

Green Tourism

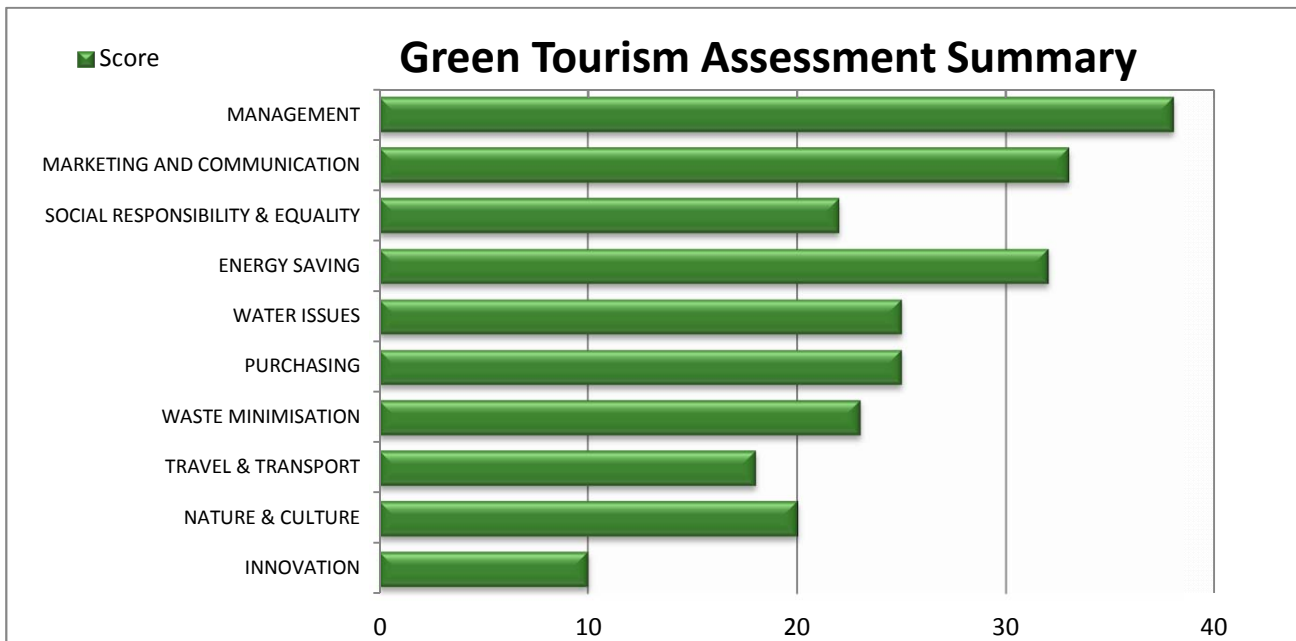


GOLD
Percentage Scored 82%

Awarded to:

Pennywell Farm
Lower Dean
Buckfastleigh
Devon
TQ110LT

Assessor: Stuart Park
Site Co-ordinator: Chris Murray
Date of Assessment: 10 November 2015
Membership Number: SW176



www.green-tourism.com



Pennywell Farm

A qualified assessor for Green Tourism undertook an accreditation grading visit at the above named site. This is a summary of the activities being undertaken on site in relation to the Green Tourism criteria. This audit report is a statement on the performance of the business as a sustainable tourism operation.

Current Award Status

Gold - (Version V)

Achieved on Ver V Criteria

82%

**Level of Award
Version V**

GOLD

Green Tourism Promotional Statement

Pennywell Farm continues to do very well indeed, maintaining the GOLD award once again. The site is one of the founder Green tourism members in England and definitely an ambassador for Green Tourism and sustainable tourism in the South West. Chris and the Team have made considerable effort to ensure the attraction is extremely green - modern technology is utilised while education and interpretation on sustainable practices is communicated in a fun and engaging way. Around the site there are useful interpretation boards on water treatment, solar collection and the many animals. The cafe stocks a good amount of Devon produce giving guests a taste for the region and a recycling system reduced landfill waste significantly.

Green Tourism Opportunities

You will note that the scoring has tightened up in some areas with the new Version 5 Criteria. this is due to advancements in awareness and also technology. There are still some improvements to make at Pennywell. Some older kitchen equipment could be replaced with new technology (there is an older CFC containing fridge) while more LED lights could be continued to be rolled out inside and outside. A food map could be good way to promote the provenance of the food and drink you use while longer term a food waste pickup should help to reduce the impact to landfill further. Further recommendations have been made throughout the audit report, which should be read in conjunction with the criteria document. Additional supporting information can be found in the members area on the Green Tourism website.

	Indicators	Score	%	
Management	9	38	84%	EXCELLENT
Marketing And Communication	7	33	94%	EXCELLENT
Social Responsibility & Equality	5	22	88%	EXCELLENT
Energy Saving	9	32	71%	VERY GOOD
Water Issues	7	25	71%	VERY GOOD
Purchasing	6	25	83%	EXCELLENT
Waste Minimisation	6	23	77%	VERY GOOD
Travel & Transport	5	18	72%	VERY GOOD
Nature & Culture	4	20	100%	EXCELLENT
Innovation	2	10	100%	OUTSTANDING
	60	246		

FURTHER RECOMMENDATIONS & ACTIONS

Ref	Criteria opportunities	Comment
1.06	CFC and HFC avoidance	Fridge in good condition but noted to have R12 gas which is a CFC. Could look to change this out and replace with high efficient model.
1.14	Monitoring Energy Use	Gas and Elec monitored monthly and solar monitored daily. Could have a summary of figures for guests and as another way to tell your green story.
2.05	Social media linked to Green Tourism	Could promote green ideas/action of the month and Green Tourism on your social media sites. GT details are:- Twitter - @GreenSuggests when tweeting offers, competitions, green related stories or pictures that may be of interest to your customers. Follow and mention @GreenTourismUK to find out about Green Tourism news or when tweeting green stories, tips and news that may be of interest to other Green Tourism members. Use #green, #greentourism, and #Green TourismGold. Facebook Like our Facebook page Green Tourism and tag us into relevant posts, comments and photos.
2.12	Use or promotion of Green Tourism accommodation	Consider promoting Green Tourism accommodation on your website.
3.07	Healthy eating information	Could promote healthy eating (calories) on guest information. How many calories will you burn walking round Pennywell and using attractions.
3.10	Information in an accessible format	Access statement on the website. Clear and large print on onsite interpretation and leaflets. Consider customising the website more to be more accessible. See http://www.bbc.co.uk/accessibility/
4.01	Efficient fridges and freezers	A+ domestic fridges and older foster units but in good condition. When replacing look for units on Energy technology List.
4.04	Internal low energy lighting (with controls)	Lots of low energy bulbs throughout. Could look to phase out remaining halogen spots - ideally with LEDs.
4.10	Thermally efficient buildings	Mix of insulation and glazing. Could look to top up more areas where possible.
5.02	Basin and sink taps	Restrictors or aerator fittings can reduce flow. Aim for around 5 litres per minute per tap.
5.04	Urinal controllers, individual flush or waterless urinals	Slow drip. Could opt for sensor controlled or waterless urinal to avoid unnecessary flushing (especially when closed or at night).
5.13	Chlorine-free cleaners	Some bleach used due to animals and environmental health. Could look at alternative to chlorine bleach. Could look into oxygen based bleach instead which breaks down easier. Would Jeyes fluid be suitable? - could investigate.

6.01	Supplier screening	Lots local used and have some policies in file. If you wish to screen your suppliers further there is a template questionnaire on the GT members area of the website which you may find helpful.
6.04	Running a Green Office	Have reduced print run from 200000 to 125000. Some recycled paper used. Consider professional printer cartridge refills to help 'close the loop'. See case study on Gleneagles hotel
6.14	Local meat & dairy	Local ice cream, meat and Cornish Pasties sold. Ensure to tell guests where food comes from . A food map could be a nice visual way to get the message across.
7.02-7.06	Reduce, reuse, recycle	Recycled system seems to work well. Keep aware of the waste hierarchy and look for other ways to reduce and reuse as much as possible. Some reuse.
7.10	Kitchen waste composting	Cant compost onsite but should look into an uplift service for food waste
8.09	Electric car charging point	The introduction of an electric vehicle charging station could be looked into or promoted. Zero Carbon World also offer car charging points. See www.zerocarbonworld.org .
8.12	Promotion of visitor travel carbon accounting and offset services	Should look at overall carbon footprint of your business and having long term plan for reduction. Could also consider promoting an offset e.g. http://www.broadwaymanor.co.uk/ecotourism/carbon-offset.html or http://www.tomich-holidays.co.uk/green.htm

Business Site Name: Pennywell Farm
Business Type: Visitor Attraction
Green Co-ordinator: Chris Murray
Membership Code: SW176
Address: Lower Dean
Town/City: Buckfastleigh
County: Devon
Postcode: TQ110LT
Date of Visit: 10 November 2015
Assessor: Stuart Park

PRIORITY COMMENTS & RECOMMENDATIONS

Minimum standards		Comments
No.	Measure	Action / Comments
A01	Commitment to Sustainability Compliance with the Equality Act 2010 & Accessibility Statement Equal opportunities in workplace Staff training on local social concerns Relevant insurance Professional certification for experience providers Minimum wage for staff and contractors Social inclusion in training and development	Very committed business. Valerie also met on day of visit.
A02	Commitment to Quality High degree of cleanliness (access to inspect) Fit for Purpose Significant Risks Website claims description of business and services Terms and conditions: Cancellation, pricing, payment info, customer care Public liability and fire safety: Licences, accessibility	No issues
A03	Pollution prevention Pollution prevention from aerosols, oil tanks, grease traps and car parks Suitable waste containment and disposal (inc sanitary waste) Proper chemical storage Hazardous waste treatment Noise, litter and visual impression	Bunded oil tank Oil interceptor.
A04	Risk Management Emergency response (environmental) & first aid Greenwash (no misleading eco statements)	All core staff are first aid trained and defibrillator onsite.
A05	Invasive Species & Heritage Protection No invasive species No habitat destruction No cultural or historical destructions	Look out for non native species in and around your business. See http://www.nonnativespecies.org/ for information.

Key to symbols:	✓	Scoring measure (0-5) - included in the grading score
	☑	Measure in place to some extent, but a sufficient number of relevant measures have already been scored to achieve award.
	⊙	Recommended measure to focus on in future

No.	Measure	✓	Score	Action/Comments
1	Management			
1.01	Commitment to sustainability	✓	5	Business is committed to sustainability and the Green Tourism programme.
1.02	Green Policy OR Statement	✓	5	Pennywell does very well in telling the green story. Info on website and on display on site.
1.03	Establishing a green action plan	✓	4	action plan created. Can also use the main recommendations from this report to help.
1.04	Green Management File	✓	5	Very good evidence presented on day of assessment by Valerie.
1.05	Maintenance			
1.06	CFC and HFC avoidance	✓	0	Fridge in good condition but noted to have R12 gas which is a CFC. Could look to change this out and replace with high efficient model.
1.07	Carbon Calculator (Annual Performance Information)	✓	5	Have filled out carbon calculator for 2 years.
1.08	Carbon Management Plan	⊙		Longer term the site could look to have a carbon plan perhaps based on 1.07.
1.09	Green Electricity for Space Heating			
1.10	Establishing a Green Team	✓	5	Green team in place which seems to work well.
1.11	Staff sustainability awareness	✓	5	Very green aware staff. Welcome to Pennywell induction has green training.
1.12	Training and Development	⊙		As 1.11. Look out for more local green training events to attend.
1.13	Specialist sustainable development advice	☑		Have had some advice on biomass.
1.14	Monitoring Energy Use	✓	4	Gas and Elec monitored monthly and solar monitored daily. Could have a summary of figures for guests and as another way to tell your green story.
1.15	Monitoring Water Use	☑		Have detected leaks through monitoring.
1.16	Monitoring Waste & Recycling	⊙		Know costs but could try to find out tonnage to landfill vs recycling. This could be a starting point for further landfill reductions and cost savings.
1.17	Monitoring the purchase of consumables (paper, chemicals etc.)			
	TOTAL	9	38	

2 Marketing and Communication

2.01	Green profile & use of Green Tourism logo	✓	5	Excellent promotion of Green Tourism.
2.03	Provision of public transport information on website	✓	3	Quite a rural site but has some info on public transport in the local area.
2.04	Display Information	✓	5	Throughout the park there are numerous notices telling the green message. Pennywell POW facts, solar tracker etc.
2.05	Social media linked to Green Tourism	⊙		Could promote green ideas/action of the month and Green Tourism on your social media sites. GT details are:- Twitter - @GreenSuggests when tweeting offers, competitions, green related stories or pictures that may be of interest to your customers. Follow and mention @GreenTourismUK to find out about Green Tourism news or when tweeting green stories, tips and news that may be of interest to other Green Tourism members. Use #green, #greentourism, and #Green TourismGold. Facebook Like our Facebook page Green Tourism and tag us into relevant posts, comments and photos.
2.06	Green Tourism Ambassador and mentoring	✓	5	
2.07	Creating a Responsible Visitor Charter	✓	5	Many encouraging message and responsible charter on display.
2.09	Specialist education and interpretation	✓	5	12-14000 school kids per year, education on sustainable farming practices, pond dipping, how to make minibeasts motels etc. "Dr Chris Murray" interns and lectures on Sustainable Tourism.
2.10	Participation in a green business network or initiative	✓	5	DEBI member and have hosted a number of tourism events over the years. Springboard for Tourism.
2.12	Use or promotion of Green Tourism accommodation	⊙		Consider promoting Green Tourism accommodation on your website.
2.13	Green Marketing			
2.14	Green Meetings or Events Packages	☑		Hosting weddings, baptisms and even a funeral.
2.16	Green Feedback	⊙		Could ask your guests specific green questions to gauge how much it means to be green and for them to offer suggestions for improvement. Should keep track of this.
	TOTAL	7	33	

3 Social Responsibility & Equality

3.01	Local social community projects	✓	5	Hugely community focused organisation. Support families of service personnel and support Air ambulance, Torbay Holiday Helpers Network, Patron of Children and Families group. Have given equivalent of £40000 raffle prizes each year.
3.02	Community work on local environment			
3.03	Visitor Payback (Visitor Giving) initiatives	☑		Collection boxes for aim ambulance.
3.04	International sustainable/responsible projects	✓	4	Trialling hand pumps for seed sowers trust.
3.05	Ethical screening processes			
3.06	Social Responsibility Statement			
3.07	Healthy eating information	⊙		Could promote healthy eating (calories) on guest information. How many calories will you burn walking round Pennywell and using attractions.
3.08	Fairly traded food & drink	✓	4	Most items are Fair trade or from ethical tea partnership.
3.09	Ethical and organic furnishings			
3.10	Information in an accessible format	✓	4	Access statement on the website. Clear and large print on onsite interpretation and leaflets. Consider customising he website more to be more accessible. See http://www.bbc.co.uk/accessibility/
3.11	Provision of ramps and other practical support	✓	5	Very good access throughout the site. Ramps, accessible toilets, interpretation boards, voice interpretation. Work with Lifeworks college and have two disabled students.
3.12	Accessible surrounds			As 3.11
3.15	Animal Welfare and Responsible Pets			Dog kennels available. Veterinary record presented on day of assessment.
	TOTAL	5	22	

4 Energy

4.01	Efficient fridges and freezers	✓	3	A+ domestic fridges and older foster units but in good condition. When replacing look for units on Energy technology List.
4.02	Energy efficient air conditioning			
4.03	Energy efficient cookers and other kitchen equipment			
4.04	Internal low energy lighting (with controls)	✓	3	Lots of low energy bulbs throughout. Could look to phase out remaining halogen spots - ideally with LEDs.
4.06	LED Lighting	✓	3	Several dozen LEDs are in place. Could look to roll out more throughout the complex.
4.07	External lighting with suitable controls	✓	4	LED and sodium lamps.
4.08	Heating and cooling controls for building zones and bedrooms	✓	4	TRVs throughout.
4.09	High efficiency boilers	✓	4	Worcester Greenstar 28i Junior.
4.10	Thermally efficient buildings	✓	3	Mix of insulation and glazing. Could look to top up more areas where possible.
4.11	Other insulation, heat recovery and draught sealing			
4.12	Low energy design and refurbishments			
4.13	Hot water temperatures, settings, insulation and storage	✓	3	Ensure all pipe runs and joints are well insulated
4.14	Solar Hot Water Heating and Storage			
4.15	Inverter drives for motors (fans, pumps and lifts)			
4.16	Voltage optimisation			
4.17	Heat pumps and Biomass systems			
4.18	Wind turbine systems			
4.19	Photovoltaic and micro hydro systems	✓	5	60kW PV. Also Solar Tracker.
4.20	District heating systems and combined heat power (CHP)/high efficiency boat engines			
	TOTAL	9	32	

5 Water

5.01	Showers			
5.02	Basin and sink taps	⊙		Restrictors or aerator fittings can reduce flow. Aim for around 5 litres per minute per tap.
5.03	Self-closing taps (push or sensor)	✓	4	Most are push taps.
5.04	Urinal controllers, individual flush or waterless urinals	✓	2	Slow drip. Could opt for sensor controlled or waterless urinal to avoid unnecessary flushing (especially when closed or at night).
5.05	Low flush toilets, including dual flush or displacement devices	✓	3	Some dual flush. Hippos didn't really work
5.06	Water efficient dishwashers and kitchens			
5.08	Chlorine-free water treatments	✓	5	UV and filtered.
5.09	Rainwater and grey water harvesting	✓	5	Water from all roofs captured and goes to pond and reed bed. Water captured used for cleaning.
5.10	Don't Flush It awareness campaigns	☑		SW hygiene box has some signage.
5.11	Eco-friendly shampoos and personal hygiene products			
5.12	Phosphate-free soaps, detergents and bleaches	☑		Could trial several 'eco' brands e.g. Delphis Eco, Earth Renewable Solutions etc. Green Tourism website has discounts from several companies.
5.13	Chlorine-free cleaners	✓	2	Some bleach used due to animals and environmental health. Could look at alternative to chlorine bleach . Could look into oxygen based bleach instead which breaks down easier. Would Jeyes fluid be suitable? - could investigate.
5.14	Chemical-free cleaning systems & natural products	⊙		Microfibre cloths can help reduce need for chemical cleaners.
5.15	Cooking oil			
5.16	Pest control			
5.17	Ecological water treatment	✓	4	Klargester
5.18	Compost toilet option			
5.19	Flood prevention measures	☑		Water goes through separation chamber and reed bed onsite. See 5.09. Won 2014 SW Tourism Excellence Award for Water Management.
	TOTAL	7	25	

6 Sustainable Procurement

6.01	Supplier screening	✓	3	Lots local used and have some policies in file. If you wish to screen your suppliers further there is a template questionnaire on the GT members area of the website which you may find helpful.
6.02	Green Tourism supply chain			
6.03	Financial Services			
6.04	Running a Green Office	☑		Have reduced print run from 200000 to 125000. Some recycled paper used. Consider professional printer cartridge refills to help 'close the loop'. See case study on Gleneagles hotel
6.05	Paper products in housekeeping	✓	5	
6.06	Drinking water from the destination	⊙		Celtic spring - Wales. Could look at a more local option
6.07	Local drinks	✓	5	Torquay ale and cider, Heron Valley juice and other Devon drinks.
6.09	Less processed foods and intensively farmed products on the menu			
6.10	Local organic food			
6.11	Kitchen garden (herbs, vegetables)			
6.12	Vegetarian and vegan food options			Several options.
6.13	Local and seasonal fruit and vegetable	✓	4	Potatoes from Kingsbridge and sop from Exeter.
6.14	Local meat & dairy	✓	4	Local ice cream, meat and Cornish Pasties sold. Ensure to tell guests where food comes from . A food map could be a nice visual way to get the message across.
6.15	Sustainably sourced fish	⊙		If promoting or using fish should consider sustainability. http://www.fishonline.org/fishfinder?min=1&max=2&fish=&eat=1
6.16	Local food initiative			
6.17	Local crafts			
6.18	Traditional building products and techniques.			
6.19	Sustainable timber (hardwoods)	✓	4	New larch building from Longleat estate. Poultry houses are made locally - could keep more documentation on sustainable for next time.
6.20	Green energy tariffs			
	TOTAL	6	25	

7 Waste Minimisation

7.01	Reduction of packaging, backhauling and packaging avoidance			
7.02	Recycled marketing materials, paper reuse and recycling	✓	4	Recycled system seems to work well. Keep aware of the waste hierarchy and look for other ways to reduce and reuse as much as possible. Some reuse.
7.03	Recycled glass purchase/glass reuse and recycling	✓	3	Mixed cullet.
7.04	Recycled plastic purchase/plastic reuse and recycling	✓	3	Could look at veggar which is compostable. http://www.vegware.com/
7.05	Cardboard reuse and recycling	☑		Keep aware of the waste hierarchy and look for other ways to reduce and reuse as much as possible. Ensure to work with suppliers reducing packaging waste coming to site.
7.06	Aluminium and steel reuse and recycling	✓	4	
7.07	Textiles, fixtures and fittings			
7.08	Consumer related dispensers and dosing systems	✓	4	Most products bought in bulk and refilled dispenser.
7.09	Food waste control			Could look to move away from some single use items with excess packaging.
7.10	Kitchen waste composting	⊙		Cant compost onsite but should look into an uplift service for food waste
7.11	Garden waste (composting and peat free)			
7.12	Construction Waste (reuse and recycle)	✓	5	Reused concrete, slate. Obtained materials from Devon highways.
7.13	Conservation of Buildings			
	TOTAL	6	23	

8 Travel

8.01	Promotion of car free activities	✓	4	Onsite activities are pretty low or no carbon. Train, go carts, pig racing. Could also promote some local in the area. For ideas see: http://wheatlandfarm.co.uk/car-free-devon-holidays/
8.02	Public transport drop off within 500m			No buses. 2 miles away
8.03	Travel incentives and offers	✓	4	50 % discount if cycling to site.
8.04	Information on walking, cycling and other travel activities			
8.05	Cycle storage & cycle hire	✓	4	Cycle storage onsite.
8.06	Staff travel	✓	3	5 staff live onsite with some car sharing as well.
8.07	Monitoring guest travel & delivery transport			
8.08	Use and promotion of eco-friendly vehicles	✓	3	Tractor and trailer rides around far, Coach parking and voucher for drivers.
8.09	Electric car charging point	⊙		The introduction of an electric vehicle charging station could be looked into or promoted. Zero Carbon World also offer car charging points. See www.zerocarbonworld.org .
8.12	Promotion of visitor travel carbon accounting and offset services			Should look at overall carbon footprint of your business and having long term plan for reduction. Could also consider promoting an offset e.g. http://www.broadwaymanor.co.uk/eco-tourism/carbon-offset.html or http://www.tomich-holidays.co.uk/green.htm
	TOTAL	5	18	

9 Nature and Culture

9.01	Natural and cultural heritage initiatives	✓	5	Association Fellow of royal Agricultural Society. National trust member. Work closely with RSPB, DWT and WT.
9.02	Website information on culture and heritage			
9.03	Involvement in local cultural events and festivals	<input checked="" type="checkbox"/>		Sponsoring film festival n Totness
9.06	Information on nature attractions in the area			
9.07	Identification guides and other materials	✓	5	excellent interpretation Boards throughout the park as well as voice boxes.
9.08	Nature monitoring (nature diary/calendar)	<input checked="" type="checkbox"/>		Ongoing monitoring of some species e.g. bat. Guest spotting board didn't really work
9.09	Significant tree planting or conservation	✓	5	Ongoing planting an preservation e.g. willow. Green cathedral made from willow.
9.10	Wildlife habitats and refuges	✓	5	Pond, wild areas, woodpiles.
9.11	Indoor plants and locally or home grown flowers	<input checked="" type="checkbox"/>		Plant a Pot.
9.12	Specialist Heritage and Cultural Buildings			
9.13	Dark skies as part of a package/product			Dark sky tourism is becoming more popular in the UK. Could promote any events. For ideas see http://www.staybeacons.com/activities/star-gazing/ and http://www.darkskydiscovery.org.uk/partnerships/ireland.html
	TOTAL	4	20	

10 Innovation

10.01	Basic Benchmark Performance			
10.02	Progressive Benchmark Performance			
10.03	Excellent Benchmark Performance			
10.04	Site Innovation	✓	5	Lot of Devon Rare breed
10.05	Site Innovation	✓	5	Carbon calculator figures are very good.
10.06	Site Innovation			
	TOTAL	2	10	

SCORING SUMMARY			
Sections	Done	Score	Percentage per section for measures scored
MANAGEMENT	9	38	84%
MARKETING AND COMMUNICATION	7	33	94%
SOCIAL RESPONSIBILITY & EQUALITY	5	22	88%
ENERGY SAVING	9	32	71%
WATER ISSUES	7	25	71%
PURCHASING	6	25	83%
WASTE MINIMISATION	6	23	77%
TRAVEL & TRANSPORT	5	18	72%
NATURE & CULTURE	4	20	100%
INNOVATION	2	10	100%
TOTAL	60	246	GOLD

Maximum No. of measures scored	60	300	Total Percentage based on 300 pts
Bronze award status	40%	120	82.0%
Silver award status	65%	195	Award achieved
Gold award status	80%	240	GOLD
Current Award Status			Gold - (Version V)