

switch on
to a greener outlook

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Contents

Sourcing Local Food and Drink Products 2
The Royal Castle Hotel, Dartmouth

Reducing Energy Consumption and Energy Efficiency Measures 6
Bedruthan Steps Hotel, Cornwall

Waste Management 10
– Reduce, Reuse, Recycle
Rosemundy Cottage, Wiltshire

Water Management 14
Pennywell Farm, Devon

Generating your own Renewable Energy 18
Millbrook Cottages, Devon

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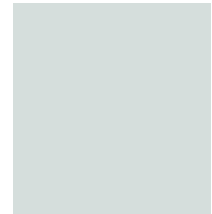
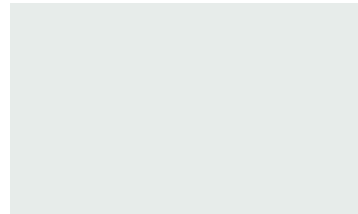
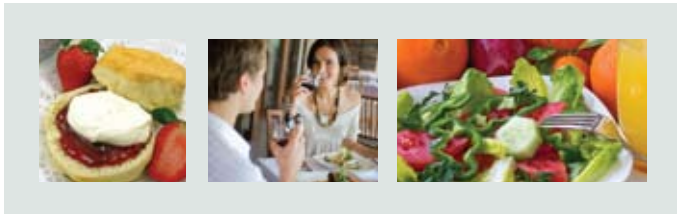
Thank you

Thank you for picking up a copy of 'Switch on to a Greener Outlook'. This booklet has grown from a research project run by the University of Exeter in partnership with Southwest Tourism and RegenSW, and funded by the Economic and Social Research Council.

The research project is designed to find out what tourism businesses in the SW are doing to green their operations to combat the effects of climate change. The practical advice and case-studies in this booklet are designed to help you learn from other businesses who have already

gone down this route and are willing to share their experiences with you. Their innovations may perhaps suggest how you will be able to save valuable time and money.

Hopefully, the case-studies will leave you both inspired and better equipped to ask questions about new initiatives you may want to adopt in the future. The businesses featured here are happy for you to contact them for more information about their experiences.



Sourcing Local Food and Drink Products



Purchasing local food and drink products for use in tourism businesses has several benefits:

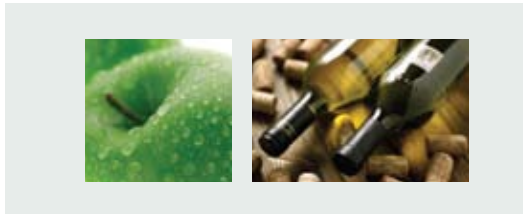
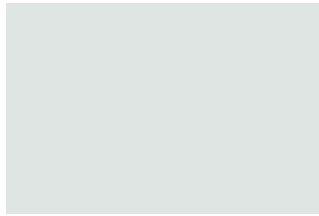
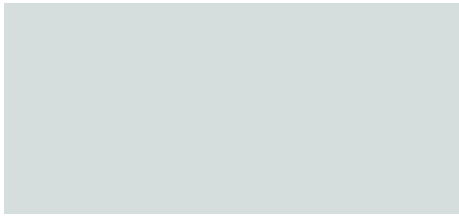
1. It helps to position your business distinctively in the market
2. It reinforces a local area's unique selling proposition
3. It offers your clients something different
4. It benefits local businesses which in turn benefit your local economy
5. It helps to reduce CO₂ emissions and congestion on the roads

Types of things you can look to source locally:

- **Drinks** – wines, cordials, mineral waters, juices, beers and ciders
- **Food** – vegetables, meats, speciality dishes, cheeses, fruits, desserts, ice creams, yoghurts
- **Artwork, textiles, furniture** – these can be used in the business, or sold as souvenirs

Ways you can integrate local products:

- Think seasonally when planning menus
- Link up with local producers through Farmers' Markets or Business Links
- Local Food Advisor.com – www.localfoodadvisor.com/ is a great resource for finding local suppliers
- Think about carbon labelling schemes – don't demonise global produce, just be aware of its impacts and think more about where you can source items.



Carbon Labelling

The Carbon Trust recognises that the global food economy is here to stay, so it has worked out a way of labelling food products to enable consumers to make more informed purchase decisions. Look for the distinctive 'footprint' label

If you are interested in calculating the CO₂ emissions associated with your menu, the organic linker website www.organiclinker.com has a great food miles calculator that can track how far your ingredients have travelled and the amount of CO₂ emissions.

Another interesting exercise is to compare prices of buying locally, versus from a supermarket or an organic provider. Take as an example a traditional English Breakfast of bacon, sausage, two fried eggs, mushrooms, tomato and sautéed potatoes.



reduce with the carbon trust

The Carbon Trust has calculated how much CO₂ is emitted at every stage of production. Companies opting into the Carbon Trust scheme must commit to reducing emissions or lose the right to use the label.

The Bath Breakfast is an initiative that encourages local accommodation providers to source all their ingredients for their 'Traditional English Breakfasts' from local food and drink producers. This has resulted in increased awareness of local food producers and it has helped to enhance the quality of the overall food experience for visitors, reinforcing the area's distinctiveness.

Taste of The West was established in 1991 and is the food and drink trade association for the South West of England. It is a membership organisation dedicated to developing the region's exceptional food and drink industry. Its members include local producers and users of food and drink products. It acts as a one-stop-shop for those looking to source regionally-produced goods. Taste of the West has recently teamed up with J and R Food Service Ltd, an independent wholesaler supplying the hospitality sector in the region. Together they offer the full range of Taste of The West products through their catalogue. www.tasteofthewest.co.uk

Both schemes demonstrate that there can be tangible commercial benefits to buying locally, while at the same time lightening the environmental load of business.



Local Food and Drink Purchasing

The Royal Castle Hotel, Dartmouth

Sustainability is close to the heart of local people in the South Hams, most of all the manager and owner of the Royal Castle Hotel. They cherish the natural environment around Dartmouth and were founding members of the South Hams Food and Drink Association (today Food and Drink Devon). Local food and drink are central to their purchasing policy.

When they took over the business, the owner and manager both 'realised that lots of the best produce in the whole country comes from this area'. They have committed themselves to make the most of what the area has to offer. Their menus reflect the seasons, they serve fish directly bought from boats

landing at Dartmouth quayside, and their meat is sourced from local farmers with 100% traceability. Their guests experience the 'Taste of the West' and 'The Castle' supports the buy local campaign. Reducing food miles to a minimum has made them realise that 'locally we are making a difference' while providing high quality culinary experiences for their customers.

The hotel is committed to the 'Love the Flavour' campaign run by Food and Drink Devon (www.lovetheflavour.co.uk)

The Royal Castle hosts promotional events for local producers through their 'foodie' weekends. Guests are shown the hotel's approach and trips are organised to local producers such as nearby Riverford Organics, Sharpham vineyard, Bays brewery, Britannia shellfish and many others.

Key Facts

Nature of business:	Privately owned hotel, restaurant and bars
Number of employees:	150 employees
Number of bedrooms:	25
Owner/manager:	Yes
Number of years in operation:	27 years
Savings:	Although no immediate financial gains have been directly calculated, customer satisfaction has increased as a result of the high quality local products served, resulting in an increase in repeat visits.

Marketing advantages:	The Royal Castle is well-known as a high quality 'foodie' establishment and uses this to position itself in the market, giving it a significant marketing advantage.
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Benefits to the environment:	By sourcing local produce, the distance that the food must travel, carbon emissions and congestion on the roads around Dartmouth are being reduced.
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Initial financial outlay:	None.
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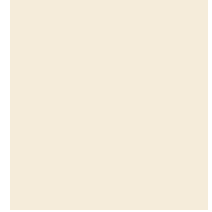
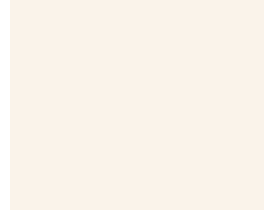
Running costs:	None but they purchase in order to get the highest quality produce at the best price possible.
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Time:	Minimal time required for sourcing products locally due to close communication with local farmers and suppliers who often advise them on the best seasonal products available at any given time.
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Staffing:	Part of their chef's daily routine.
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Length of payback on investment:	'The payback is continuous although almost impossible to quantify. The biggest rewards for us are for our customers to return.'
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Contact for more details:	www.royalcastle.co.uk Becca Way, Duty Manager
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Reducing Energy Consumption and Energy Efficiency Measures

What are the benefits of reducing energy consumption and installing energy efficiency measures?



- **Environmental Benefits**

By reducing your fossil fuel use, reducing your overall energy use, using energy more efficiently or generating renewable energy, you'll be helping to cut CO₂ emissions and to slow down the rate of climate change.

- **It saves you money**

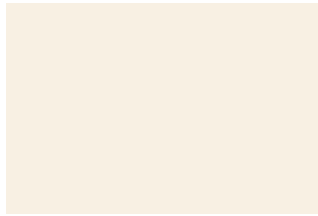
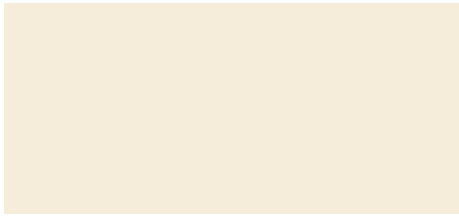
Being more efficient and saving energy saves you money and reduces your costs. Simple actions like turning off appliances when not in use or changing your light bulbs to energy efficient ones could cut your bills substantially.

- **It is good for your business reputation**

Consumers are increasingly making choices based on the environmental credential of businesses.

- **Employees like it**

People prefer to work for environmentally responsible companies – having strong policies will help you stay an employer of choice.



What can you do?

Monitoring – Wireless electricity monitors are available at low cost and can be used to determine which appliances and activities are using the most energy in your business. Simple technology enables you to identify the savings from switching off energy-intensive appliances or changing them for more efficient models.

Energy efficiency measures – Whilst energy monitors are a useful tool, you don't need a complete understanding of all your energy use before taking action to reduce your consumption. There are many more straightforward, relatively low-cost measures that you can introduce including:

- **Installing extra insulation.** A building can lose up to 25% of its heat through the roof; installing insulation is relatively low cost and will immediately cut your energy bills.
- **Replacing traditional light bulbs with more efficient bulbs.** Efficient bulbs don't have to be slow to light or only offer cold, white light; in recent years efficient bulbs have been developed that come on quickly and offer a warm glow. Lighting controls, such as automatic sensors or dimmers, can also deliver savings.

- **Investing in an energy efficient boiler or ventilation system.** Heating systems available today can be significantly more efficient than older plant, paying back your investment in a few years.
- **Replacing drafty windows with double or triple glazing** can cut energy costs and improve the comfort of your guests.

Sources of grants and advice for businesses on energy efficiency

– Interest-free loans of between £3,000 and £100,000 are available through the Carbon Trust.

The Carbon Trust's Enhanced Capital Allowance scheme provides a tax incentive to businesses that invest in equipment that meets published energy-saving criteria.

See The Carbon Trust for more information

www.carbontrust.co.uk

Regen SW's *Guide to Energy Efficiency Products and Services in the South West of England* provides more information on energy efficiency measures and a listing of South West companies that provide them regensw.co.uk/downloads/RegenSW_418.pdf



Reducing CO₂ emission

Bedruthan Steps Hotel, Cornwall

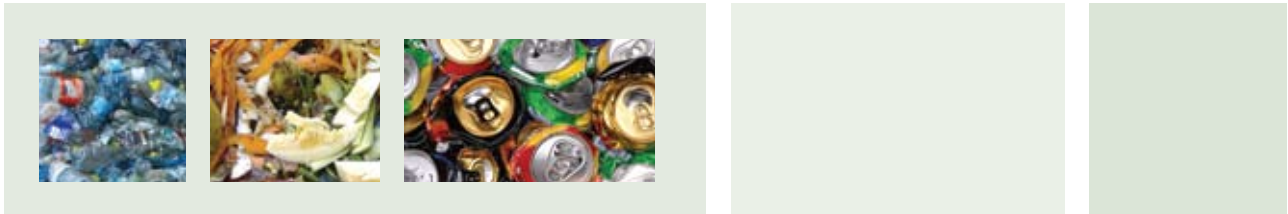
Bedruthan Steps is a family-owned, four-star spa and hotel located on the beautiful North Cornish coast near to Newquay. The hotel has been owned by the same family for over 50 years. Three sisters currently own and manage the hotel. Their commitment to environmental business practices reflects a deep-rooted philosophy since the hotel opened in the 1960s. Over the years their passion for sustainable development has been recognised many times including an 'Excellence in England' award. They are also Gold Award members of the Green Tourism Business Scheme, and they have an international-standard Environmental Management Plan (ISO 14001).

'Cherishing our World' is the core business philosophy of Bedruthan Steps. It is through training as well as careful recruitment and selection that managers ensure that all staff identify with this shared approach.

A series of targets related to sustainability have been set at the hotel. One is to achieve a 10% year-on-year reduction in carbon footprint. To achieve this, several initiatives have been introduced across the business, including: implementing energy-saving light bulbs; installing key cards that control power use in the rooms; light sensors; aerated showerheads; solar panels; a fridge heat re-capture system; and strategic zoned heating policies – these enable the maintenance team to switch off heating in sections of the hotel if they are not in use.

Key Facts

Nature of business:	Family-owned 4-star hotel, spa and events venue
Number of employees:	Up to 150 employees in high season
Number of bedrooms:	101
Number of years in operation:	50 years
Savings:	Reinvestment of savings into other measures.
Marketing advantages:	Their efforts have been awarded with numerous awards resulting in much press coverage emphasising their commitment to the environment and CO ₂ reduction.
Benefits to the environment:	Reduction target for CO ₂ of 10% year-on-year; 9.6% achieved in 2009 compared to 2008. Reduction in waste to landfill by 10% year-on-year; 7% achieved in 2009 compared to 2008.
Initial financial outlay:	A budget is allocated for sustainable initiatives each year and any cost savings from previous initiatives are used to fund new ones.
Running costs:	A full-time Sustainability Manager is employed.
Time:	Monitoring consumption takes place three times a week. Data are translated into a carbon footprint. The calculation by the Sustainability Manager is displayed for guests and staff.
Staffing:	A Sustainability Manager; dedicated sustainability training forms part of general hotel training programme for all staff; various staff activities and projects are coordinated.
Length of payback on investment:	Payback periods are not central in the decision-making process. Rather, refurbishment and replacement are part of their maintenance programme. 'Cherishing our World' is the key driver for innovation and developing practice.
Contact for more details:	www.bedruthan.com Suzie Newham, Sustainability Manager



Waste Management – Reduce, Reuse, Recycle

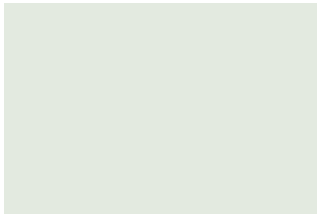
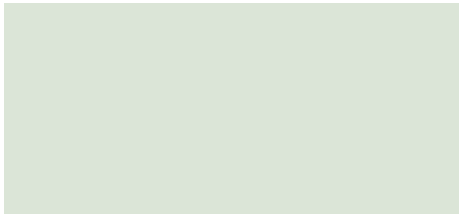


There are many business issues connected with waste and recycling. It is not just a cost to business to get rid of unwanted items, but it was a cost in terms of purchasing in the first place!

According to Envirowise, waste costs money – typically up to 4% of business turnover – and by finding ways to reduce waste, your business could become more profitable. To make savings and reduce your impact on the environment, follow the Envirowise waste hierarchy:

- **Eliminate** – Eliminating waste entirely may not always be possible but not creating it in the first place reduces costs of raw materials.
- **Reduce** – Reducing the amount of waste you produce can be achieved in a number of ways, including sending information electronically, purchasing materials in bulk, and using returnable containers.
- **Re-use** – To limit extra spending on procurement, simply reuse many items.
- **Recycle** – Recycling is an increasingly important statutory requirement to reduce the impact on the environment. Many more items can now be recycled. Speak to your local recycling centre or waste management contractor to find out what they are, and how they should be segregated.
- **Disposal** – Disposal is the last resort when the other options have been exhausted. There are legal obligations that all producers and handlers of waste need to comply with, so it is important that you contact your waste management contractor to discuss options like recycling to make waste disposal more efficient and save money.

www.envirowise.gov.uk/uk/Topics-and-Issues/Waste-Management.html



Examples of how increasing recycling and wiser use of waste can save you money

Increasing recycling by 38%

Before		After	
1100 litres general waste – weekly collection		1100 litres general waste – weekly collection	
240 litres recycling – weekly collection		660 litres recycling – 2 weekly collection	
General waste	£527.51	General waste	£527.51
Recycling	£175.84	Recycling	£126.79
TOTAL	£703.35	TOTAL	£654.30

Reducing general waste by 70% and increasing recycling by 130%

Before		After	
1100 litres general waste – weekly collection		660 litres general waste – 2 weekly collection	
240 litres recycling – weekly collection		1100 litres recycling – 2 weekly collection	
General waste	£527.51	General waste	£206.36
Recycling	£175.84	Recycling	£165.92
TOTAL	£703.35	TOTAL	£372.28

(Source: based on BIFFA's commercial waste collection prices)



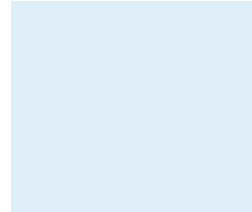
Increased Recycling and Waste Reduction Rosemundy Cottage, Wiltshire

Rosemundy Cottage is a four-star bed and breakfast in the centre of Devizes, Wiltshire, situated alongside the Kennet and Avon Canal. Tony and Zita strongly believe in caring for the environment by living to minimise their impact. Incorporating sustainable management practices within the business was a natural progression for them. Besides serving local as well as Fair Trade products and implementing measures to reduce their water and energy consumption, they strongly focus on recycling as an important way to minimise their impact. Today they are at the forefront of environmental initiatives within their area and they have received various awards.

Recognising the importance of resource usage, they committed themselves to understanding their levels of consumption by looking at every aspect of their business. They recycle almost 68% of their waste (i.e. paper, card, plastics, foil, light bulbs, cans, glass, waxed cartons, metals, wood etc.). As a result, they manage to limit the waste collected from their property to fortnightly pick-ups of household recycling. Extensive recycling, reusing and composting have become an effective way by which they protect their cherished local environment and save money at the same time. Not surprisingly they are convinced that 'being green can give you a competitive edge' and this has helped them to encourage others to consider adopting more sustainable business practices.

Key Facts

Nature of business:	Privately-owned bed & breakfast
Number of employees:	1 employee for one day a week
Number of bedrooms:	4
Owner/manager:	Yes
Number of years in operation:	5 years
Savings:	Waste reduction and reduction of skips to landfill
Marketing advantages:	Recycling is important in the Green Business Tourism Scheme, Wiltshire Wildlife Green Tourism Award and Southwest Tourism Sustainability Award. In conjunction with other environmental measures, it gives them a competitive edge by attracting guests who believe sustainability is important in their choice of accommodation.
Benefits to the environment:	Reduction in the amount of waste to landfill, decreased total wastage, using less finite resources
Initial financial outlay:	Approximately £100 for two compost bins and five waste bins for sorting.
Running costs:	Low-cost for recyclable bags to transport
Time:	10 minutes to weigh recycling and time for sorting
Staffing:	One employee for one day a week and this is part of duties
Length of payback on investment:	This has not been considered, as personal satisfaction from running their business in as environmentally-friendly a way as possible is their key motivation.
Contact for more details:	www.rosemundycottage.co.uk Owners: Zita and Tony Aldridge



Water Management

According to organisations like Envirowise and Waterwise, water may cost your business more than you think.

Waterwise, is an independent, not-for-profit organisation that receives funding from the UK water industry and from sponsorship and consultancy work. Its website (www.waterwise.org.uk) sets out many business benefits from using water more intelligently. For instance:

'Few businesses recognise that the water they use is a raw material that is paid for twice – to receive it and to carry it away.'

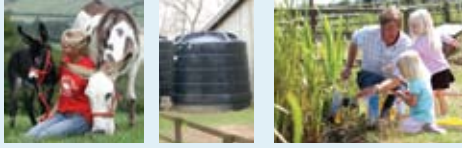
'Saving water lightens the load on the environment, it saves you money on your water bills, and it saves you money on your energy bills if you reduce your hot water consumption.'

'By reducing water consumption you can also reduce the carbon footprint of your business. For example, for every 1000 litres of water you save, you will also save approximately 1kg of CO₂ equivalent.'

A variety of companies and organisations run initiatives to help businesses to reduce their water usage and costs. One of these is the 'Rippleffect Initiative' run by Envirowise. This is a free initiative that intends to benefit businesses of all sizes in England by providing business owners with a range of tools and expertise. The aim is to help reduce the amount of water businesses use, saving both in initial purchase and subsequent waste water removal costs. If you are interested in this initiative visit www.envirowise.gov.uk/uk/Topics-and-Issues/Water/England-initiative-The-Rippleffect

Envirowise is managed by AEA Technology plc and Serco Ltd on behalf of Defra, the Welsh Assembly Government, Scottish Government and Invest Northern Ireland. Its website offers a variety of tools for businesses to help improve water and environmental efficiency. Some of them are completely free of charge. For more information call 0800 585794, or go to www.envirowise.gov.uk/england/Topics-and-Issues/Water.html





Waste Water Management Pennywell Farm, Devon

Pennywell Farm has won many industry awards for the quality of its product offering and its sustainable management principles. It has been a pioneer in this form of tourism management for the past 20 years. The farm is located on a hill-top in the rural heart of Devon's South Hams. Its well-structured programme of events means that there is something for visitors to do every minute of the day from animal feeding and petting to pond-dipping, egg collecting and rides. The attraction also has a café and gift shop.

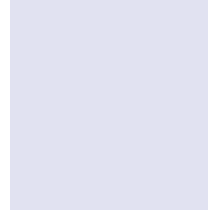
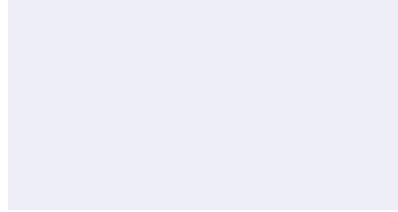
In the late 1990s the farm did not have access to its own water supply. All the water it used was mains water which had to be paid for. The owners knew that they wanted to develop a pond-dipping activity for visitors, but the cost of the water from the mains was prohibitive. When they extended their premises, they recognised they had access to a large amount of waste-water mainly in the form of run-off from farm building roofs and car parks. It was estimated that roof run-off from the farm buildings alone was generating 1,000,000 litres per year.

A system of water collection and reed bed filtration was installed to clean and divert the water into a pond system built into the side of the hill. This system provided a further benefit by offering an additional educational attraction for visitors.

Key Facts

Nature of business:	Family Farm Attraction
Number of employees:	78 employees in total: 18 per day in low season, 25 minimum per day in high season
Number of years in operation:	20 years
Savings:	Water purchase costs = 1p for 10 litres (source: Water UK) Re-using 1,000,000 litres from roofs alone would save £1,000 per year Waste water removal costs = £1,080.70 (source: Envirowise, Mogden Formula) Total savings per year on purchasing water and removing run-off = £2,080.70

Marketing advantages:	A new multi-purpose educational activity for visitors.
Benefits to the environment:	Re-use of rainwater runoff, development of a new pond supporting its own eco-system, reduction in waste from 'treated' water, new source of water for other uses around the farm.
Initial financial outlay:	£15,000 approximately. for pond development, drainage excavations and plumbing.
Running costs:	None.
Time:	Three months initial development.
Staffing:	Part of general maintenance programme.
Length of payback on investment:	Difficult to calculate because in addition to savings, the pond has undoubtedly brought additional school visits.
Contact for more details:	www.pennywellfarm.co.uk/ Owner: Chris Murray

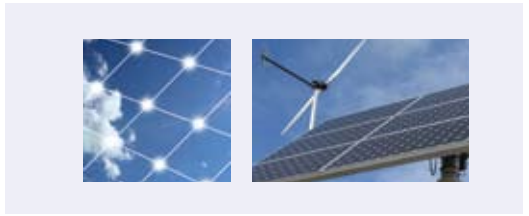


Generating your own Renewable Energy

Renewable energy is produced from non-fossil fuel sources.



- **Small wind turbines** harness the power of the wind to generate electricity. The output of small turbines is very site-dependent, with a good average wind speed needed.
- **Solar hot water systems** use heat from the sun to provide hot water. A conventional boiler or immersion heater is used to top up the heat from the sun if needed (e.g. during winter).
- **Solar PV systems** convert the sun's energy to electricity. In general they are fitted to a building's roof and should face as close to south as possible to maximise their output.
- **Ground source heat pumps** (GSHPs) use pipes buried in the garden to extract heat from the ground. Ideally they should be used with underfloor heating systems which require a lower temperature than radiators thereby allowing the GSHP to run more efficiently. Electricity is used to drive the pump; the carbon and financial costs of this electricity use need to be considered.
- **Air source heat pumps** (ASHPs) absorb heat from the outside air. This heat can then be used to warm space directly, or for water for radiators or underfloor heating systems. ASHPs use more electricity to drive their pump than GSHPs; the carbon and financial costs of this electricity must be considered.
- **Small-scale hydro systems** use the energy from running water to generate electricity. Their cost and potential output is dependent on the specific features of the site.



The financial benefits of renewable energy

From April 2010, generating your own renewable electricity not only saves you money by reducing your electricity bill, but also offers you an income stream through the Feed-in Tariff (FIT). The FIT is a significant new government financial incentive available for renewable electricity projects installed after 15 July 2009 (up to 5MW in size). The government's aim is that the FIT will offer a 12 to 20 year payback period on the initial investment.

A similar scheme is due to be introduced on 1 April 2011 for renewable energy technologies that generate heat, called the Renewable Heat Incentive (RHI).

For more details about the FIT and the RHI see www.decc.gov.uk



Grants and sources of advice

Grants for renewable technologies have largely been replaced by the FIT (and from April 2011 the RHI).

Low Carbon Buildings Programme (LCBP) grants for householders for renewable heat technologies are available at time of writing (April 2010), but the overall budget for LCBP grants is finite – see www.lowcarbonbuildings.org.uk for more information.

Your local authority may offer local grants.

The Carbon Trust is a useful source of information for businesses on renewables www.carbontrust.co.uk

Regen SW's *Guide to Energy Efficiency Products and Services in the South West of England* provides more information on energy efficiency measures.

regensw.co.uk/downloads/RegenSW_418.pdf



Renewable Energy Production and Efficiency Monitoring

Millbrook Cottages, Devon

As a family run, four- and five-star self-catering cottage business, Millbrook Cottages are surrounded by 32 acres of nature and walks in North Devon. The five cottages are individually designed creating both luxurious and homely accommodation for a relaxing getaway.

For Kate and Bob Jones, the owners, it was their personal interest in environmentally-friendly technology that drove them to manage their business with sustainable practices in mind. After five years of operation, most of their cottages are now energy self-sufficient. They have achieved this by implementing various measures and introducing several renewable technologies such as boiler, wind turbine, air source heat pump and various other measures such as insulation and double-glazing. Their efforts have been rewarded with a GTBS Gold Award and a Gold award for excellence from Visit Britain.

From the beginning Kate and Bob decided that 'it's worth paying more to start with to keep the cost down in the long run'. Although the initial financial outlay was considerable at times, they recognised that 'It's still better than putting your money into a bank account!' with a further incentive of generating free electricity after a few years. Although their occupancy rate has increased year-on-year, their electricity costs have remained fairly stable and their oil consumption has dropped dramatically. By maintaining their utilities costs at a steady level, considerable money was released for investment to improve and expand their business.

To ensure that these measures had a positive effect, monitoring became a weekly routine. Besides looking at their overall consumption, all five cottages are monitored separately. Not only has their personal awareness and energy behaviour changed but so has their guests'. Through a so-called 'Smart Meter' in every cottage, their customers are able to observe their energy usage and many are actively trying to reduce it.

Key Facts

Nature of business:	Self-catering cottages
Number of employees:	2 employees
Number of years in operation:	5 years
Marketing advantages:	Although guests did not choose their business because of its green credentials five years ago, increasingly many have commented on their environmentally-friendly approach. Guests are becoming more passionate about these issues, making repeat business one of their key successes.
Benefits to the environment:	Less use of energy.
Initial financial outlay:	Wind turbine: £30,000 including installation PV panels: £7,000 including installation Biomass boiler: £20,000 including installation Light bulbs: £400
Running costs:	Cost for Smart Meter but otherwise low and offset by the fact that they can identify problems within the different parts of their estate quickly.
Time:	About 10 minutes a week to note the figures and input them into a spreadsheet.
Staffing:	Not required
Length of payback on investment:	Wind turbine: 10 years; PV: 7 years; biomass boiler: originally 3 years but halved through the rising cost of oil
Contact for more details:	www.millbrookcottages.co.uk Owners: Kate and Bob Jones

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