

# Low Carbon Tourism: an update June 2011

Low Carbon Tourism is an initiative that runs in the popular tourist area that stretches between Ambleside and Grasmere and into the Langdale Valley. The aim of the project was to bring together tourism businesses concerns that are preventing them to achieve responsible tourism and find solutions.

Following on from our Low Carbon Tourism seminar in March 2011, we used businesses ideas to create an 'Action Plan'. This focuses our future work and ensures that projects provide solutions for local people. As a result - helping make the dream of a Low Carbon Lake District become a reality.

Thank you for sharing your ideas with us and allowing us to take these 'barriers' of achieving low carbon tourism and create a targeted strategic action plan. Here's an update on what has been achieved so far. ..



## 1) Base Level Actions

### **Improve dissemination of grant and incentive information to businesses**

Many businesses find it difficult to locate suitable grants, loans and incentives that can help them green their business. In fact, it's so difficult, we find it hard to find these too! There is little coordinated approach in promoting available grants and this makes the information sprawling and time consuming to sieve through.

We've created a new website that brings together current and relevant grants, loans and incentives that are available to Cumbrian tourism businesses. We hope you find it useful! [www.cumbriagreengrants.org](http://www.cumbriagreengrants.org)

## **cumbriagreengrants**

### **Provide further information for guests to encourage low carbon actions during their stay (e.g. leaflet or information cards)**

Our Sustainable Tourism section on our website for Visitors is full of tips for guests to have an enjoyable and low impact holiday. We're currently planning how to deliver useful tools for businesses that promote low carbon actions for guests during their stay. Watch this space.

### **Help improve energy efficiency of holiday cottages**

We're in the process of planning a series of meetings with holiday cottage owners and letting agencies to discuss how to best improve the efficiency of self-catering accommodation.

It's very much in the interest of the property owner to explore efficiency measures as it will mean extra money in the pocket. We're trying to work with e.g. insulation providers to coordinate discounted installation to help improve clusters of cottages.

### **Encourage local catering colleges to disseminate information on local, seasonal produce**

We're about to start working with Taste Cumbria, CREA and Chefs NW to promote the importance of local and seasonal produce. We want more chefs to know about the economic and environmental benefit of buying local and ensure this message is better translated in the hospitality industry, such as hotel restaurants.

### **Engage more local tourism businesses with our work and the work of other, similar organisations**

We're in the process of having a new Greener Tourism leaflet produced. This leaflet strips low carbon tourism and makes it clear cut for those new to green tourism. We're producing, for the first time, a joint leaflet with other available green business support groups to showcase what support is available.

It explains the difference between different support groups, such as Nurture Lakeland, CBEN and CGBF. The leaflet will also raise awareness of other support options, such as the Green Tourism Business Scheme. It is hoped that the clear message of this campaign will reach the unconverted and influence more businesses to support our work.

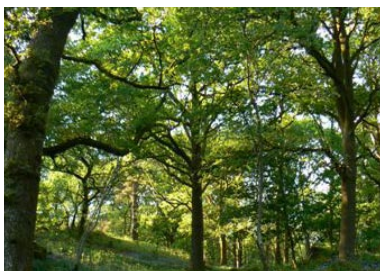


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## **Explore opportunities for 'carbon capture', such as woodland creation**

We've been chatting with Cumbria Woodlands and Natural England to explore carbon capture opportunities through woodland creation and management. We're going to be helping Cumbria Woodlands identify potential sites for wood fuel users and locations that could improve their woodland management. We're also setting up a fund through our Visitor Payback scheme dedicated to woodland creation.



## **2) Mid Level Actions**

### **Increase scope of the Fresh Air is Free campaign (which encourages car free holidays)**

Fresh Air is Free's website has been improved. We now have a full section of downloads, visitors and businesses can use these to facilitate inspiring car free days out.

We've also improved the toolkit facility for businesses, so more businesses can create their own car free materials for guests, with an array of templates to use for their marketing. The visitor information has also been expanded geographically, allowing guests across the National Park to access car free days out.

We've also been working with the Sustainable Transport Adviser for the National Park and County Council to discuss how we can obtain further funding to improve and develop this project, following successful feedback.



## **Increase local food procurement and promotion**

We've met with the Food Tourism Officer from Cumbria Tourism to understand what is being done to promote local food. We are in the process of working to support these promotions as a sustainable tourism message.

## **Improve opportunities for food waste recycling**

We're working with partners to tackle the issue of food waste recycling. We're going along to a drop in event on 13th July at Rydal Hall (see our events page on our website) about a new food waste solution, available for businesses. Join us to learn out more, alternatively I will be reporting back on what potential this has for a business like you.

## **Raise awareness of water savings within tourism businesses**

In partnership with other green organisations such as CBEN and CGBF, we're going to be running training events on water management. The cost savings when saving water can be incredible.

Look out for our workshops that we'll be holding as part of work in Windermere (improving water quality) and our Green Eden scheme (responsible tourism in and around the Eden Valley).

## **3) High Level Actions**

### **Improve commercial recycling opportunities**

I met with South Lakeland District Council in April to discuss how business waste can be improved. If you look at our 'recycle it' section in the Sustainable Tourism pages of our website, you can find agencies that can help support your business with commercial waste and recycling. We're continuing to lobby with local authorities about how things can be made easier for businesses.

### **Increase awareness of the climate change agenda with various groups in local authorities or agencies**

Becky Willis, Climate Change Adviser for the National Park, has met with Cumbria County Council to discuss the carbon strategy. She continues to work with the council to ensure the message of low carbon, including tourism, is understood and integrated into decision making.

### **Communicate tourism sector concerns on waste and recycling**

Visit the Sustainable Tourism section in our website for businesses, and find a list of relevant contacts that can support you with waste and recycling in 'Recycle it'. Our new Green Eden project in the east of the county is ensuring business recycling is embedded into its development plan and we will continue to drive this forward Cumbria wide.

Low Carbon Tourism is a project delivered by Nurture Lakeland and funded by:



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