



**ECO-RETAIL**

**CATEGORY:**      **CASE STUDY YEAR:** 2008

**Business Details:**

**Parkfoot Holiday Homes**  
**Bentham Road**  
**Ingleton**  
**LA6 3HR**

[www.parkfoot.co.uk](http://www.parkfoot.co.uk)



**Description:**

Parkfoot is a 5 star holiday park, run by Ann Shaw, near Ingleborough with excellent access to the Forest of Bowland and Yorkshire Dales. Awarded the Green Tourism Business Scheme Silver award in 2007 Ann has implemented a number of measures to improve the holiday parks green credentials. One such initiative is to sell eco-friendly washing up liquid, laundry detergent and other cleaning products. She also introduced a range of eco-gadgets including wind up torches. Other measures have also been implemented including raising guest awareness of green issues. For instance, not only is there clear information on display in the reception block but also green actions have been communicated to owners and residents via the regular newsletter.

**Economic**

Selling eco-friendly items has a direct economic benefits from revenues received. Ann buys the products from a local supplier meaning the money is kept within the local economy. In the long run using wind up torches will save guests money through not having to buy batteries. Providing and encouraging the use of eco-cleaners should also help to keep the onsite sewerage treatment happy. Common cleaners which contain chlorine and other chemicals can destroy the bacteria which help to biodegrade waste and therefore the sewerage system requires more maintenance and hence cost.

**Environmental**

Selling eco-friendly cleaners offers a number of environmental benefits. Ecover products are phosphate-free and therefore are not responsible for nutrient enrichment of water courses. Particularly important in Parkfoot's case as they are not on mains sewerage and is situated next to a river. The products are also manufactured from natural ingredients, which unlike most standard cleaners means no use of mineral oil based derivatives. Wind up torches have an internal battery charged by winding the handle and therefore require no top up from the mains, meaning fewer carbon emissions. It also means that there are no batteries to dispose of which is good from a waste perspective.

**Social**

Health and wellbeing can be improved using natural and eco-friendly products. Various studies have shown synthetic chemicals have increased in number in the home hugely in recent times. Along with that more people are suffering allergy related illnesses. In general, natural based products cause less of these reactions and are more readily biodegradable.

**WEB**

Forest of Bowland	<a href="http://www.forestofbowland.com">www.forestofbowland.com</a>
Ecover	<a href="http://www.ecover.com">www.ecover.com</a>
Bio-D (UK-based)	<a href="http://www.biodegradable.biz">www.biodegradable.biz</a>
Goodness Direct	<a href="http://www.goodnessdirect.co.uk">www.goodnessdirect.co.uk</a>
Ethical Superstore	<a href="http://www.ethiclasuperstore.com">www.ethiclasuperstore.com</a>