

Practical Action for a Sustainable Visitor Experience

Sustainability in the visitor economy is no longer defined by ambition alone, but by practical action. Across the sector, businesses are implementing targeted initiatives that reduce environmental impact while improving customer experience and operational efficiency.

The following examples highlight how different organisations have approached key areas of their operations.

Fuels

FOLKEAST
FESTIVAL

What have they done?

Reduced fuel use at festivals by switching to solar power

How did they do it?

- Installed a 32-amp solar power system for LED lighting and part of the arena
- Made the system mobile to share with other events
- Complemented their existing Solar Decker Bus for stage power
- Partnered with a Carbon Charter member specialising in sustainable event power

What has this achieved?

- Saved an estimated 410 litres of diesel and cut 1.28 tonnes of CO2e emissions in one festival season, with overall fuel use reduced by one-third.

Visitor Travel

NW

What have they done?

The New Wolsey Theatre are encouraging visitors to use sustainable transport.

How are they doing it?

- Provided clear public transport guidance via Goodjourney.org.uk
- Offered a 15% drinks discount for audience members arriving by public transport
- Cycle racks on site

What has this achieved?

A noticeable uptake in more sustainable means to traveling to their theatre, bringing down emissions.

Energy

The Cut

What have they done?

The Cut have focused on reducing energy use across their older building

How did they do it?

- *Installed solar panels*
- *Switched to LED lighting throughout*
- *Improved insulation (new entrance door, replaced skylight)*
- *Introduced an air source heat pump*
- *Upgrading windows to energy-efficient units*
- *Took a phased approach, prioritising practical, fundable improvements*

What has this achieved?

Lower energy use and costs, improved building efficiency, and a more sustainable long-term future for the venue.

Procurement & Waste

The Brook Inn
Washbrook

What have they done?

The Brook Inn have focused on sustainable food sourcing and waste reduction

How did they do it?

- *Sourced ingredients locally to cut food miles*
- *Used whole ingredients (e.g. trimmings for stocks)*
- *Reduced food waste*
- *Reused and recycled materials including cardboard, bottles, plastics, cooking oil, toner cartridges, and light tubes*

What has this achieved?

Lower waste disposed, lower environmental impact and stronger ties with local suppliers.

The Trailblazers Tourism project was funded by Suffolk's public sector leaders and delivered by Groundwork East's Sustainable Business Services team.

For your free Sustainability toolkit please visit: <https://carboncharter.org/trailblazers/>