



# Green Tourism Awards

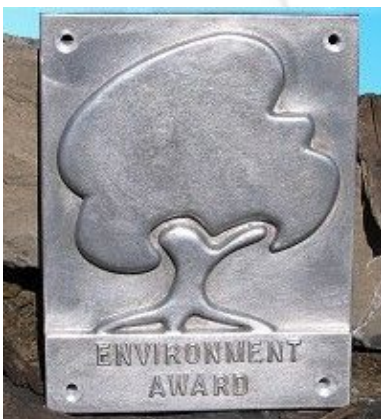
## Newsletter - Summer 2005

### Introduction

Welcome to the Green Tourism Awards newsletter, which will keep you informed about two important environmental projects aimed at tourism businesses in this region.

Designed to recognise outstanding achievement in improving sustainability, the Green Tourism Awards are operating in parts of Blackpool and in parts of North and Western Lancashire.

More than a hundred hoteliers and similar businesses are taking part in Blackpool Council's Blue Sky Resorts Network programme, while in Lancashire, companies are participating in the Chamber of Commerce's SusTourEx programme. Both projects receive funding support from the European Union and are delivered in partnership with Lancaster University.



In this newsletter, we will highlight the progress that is being made by many of the region's businesses and how their commitment to sustainability is yielding tangible commercial benefits.

### Blackpool's First Green Tourism Award Winner



On 27<sup>th</sup> April, the Clifton Court Hotel on Clifton Drive became the first hotel in Blackpool to win a Green Tourism Award for environmental sustainability. Hotel manager, Graham Kamp (pictured right) received the award at a special presentation ceremony from project consultant, David Bowker.

At the hotel, Graham has introduced new energy saving measures including the installation of low energy lighting and a key-card power control system that prevents energy being wasted while guests are out of their rooms.

The hotel has also introduced a recycling policy and an environmental awareness scheme aimed at both staff and guests. This provides a simple but effective reminder about the importance of simple things like keeping doors and windows closed and turning off electrical appliances when not in use.

### National Football Museum Wins Preston's First Award

The National Football Museum has become Preston's first visitor attraction to win a Green Tourism Award for environmental sustainability. The Museum's Corporate Hospitality Manager, Karlyn Forrest, received the award on Friday 27<sup>th</sup> May from Simon Blackwell of North & Western Lancashire Chamber of Commerce.

A relatively new building, the Museum already incorporates many modern energy saving features. In addition, however, staff are keenly committed to reducing waste and maximising energy efficiency wherever possible – not only as a result of new technology, but also through greater environmental awareness and effective management systems.

Simon Blackwell said: "The National Football Museum is one of Preston's best known tourist destinations, attracting more than 100,000 visitors each year. It is therefore very gratifying to see that it is setting such a positive example of environmental responsibility."



If you would like to take advantage of the support that is available through the Green Tourism Awards, please contact Nick Cockayne on **01254 249991**.



For further information, please visit the Green Tourism Awards website:

[www.green-tourism-awards.org.uk](http://www.green-tourism-awards.org.uk)



The Green Tourism Awards are supported by the European Union's Regional Development Fund and the Single Regeneration Budget.



## June Sees Record Number of Award Winners

June 2005 was a time of tremendous achievements by local hoteliers – particularly those in the Blackpool area. In all more than 30 hoteliers and related businesses won Green Tourism Awards in the run-up to the Summer season.

On Thursday 16<sup>th</sup> June, 21 hoteliers received their awards from Councillor Fred Jackson at a special event hosted by the Blackpool Hilton. Then, on Wednesday 22<sup>nd</sup> June, a further 12 hoteliers picked up awards and certificates at the Solaris Centre (pictured right.)



Project consultant David Bowker said: "In the early phases of the project, a lot of work was done behind the scenes - identifying opportunities for improving performance and helping hoteliers to implement changes that would reduce waste and save them money. Since then, the owners have worked very hard to make these changes and so I'm delighted to see that the results of their efforts are now becoming clear.

"June has seen a real surge in activity and many more businesses look ready to achieve the same high standard within a matter of weeks. It's an impressive result, and one of which Blackpool ought to be proud."

At the presentations, Councillor Jackson said: "Blackpool is certainly setting the standard for environmentally responsible tourism, and the number of awards being made today shows very

clearly what progress has been made. When tourists see these plaques outside hotels and guesthouses, they can be confident that the award holder has shown a real commitment to sustainability."

## Waste Questionnaire

A questionnaire about trade waste was recently distributed to Blackpool hoteliers. The results will shortly be posted on the GTA website.

## Lancaster's First Green Tourism Award

Forrest Hills – the Ellel based centre for business and outdoor pursuits – has become Lancaster's first conference and leisure venue to win a Green Tourism Award for sustainability. The centre's proprietor, Colin Newsham, received the award at a special ceremony at one of Forrest Hills' lakeside lodges on Thursday 9th June.

Forrest Hills combines a golf course, a rural conference centre, fishing lakes and a variety of outdoor pursuits. Its conference centre – which comprises a series of large modern log cabins overlooking the lake – boasts many environmentally friendly features such as the use of sustainable construction materials and a heating system powered by fuel from renewable sources.

Forrest Hills has also won awards for the creation and management of

wildlife habitats. One of its longest running programmes is to increase the local population of voles by managing large areas of grassland adjacent to the golf course. This provides a food source for the resident owls and hawks.

