



Green Tourism Ambassador Programme

Training Lincolnshire Coast tourism businesses to green their operations and promote sustainable practices in their area.





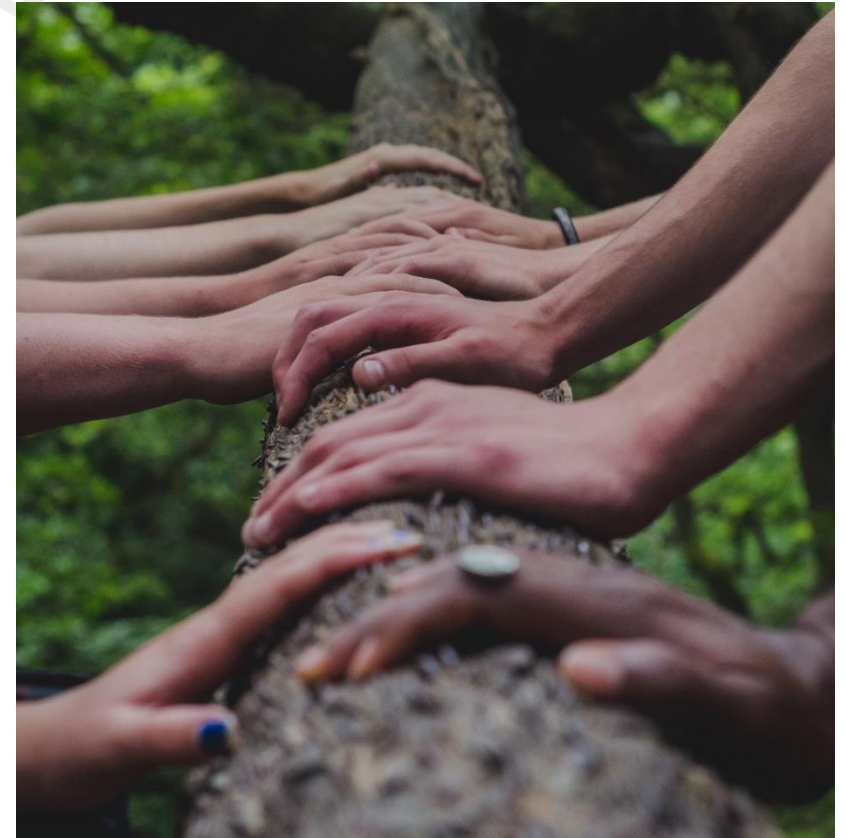
The Green Tourism Ambassador Programme

The Green Tourism Ambassadors are representatives from coastal tourism businesses in Lincolnshire. They have been trained by Considerate Group, a specialist sustainability consultancy, on how to implement sustainable business practices and make a positive difference to coastal tourism and hospitality in the county.

As part of the Programme, the Ambassadors:

- ✓ Undertook a sustainability review of their business to understand their performance at the start of the Programme and measure the progress achieved over the course of the Programme.
- ✓ Used Considerate Group's data management platform [Con-Serve™](#) to measure their resource consumption and identify inefficiencies.
- ✓ Attended six in-depth and interactive training workshops focused on *sustainability in the tourism sector, the importance of data management and monitoring, the topics of People, Planet and Place, and funding and grants for tourism businesses*. These workshops were designed to enhance the Ambassadors' skills and add tangible benefits to their businesses.
- ✓ Implemented sustainable practices between training workshops based on the topics covered during the sessions.
- ✓ Were awarded a Green Tourism Ambassador Certificate to acknowledge their status as a Green Tourism Ambassador for Lincolnshire Coast.

The Green Tourism Ambassador Programme is funded by the Coastal Communities Fund.



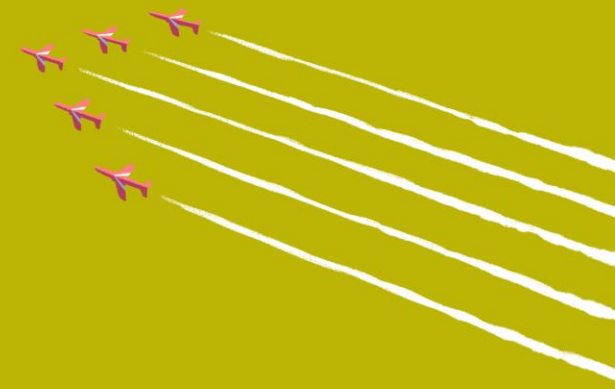


Planet

Of the topics covered in the Green Tourism Ambassador Programme, Holivans made remarkable progress in the Planet area.

HOLIVANS' INITIATIVES

- > HARVESTING AND RECYCLING WATER
- > REDUCING ENERGY CONSUMPTION
- > ENGAGING STAFF
- > COLLABORATING WITH LOCAL BUSINESSES





A case study – Holivans

Who is Holivans?

Holivans is a multi-award winning caravan park close to the resort of Mablethorpe on the Lincolnshire coast. Established in 1951, the family business is now managed by its fourth-generation owner.

How is Holivans optimising its water consumption?

- ✓ The business installed a **rainwater harvesting system** in 2021, which contains enough water to supply the gardens for an entire month with no rainfall. The project was particularly beneficial in summer 2022 when the Lincolnshire coast struggled with a severe draught - the water harvesting tanks provided enough supply for the whole site throughout the entire heatwave.
- ✓ In 2022, this project was complimented with an additional **filtration system to remove chemicals from all hot tubs on site**, so the water could be reused.

External experts were consulted in order to provide expertise and support, guaranteeing the success of the project. Harvested water is also used for the cleaning of caravans and facilities on site, further reducing the use of fresh water and associated costs. As a result, the caravan park has seen a reduction in the amount of water consumed annually: **in 2022, 10,000 litres of rainwater and about 14,000 litres of water from the hot tubs were collected.**

Water harvesting tanks have been placed at convenient locations throughout the site. This allows staff to use the collected water as needed and more efficiently - making their lives easier, too.

Visitors learn about Holivans' water-saving initiatives through signage in the park, social media posts and newsletter articles. The business is in the process of updating its branding to improve sustainability communication and visuals.



holivans

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holivans Our new water Bauser is used to transport our discarded water from our park operations into our water harvesting tanks. Ready to be used the following week to water our flower garden displays around the park #greentourismlincolnshire #reuse #recycle #reducingcarbonfootprint

1 August



A case study – Holivans

How is Holivans optimising its energy consumption?

- ✓ Reducing its negative impact on the environment has been a part of Holivans' ethos for a long time: the business installed solar panels in 2011 and is currently installing more. The solar panels produced over 7000kw in 2022, the equivalent of the annual electricity consumption of 2.3 medium-sized UK homes or boiling 56,000 kettles!
- ✓ Holivans is also conscious of the mode of transportation used by visitors: two electric vehicle charging points were installed in 2022, and two more will be installed in 2023.
- ✓ The team has been carrying out regular inspections of the park to identify energy inefficiencies.
- ✓ Holivans has a plan to convert all remaining lights to LED, further reducing the use of electricity.

What else is Holivans doing?

- ✓ In order to reduce the use of paper, Holivans has also trained their staff to send invoices and receipts via email and only print when specifically requested by guests. Paperless check-ins and check-outs are now standard procedure.
- ✓ The team is now meeting once a month to discuss sustainability and resource consumption, and to celebrate successful projects.
- ✓ Holivans has teamed up with local shops and entrepreneurs to offer food and beverage options from the Lincolnshire Coast.

What advice would Holivans give other businesses ?

Having a good idea of your business's resource consumption is the first step, especially with the dramatic increase in energy prices. Look at your energy and water data from bills and metering, and identify areas of improvement in the short-, medium- and long-term. This will reduce your cost, future-proof your business and reduce your negative environmental impact!



Is [your business](#) working towards managing sustainability?
Share it on social media with [#GreenTourismLincolnshire](#)



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HOLIVANS



Visit our website

www.business.visitlincolnshire.com



Don't forget to inspire others with all your sustainability initiatives by sharing them on social media using the hashtag

[#GreenTourismLincolnshire](https://www.instagram.com/GreenTourismLincolnshire)

This toolkit was compiled for Lincolnshire County Council

by [Considerate Group](http://www.considerategroup.co.uk).



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