

Case Study Theme:

# Being green in an older building



## Group Accommodation

Case Study Year: 2011

### Business Details



#### Dalesbridge

Austwick  
Near Settle  
North Yorkshire  
LA2 8AZ

01524 51021

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



### Business Description



Dalesbridge offers stunning scenery and an idyllic setting for visitors wishing to stay and enjoy the area. Originally built in 1907, Dalesbridge offers a variety of excellent group and individual accommodation, including bed and breakfast, self catering, bunkhouses, and of course the campsite. Ideally situated for exploring both the Forest of Bowland AONB and the Yorkshire Dales National Park.

### Green Statement

Throughout the business we strive to demonstrate good environmental management, including staff awareness, specialist training, monitoring, and record keeping. As a business we attempt to communicate our green and environmental credentials to our customers and suppliers and we are continually striving to implement innovative best practice in order to increase the overall sustainability of the business.

### What's Green about Dalesbridge

Dalesbridge have an enthusiastic approach to running their business as sustainably as possible. Proprietor Jon is actively involved in many local initiatives and networks concerned with the careful management and enjoyment of the area. Since their first GTBS grading in 2007 they have made significant improvements across the business including new boilers, improvements to insulation and lighting and provision of excellent visitor information.

## Actions



- Actively involved in local outdoor networks and organisations influencing change within the area and promoting the principles of green tourism to visitors
- Provision of opportunities for outdoor activities for families and various interest groups including walking, cycling, climbing and caving
- Introduced self closing and sensor taps as well as aerated shower heads, and a water butt for bike washing
- Use of environmentally friendly cleaning products and fair-trade products in hospitality trays
- Actively encourage recycling on-site by visitors
- Provide travel incentives for visitors arriving by bus and are accredited through the Welcome Walkers and Welcome Cyclists scheme
- Thorough environmental management, including staff awareness, specialist training, monitoring, and record keeping
- Buildings and grounds are managed to attract and support wildlife, tree planting involves native species and areas of the site are managed specifically for wildlife. Every effort is taken to provide wildlife information to visitors

## Impact



### Economic

- Energy and water saving measures such as introduction of energy saving light bulbs, more efficient boilers and water sensors and aerators will in turn provide cost savings to the business



### Environmental

- Recycling in all aspects of the business, resulting in significantly less waste going to landfill
- Encouraging walking, cycling and other outdoor activities in the local area reduces the use of the car and carbon emissions
- Protection of local environment and encouragement of wildlife



### Social

- Supporting the local economy by promotion of other local businesses via business networks
- Actively involved in local social community projects and networks influencing change and supporting the protection of a National Park and AONB

## Links



Energy Saving Trust  
Fair Trade Products  
Lancashire Green Tourism project  
National Energy Foundation  
Sustainable Transport  
Yorkshire Dales National Park

[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)  
[www.fairtrade.org.uk](http://www.fairtrade.org.uk)  
[www.lancashireandblackpool.com](http://www.lancashireandblackpool.com)  
[www.nef.org.uk](http://www.nef.org.uk)  
[www.sustrans.org.uk](http://www.sustrans.org.uk)  
[www.yorkshiredales.org.uk](http://www.yorkshiredales.org.uk)

## Contact



If you want to find out more about the Lancashire Green Tourism Project or the Green Tourism Business Scheme contact [hetty.byrne@lancashire.gov.uk](mailto:hetty.byrne@lancashire.gov.uk)

This project received funding from the following organisations:

