



Bedruthan Steps Cornwall

Going green is no longer just an option for the hospitality industry – it's a necessity. Ellie Dyer, sustainability manager at Bedruthan Steps Hotel, located on the dramatic Cornwall coast, has certainly taken this to heart. In fact, since the hotel's opening in 1959 the family-run property has placed a strong emphasis on local produce and sustainability.

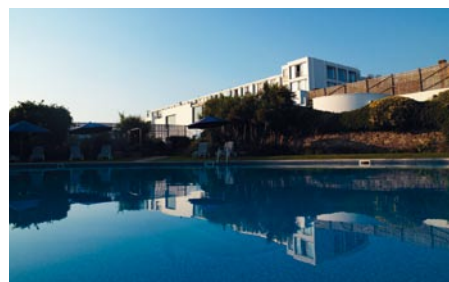
The hotel demonstrates exemplary environmental practices, including recycling, conservation and efficient water and energy consumption. Initiatives within the hotel range from light sensors in cloakrooms and using solar panels to heat the outdoor pool to dual-flush toilets and decorating the Christmas tree with recycled materials.

And its efforts are working. The hotel generates about 50% less carbon footprint than a typical four-star property of a similar size. Its carbon emissions per guest have also remained the same since 2004, despite opening year-round and increasing occupancy levels by 20%. It is currently installing a heat recapture system which uses waste heat from the fridges to preheat water to ensure further savings.

The hotel has also shown a forward-thinking approach to sustainability by

appointing Dyer as full-time sustainability manager. Her role is to develop procedures, systems and tools to support the hotel's sustainable ethos, including reducing the company's carbon footprint and training staff on green issues. The hotel's staff are also encouraged to join a green team, which meets once a month to discuss new initiatives.

Bedruthan also goes a step further by helping the local community and taking care of the surrounding countryside. Initiatives include membership of both the Cornwall Wildlife Trust and Surfers Against Sewage, arranging local wildlife tours for guests, holding a car-free day as part of Cornwall's climate-friendly fortnight and organising quarterly beach cleans on its adopted Mawgan Porth Beach.



THE SHORTLIST

- Bedruthan Steps**
Cornwall
- Brighton House**
Brighton
- Cottage Lodge**
Brockenhurst,
Hampshire
- Strattons Hotel**
Norfolk