

Reducing your business's carbon footprint!



Have you ever thought about reducing your carbon footprint? Visitors are looking for greener places to spend their money and so by saving the planet you could also attract more custom.

Being sustainable not only reduces your impact on the environment, but helps you to improve your customer experience, support your local economy and stand out from your competitors

As a business/organisation within the Tourism, Leisure and Hospitality industry, **here are some suggestions of the types of pledges you can make and sources of further information.**

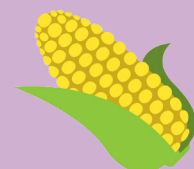
TRAVEL

- Promote sustainable travel to your visitors/users - e.g. on your website promote trains as a way of travelling to the area, promote our super local bus services and bike hire companies to use when they are here.
- Have available details of local electric car charging points



FOOD

- Source locally where possible
- Have vegetarian and vegan offers
- Become a member of Produced in Kent www.producedinkent.co.uk



ENERGY

- Look at your business Energy Performance Certificate rating <https://energysavingtrust.org.uk/>
- Look at steps to improve your premises' insulation e.g. by installing extra roof or wall insulation (if you rent, talk to your landlord)
- Investigate ways to reduce your energy consumption and save money! Install meters to monitor your energy usage



BIODIVERSITY

- Considering increasing your biodiversity? This may also attract more visitors! Possibly start by growing bee friendly plants
- Make visitors/users aware of local schemes - Beach cleans, Broadstairs Water Refill Scheme
- Have recycling facilities available for visitors/users
- Offer free water refills



For further information and ideas please see:

Thanet District Council Energy and Climate Change www.thanet.gov.uk/climate-emergency

Make a Carbon Footprint Pledge www.thanet.gov.uk/wp-content/uploads/2020/10/Carbon-Footprint-pledge.pdf

Green Tourism www.green-tourism.com

Federation of Small Business Sustainability Hub www.fsb.org.uk

VisitEngland/AA Welcome Schemes <https://business.ratedtrips.com>

Conserve Energy Future www.conserve-energy-future.com

Kent Connected <https://kentconnected.org>

VisitBritain www.visitbritain.com

