

**SUFFOLK
LEISURE & TOURISM**

CUT CARBON! BOOST BUSINESS*

VISITOR AND CULTURAL ATTRACTIONS TOOLKIT

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Tourist attractions offer unique experiences, from museums and historical landmarks, to national parks and more. Tourist attractions can contribute significantly to the local economy but can also impact local eco-systems, resources and contribute to global emissions. Due to the number of visitors this sector attracts each year their ability to influence visitors' attitudes on sustainable initiatives is also significant.

Visitor and cultural attractions can use this toolkit to highlight key areas of environmental impact and identify ways to manage and reduce this, helping to develop a more sustainable business model.

CONTENTS

- 3** **COMMUNICATE & ENGAGE**
Getting the message out there and engaging with your visitors
- 4** **SUSTAINABLE PROCUREMENT**
Reducing the impacts of your supply chain
- 5** **WASTE REDUCTION**
Going beyond the '3 Rs'
- 6** **SUSTAINABLE TRANSPORT**
Reducing the impacts of getting from A to B
- 7** **BUILDING INFRASTRUCTURE**
Cutting costs and cutting carbon
- 10** **PROMOTING BIODIVERSITY AND CLIMATE CHANGE RESILIENCE**
Climate Change Resilience Supporting the natural environment
- 11** **MONITORING**
Keeping track of the difference you are making

COMMUNICATE & ENGAGE	Relevant (please tick)	Underway (date)	Completed (date)
Include details of your environmental aims and commitments on your website, marketing materials and on site.			
Promote locally sourced products, materials, food, etc.			
Partner with local businesses that focus on sustainable practices. Look at the Carbon Charter Members Directory https://carboncharter.org/members-directory/			
Promote events and initiatives that focus on climate change/environmental sustainability/conservation etc.			
Provide visitors with advice on how to minimise their environmental impact while visiting. E.g. encourage the use of reusable water bottles, responsible wildlife interactions, responsible waste disposal etc.			
Display certifications like Carbon Charter or other certifications that demonstrate your business's commitment to sustainability.			
Use social media to highlight your environmental aims, commitments and initiatives and engage with visitors in discussions about sustainability. Ask your customers to share their sustainability efforts through social media or feedback surveys.			
Consider setting an emissions reduction target and keep staff updated with progress to keep them motivated.			
Ensure staff know how to use heating and cooling effectively, making use of timers and thermostats.			
Ensure staff are dressed appropriately for the temperature.			
Ensure staff and visitors are not opening windows whilst heating or cooling is on.			
Establish an energy awareness campaign amongst your staff.			
Implement a 'switch off' policy for all equipment when not in use.			

SUSTAINABLE PROCUREMENT	Relevant (please tick)	Underway (date)	Completed (date)
Develop a sustainable procurement policy for food, materials, equipment and other purchased goods (approved and supported by senior management).			
Procure goods and services locally where possible.			
Engage with your suppliers to minimise waste in your supply chain and identify more sustainable products with less packaging and a longer life expectancy. Bulk buy and refill where possible to reduce packaging waste (e.g. food, soap, cleaning products etc.).			
Consider working with businesses with a track record of sustainable business practices or look for other environmental credentials from your suppliers (e.g. the Carbon Charter https://carboncharter.org/members-directory/)			



Communicate your sustainable procurement policy to staff and to key suppliers

Woodbridge Tide Mill Museum

"Grain is bought from local grain merchant Jewers and is sourced from Weston (near Halesworth) Grain is delivered in bulk (1 tonne quantities) in paper sacks which are re-used. All flour is packed in paper sacks which are purchased from a local supplier in Norfolk All products sold in the gift shop are made in Suffolk."

WASTE REDUCTION

	Relevant (please tick)	Underway (date)	Completed (date)
Ensure you are up to date with environmental legislation covering waste generation and disposal at your business https://carboncharter.org/legislation/			
If you have an appropriate outside area, compost your food waste and tea bags etc. If not, arrange for a green/food waste collection.			
Avoid the use of single-use plastics. Introduce reusable plates, glasses, cutlery and utensils.			
Go paperless, wherever possible by introducing digital leaflets with QR code access and digital tickets.			



Communicate via posters, signage, digital programmes etc to ensure that your visitors understand how to dispose of their waste correctly and maximise the % of waste that is recycled.			
Ensure that the staff in your establishment know what can be recycled and composted. Use stickers, posters and clearly labelled bins.			



Africa Alive

"No waste goes to landfill. In partnership with their waste recycling contractor, their paper, glass and plastic waste is recycled wherever possible, metals are sent for recycling, and electrical equipment is safely dismantled and reused. In-house they shred and re-purpose wood and compost garden waste to use in crop growing. Separated food waste goes to an Anaerobic Digestion Facility (ADF), where it is processed for farm use and the biogas returned to the National Grid as renewable energy."

SUSTAINABLE TRANSPORT	Relevant (please tick)	Underway (date)	Completed (date)
Install electric vehicle charging points for staff and customers. Visit https://www.suffolk.gov.uk/roads-and-transport/transport-planning/plug-in-suffolk for details of the Suffolk EV charging scheme and https://www.gov.uk/guidance/electric-vehicle-chargepoint-and-infrastructure-grant-guidance-for-installers for grants for EV charging points.			
Encourage sustainable commuting and business travel by developing a sustainable travel policy and providing information on public transport options: https://www.suffolkonboard.com/ways-to-travel/bus/bus-timetables/ for Suffolk bus timetables.			
Become part of the 'Bike to Work' scheme, enabling employees to pay for a bike and equipment in tax-free monthly instalments, and provide secure cycle parks https://www.bike2workscheme.co.uk/			
Invest in an electric vehicle (EV) or pool car.			
Encourage visitors to adopt sustainable transport by including information on bus routes etc on your website: https://www.suffolkonboard.com/ways-to-travel/bus/bus-timetables/ for Suffolk bus timetables.			
Consider offering a discount for guests/visitors accessing your site by public transport or active travel. Champion car-free visitors by becoming part of an initiative such as: https://www.goodjourney.org.uk/join-us/			
Advertise electric bike or car share schemes to staff and customers.			

BUILDING INFRASTRUCTURE	Relevant (please tick)	Underway (date)	Completed (date)
Ensure boilers and air-conditioning units are well-maintained and serviced regularly by qualified personnel.			
Install smart thermostats and Thermostatic Radiator Valves (TRV's) where appropriate to reduce heating of unnecessary areas.			
Where heating equipment is old and inefficient consider upgrading to low carbon alternatives – contact the Sustainable Business Services Team for advice on NetZeroSuffolk@groundwork.org.uk			

Lighting

Check any outside lights are on sensors and/or timers.			
Upgrade older lamps to LED energy efficient alternatives and install motion or daylight sensors.			
Keep light fittings and skylights clean to make the best use of the natural light available.			
Check whether roofs and walls are already sufficiently insulated and if not increase insulation levels.			

Heat loss & Insulation

Reduce wasted energy use by installing draught-proofing around leaky doors and windows.			
Consider installing secondary glazing or double/triple-glazed units when older windows need to be replacing.			
Consider including draught-proofing measures.			

Renewable Energy

Generate renewable electricity on site by installing solar PV. For external sites with no fixed building consider using portable solar panels. Savings are best when the majority of electricity can be used on site but excess generation can be sold back to the grid under a Smart Export Guarantee (SEG) Tariff, see https://www.ofgem.gov.uk/environmental-and-social-schemes/smart-export-guarantee-seg			
Consider battery storage solutions which can be used to store unused electricity generated from solar PV.			
Switch to a 100% renewable REGO certified energy tariff supplying and investing in low carbon electricity and/or gas. See https://www.ofgem.gov.uk/environmental-and-social-schemes/renewable-energy-guarantees-origin-rego and https://www.greengas.org.uk/certificates for more details.			

Water Efficiency

Take a walk round your site to check for dripping taps or WC cistern overflows. Make a note of areas of significant water use and prioritise action in these areas.			
Install water saving equipment, such as push and spray taps (these can lead to 50% savings in water use through taps), low flush toilets and waterless urinals or PIR sensors.			
Consider opportunities for a water butt – if you have a garden or indoor plants rainwater could be used for watering.			
Consider larger scale rainwater harvesting where there is a sufficient demand for non-potable water (e.g. cleaning, laundry, toilet flushing).			
Hot water can cost between 2–4 times as much as cold water once energy costs are taken into account. Achieve additional savings by only using hot water where completely necessary.			



Raising awareness of your water efficiency initiatives can help to break bad habits amongst employees – and visitors. Use signs or posters to promote a water efficient culture.			
Introduce a suggestion scheme so your employees and visitors can share their water saving ideas with you.			
Ensure all staff are aware that surface drains are only designed to carry rainwater and any waste entering these drains can therefore end up polluting local watercourses, harming fish and other wildlife.			

Refrigeration

Ensure refrigeration equipment is properly checked, repaired and maintained.			
Review temperatures and adjust to ensure they are appropriate for the type of food and drink they contain. The recommended temperature for fridges is 5 °C and -18 °C for freezers.			
Investigate new refrigeration equipment with modern refrigerants, and closing doors or curtains.			
Investigate refrigeration condenser heat recovery systems.			
Consider renting equipment. https://carboncharter.org/equipment-sharing-platforms-a-game-changer-for-small-manufacturers/ for more information.			

PROMOTING BIODIVERSITY AND CLIMATE CHANGE RESILIENCE	Relevant (please tick)	Underway (date)	Completed (date)
Consider opportunities to leave 'wild' areas around your site, as unmown areas can provide food and shelter for a range of wildlife.			
Consider sowing and maintaining a wildflower meadow.			
Bird and bat boxes installed around your site will also support biodiversity.			
Installing well-maintained bird feeders to support wild bird populations (feeding should continue year-round) and can help raise awareness of the local wildlife.			
Consider the opportunity that exists for sustainable urban drainage on site – storing or re-using surface water at source, decreasing flow rates to watercourses using natural infiltration and improving water quality.			
Evaluate your vulnerabilities to climate change – look at the physical infrastructure, staff, and supply chains to identify areas of vulnerability and identify practical steps you can take to reduce these.			
In your garden/external areas, grow plants that are resilient to climate conditions and reduce the need for frequent watering.			
Consider developing a severe weather, flood and wider resilience plan. For further support visit: https://suffolkprepared.co.uk/wp-content/uploads/2023/02/SRF-Severe-Weather-Plan-Issue-5.pdf			
Consider designing outdoor spaces that can withstand changing weather patterns, such as shaded areas for hot climates, heated areas for colder climates, or storm-resistant furniture and structures.			
Consider how tree planting, for example, can provide shading and improve water retention in the local area.			



Establishing outside eating areas will allow staff/visitors etc to 'connect with nature' which can increase productivity and alleviate stress.

Encourage employees to get involved with local conservation activities to encourage team building and boost morale. Visit <https://www.suffolkwildlifetrust.org/corporate> for further information.

MONITORING

	Relevant (please tick)	Underway (date)	Completed (date)
Calculate a carbon footprint from your annual electricity and fuel use. You may be eligible for free support – contact the Sustainable Business Services Team on NetZeroSuffolk@groundwork.org.uk			
Look for patterns of use or unusual levels of consumption e.g. is equipment being left on at night unnecessarily? Are there any leaks causing water consumption out of hours? etc			

Take regular meter readings and record these.	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Electricity Meter Reading (kWh)				
Water Meter Reading (m3)				
Gas Meter Reading (kWh)				
Heating Oil Usage (litres)				
Fuel Usage (litres/miles)				