficiency issues."



Skerries B&B B&B

Strete, nr Dartmouth, TQ6 0RH
Tel: 01803 770775
Email: jam.skerries@rya-online.net
www.skerriesbandb.co.uk

Alan and Julia Makepeace run Skerries B&B, a small relaxing establishment with amazing views of Start Bay and the countryside. Julia tells us that their commitment to sustainability is all encompassing. "To me it's the whole concept, from when the guests arrive to what you provide and what you talk to them about," she says. As well as using locally sourced products wherever possible, they encourage their guests to use local shops and buy local produce to take home. They also talk to their guests about local food, walking and using public transport. "We went for the GTBS award because of the beauty of the area," she explains. "With the terrific amount of visitors, we have to be careful to look after it. Being in a beautiful area and being green go together – it's part of the total package."



Slapton Ley Field Centre Field Centre

Slapton, Kingsbridge, TQ7 2QP
Tel: 01548 580466
Email: enquiries.sl@field-studies-council.org
www.slapton.org

Slapton Ley Field Centre is a 200 hectare reserve owned by the Whitely Wildlife Trust, and operated by the Field Studies Council. It consists of rocky and sheltered coastline, shingle ridges and wetlands, including open water and deciduous woodland. They conduct field studies on the impact of tourism on the natural environment and education for students from Key Stage 1 to undergraduate level, as well as training for teachers. The centre runs the Slapton Community Compost project, has a composting toilet, and a tin can bank. Bursar Margaret Mitchelmore explains, "Being part of an eco-centre, it seemed the sensible thing to do to join the GTBS."



Soar Mill Cove Hotel Hotel

Malborough, Nr Kingsbridge, TQ7 2OS
Tel: 01548 561566
Email: info@soarmillcove.co.uk
www.soarmillcove.co.uk

Owned by Chris Makepeace and his family, Soar Mill Cove Hotel provides luxury accommodation on the edge of a beautiful beach. The hotel has worked hard to fit in with its environment, starting with the building, made extensively from natural slate and local stone, and designed to have a low profile on the beach. The hotels' commitment to sustainability permeates the entire staff. Chris explains, "It involves the whole team—the whole team wanted it—it wasn't a case of management imposing its beliefs." Chris says that by turning light bulbs off and generally being less wasteful of electricity, they have knocked eleven per cent off their electricity bill. "The (GTBS) award was a useful focus for us, it was a starting point for pulling everything together," Chris says.



Sorley Tunnel Adventure Worlds Visitor Attraction

Sorley Farm, Kingsbridge, TQ7 4BP
Tel: 01548 854078
Email: info@sorleytunnel.com
www.sorleytunnel.com

Over fifteen years ago, concerned with the chemicals on and in our food and increasing cancer rates, Richard Balsdon decided to farm organic. Today his 400 acre organic farm doubles as an adventure park for the whole family, including the Dragonfly nature trail and a bat tunnel, indoor and outdoor play areas, a shop selling local, GM free and organic foods and the opportunity to play with animals, ride ponies or drive a mini tractor. Richard has also taken measures to reduce energy and water use. "We went for the GTBS award to show people we are up to a certain standard and got gold immediately," Richard explains. "I definitely believe in it, both personally and professionally. It's the way I feel mankind has to go to survive."



South Allington House B&B/ Self Catering

Chivelstone, Kingsbridge, TQ7 2NB
Tel: 01548 511272
Email: barbara@sthallingtonbnb.demon.co.uk
www.sthallingtonbnb.demon.co.uk

"Green tourism is becoming more and more important," says Nick Baker, who, along with his mother Barbara, owns the tranquil South Allington House. Providing B&B and self-catering accommodation on a secluded, working farm set in superb grounds between Start Point and Prawle Point, the house is located close to excellent coastal walking paths and the beach. The house has been praised for its conservation work on the superbly kept grounds and for its environmental practices, such as towel agreements, use of solar power and providing a wildlife book for guests to read and add to. Nick explained the GTBS award has encouraged the business to look at more sustainable products. Being a sustainable business, Nick continues, is "about being aware and doing the best you can."



The Laughing Monk Restaurant Restaurant

Totnes Road,
Strete, TQ6 ORU
Tel: 01803 770639
Email: thelaughingmonk@aol.com

For David Rothwell, owner of the award winning Laughing Monk Restaurant, sustainability is just common sense for any small business. The restaurant serves a range of dishes made, wherever possible, with local produce and is built in Strete's old National School, which dates from 1839. David emphasises the restaurant's efforts to monitor and minimise its use of electricity and water, which has reduced their energy bill by seven to eight per cent over the last two years, while business sales have increased by over 40 per cent. They give credit to the GTBS personal assessment. "A lot of it seemed common sense from a business point of view," David explained, "but it's all about awareness. It never dawned on me to stick bricks in the cisterns to reduce the amount of water we use."



The Venus Company Beach Cafes

at Blackpool Sands, East Portlemouth and Bigbury on Sea
Tel: 01803 770343
Email: admin@venus-online.co.uk
www.venus-online.co.uk

Owner Michael Smith runs three beach side cafés in South Hams—Blackpool Sands, East Portlemouth, Bigbury on Sea—and another in Cornwall, each serving organic food, sourced from local suppliers wherever possible. Each café is designed and the ground landscaped to be sympathetic to the surroundings. Recycling and reusing is a hallmark of all the cafés, using recycled paper plates and straws, and the recycled bags include slogans explaining policies, including that their paper products are re-used as health bedding for local horses and donkeys. Michael has also installed low energy lights and fittings, and uses local suppliers to reduce food miles, coordinating deliveries with suppliers to reduce van trips by 30 a week. "(GTBS) is a measure of where we are at in terms of our environmental performance," Michael says, "it is a benchmark indicating areas where we need to improve."



Thurlestone Hotel Hotel

Thursletone, nr Kingsbridge, TQ7 3NN
Tel: 01548 560382
Email: enquiries@thurlestone.co.uk
www.thurlestone.co.uk

Thurleston Hotel is a 64 bedroom, four star hotel whose restaurant has earned rosettes for its food and whose facilities include a health club and leisure facilities. At first, it may not seem a business destined for sustainability awards, but Thurlestone Hotel has taken serious steps. These include putting water butts and bird boxes in their gardens (to conserve water and attract wildlife), recycling, placing carefully chosen shampoos and other items in the rooms, producing a 'green file' for guests as well as introducing a towel replacement scheme. "At first I thought the towel scheme was a bit cheeky," explains manager Piers Rogers, "but it is an unnecessary waste." Piers says the GTBS award is important to the hotel as, "we want to be recognised as a business that is doing something. We care about the next generation and what's going on."



Tides Reach Hotel Hotel

South Sands, Salcombe, TQ8 8LJ
Tel: 01548 843466
Email: enquire@tidesreach.com
www.tidesreach.com

Set on the edge of South Sands beach, Tides Reach Hotel, with 38 bedrooms, an indoor pool and leisure complex, has sustainability at the heart of its business plans. "It's responsible for a business to consider green issues and pursue avenues that are good for business and good environmentally," says owner John Edwards. To this end they have invested in water and energy saving, particularly in regards to the pool, and advise guests not to have towels washed each day. "We've taken on board new things from the scheme," John explains. "It helps with staff motivation, and some customers make the effort to find out from us other businesses which have this award."



Torcross Hotel Apartments Visitor Attraction

Torcross, Kingsbridge, TQ7 2TQ
Tel: 01548 580206
Email: enquiries@torcross.com
www.torcross.com

Karen Jackson has owned Torcross Apartments, seventeen self-catering apartments on the South Devon coastline for five years. A short walk from Slapton Ley nature reserve, the business' main sustainable move has been to replace all of its windows to save energy. Karen explains that the GTBS award would be "another label for your business. If people are conscious, they are attracted to you."



Totnes Tourist Information Centre Tourist Information Centre

Town Mill, Coronation Road, Totnes, TQ9 5DF
Tel: 01803 863168
Email: enquire@totnesinformation.co.uk
www.totnesinformation.co.uk

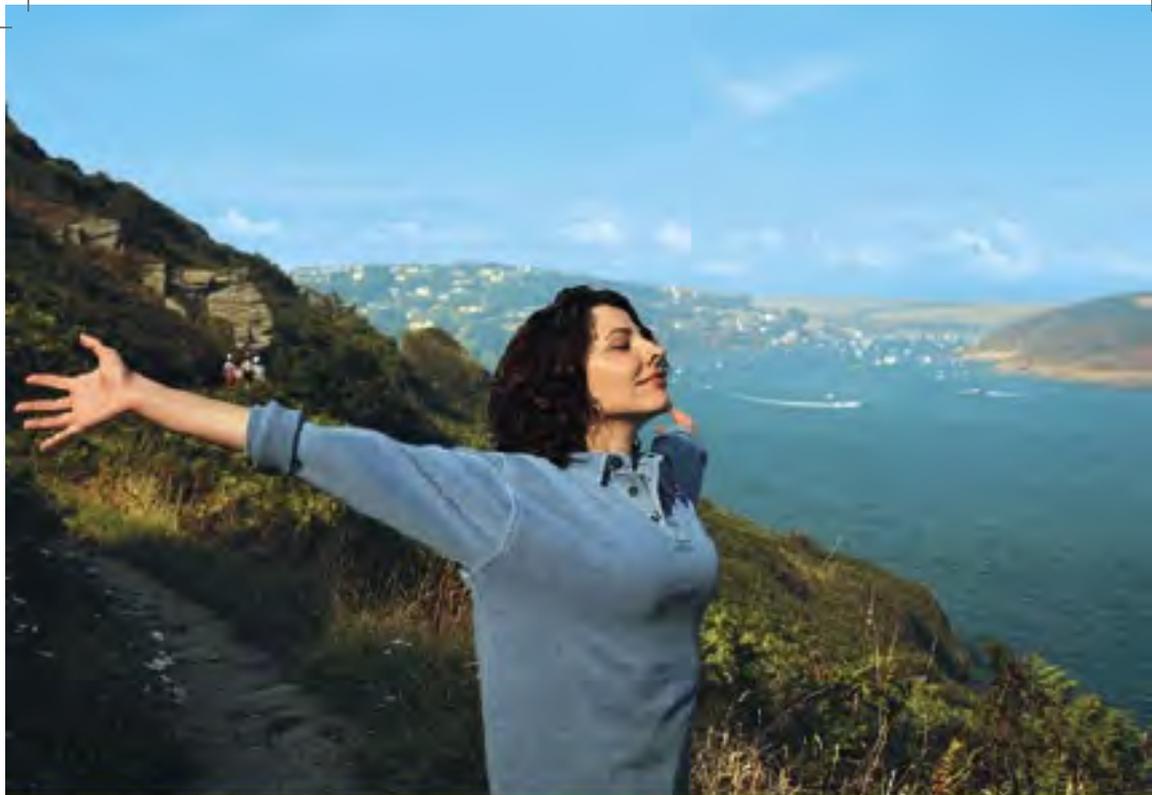
"We feel that it is important that the Tourist Information Centre, as one of the first points of contact for visitors to Totnes, demonstrates a commitment to sustainable tourism," says Totnes TIC Manager Amanda Richards. The TIC makes a special effort to provide visitors with information on public transport, including the River Link boat service on the River Dart, along with opportunities to shop for local produce such as a local winery and cheese dairy. But Amanda points to changes within the office as equally significant. "We have good contacts with the local community, including accommodation providers and advertisers," Amanda explains. "By implementing green practices ourselves we hope to show on a practical level what can be done." The GTBS award will help the TIC demonstrate to potential visitors that the staff take environmental and social responsibilities seriously. "We know that many visitors are very concerned about green issues," Amanda says. "It makes excellent marketing sense to show we are a green destination."



Traine Farm Cottages Self Catering

Wembury, Plymouth, PL9 0EW
Tel: 01752 862264
Email: traine-cottages@btopenworld.com
www.traine-holiday-cottages.co.uk

Traine Farm is a working farm on which Robert and Sheila Rowland have established five self catering cottages sleeping up to seven. The Rowlands have created farm and history trails on the property to keep visitors entertained, and have created a path to the local beach, encouraging visitors to walk. They are also perfectly located for walkers on the South West Coast Trail, and many of their visitors bring bikes to explore the Saltram to Clearbrook Cycle Track. In addition, the Rowlands are keen recyclers and keep newspapers for the Boy Scout collection. "The (GTBS) is a good way to encourage businesses to think about green policies and the promotion gained helps everyone," says Robert. "It will certainly help in our advertising and the whole project helps to concentrate the mind on the possibilities of making our little corner of England different from all the others and encourage more visitors."



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*South West
England*

South Hams - Setting the Standard

As the operators of the Green Tourism Business Scheme we would like to congratulate South Hams on their achievements.



The Green Tourism Business Scheme is Europe's largest 'green' accreditation scheme for the tourism sector and has grown from its origins in Scotland to include hundreds of businesses. It is a marketing and advisory scheme that offers accreditation to tourism businesses supporting their local area and environment. Accreditation is awarded on the basis of an assessment every two years by specialist, independent auditors.

The Scheme rewards businesses with a Bronze, Silver or Gold award on the basis of action in the following areas:

- ✦ Energy
- ✦ Water
- ✦ Waste
- ✦ Wildlife
- ✦ Transport
- ✦ Communication (both with customers & community)
- ✦ Management & Marketing

The tourism businesses of South Hams have played a significant part in the growth of GTBS, providing an excellent example for others to follow.

South Hams has some of the most committed and active businesses in the Scheme, which is borne out in the large proportion achieving the Gold award. What is even more impressive is their desire to continue making improvements for the sake of their business, customers, environment and local community. It is the commitment and innovation of these businesses that inspires us as we work to see the Scheme grow and flourish throughout the region.

Our South Hams Green Award winners have impressed us with their enthusiasm in working together – building up partnerships, sharing information and encouraging others to join. In a traditionally fragmented industry such as tourism this co-operation is all the more significant.

We thank the District Council and businesses for setting the standard for the South West region and beyond. We hope that many others will follow their lead.

As the main scheme auditor covering this development I look forward to building further relationships and playing my part towards a brighter, more prosperous future.

Jonathan Proctor,
Technical Director
Green Tourism Business Scheme