



Green Tourism Ambassador Programme

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





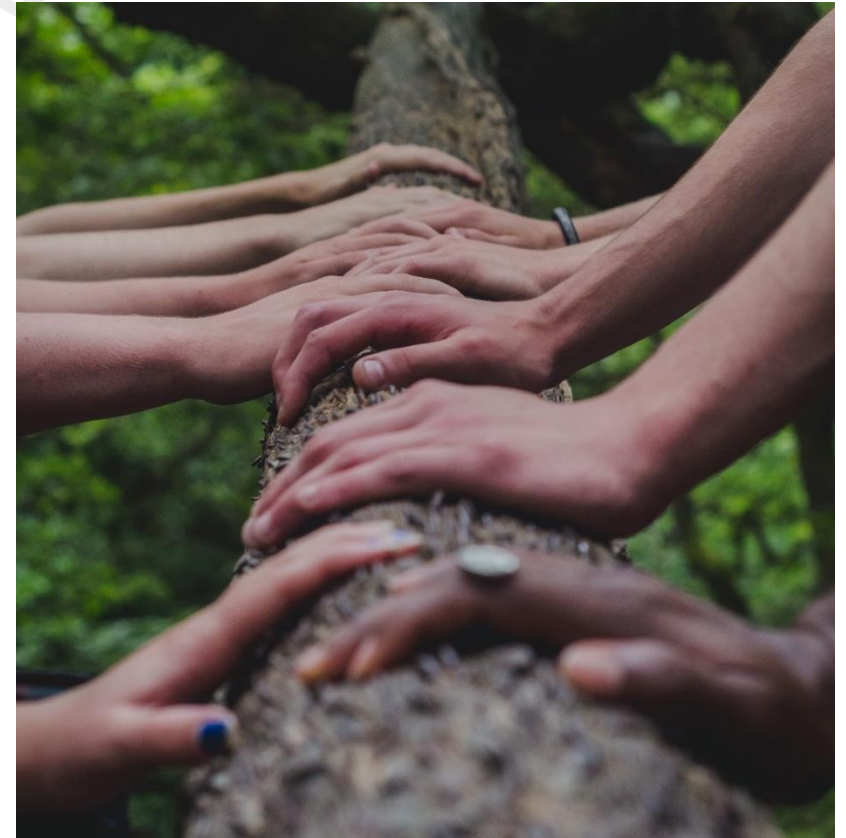
The Green Tourism Ambassador Programme

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.





Managing Sustainability

The Skegness Pool & Fitness Suite has successfully embedded sustainability in its operations and processes, laying foundations for ambitious initiatives in the long-term.





A case study – Skegness Pool & Fitness Suite

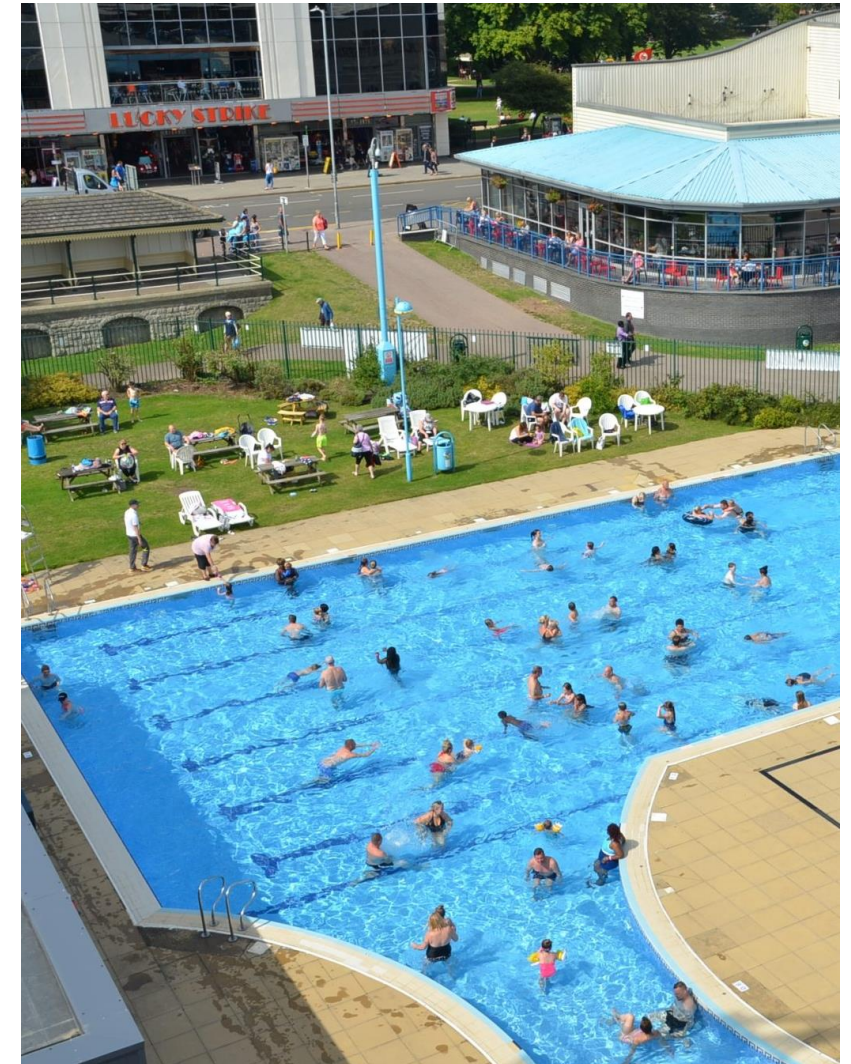
Who is Skegness Pool & Fitness Suite?

Skegness Pool & Fitness Suite, operated by the Magna Vitae Trust for Leisure and Culture, is a leisure centre at the heart of Skegness Seafront. The outdoor pool is a much-loved local landmark which has been providing summer fun and great memories for over 70 years.

What is Skegness Pool & Fitness Suite doing to Manage Sustainability at the business?

Since starting the Programme, the business has implemented a number of measures to structure its long-term sustainability plan:

- ✓ The leisure centre used the results of the initial **sustainability review** to establish a baseline against which the team could measure progress against.
- ✓ Based on the review results, the business developed a 52-point **sustainability action plan** based on the People, Planet and Place pillars. Activities include adding sustainability responsibilities to job descriptions, looking at suppliers' sustainability practices, recycling the pool floats, switching off equipment at night, organising a beach cleanup, carrying out energy assessments and EPC ratings for all venues across the business, and placing better recycling points in the venues.
- ✓ The action plan fits into a wider **internal ESG improvement process** which includes the involvement of management, financial investments, set timeframes and support from all branches of the organisation.
- ✓ The team has started **reviewing the current environmental policy** and challenging its content. As Naomi Wilkinson-Baker, General Manager and Green Tourism Ambassador, said: *'it's not a dusty piece of paper, it's a living, breathing document'*.





A case study – Skegness Pool & Fitness Suite

How is Skegness Pool & Fitness Suite collaborating with others?

The Skegness Pool & Fitness Suite is part of the Magna Vitae Trust **environmental working group**, which gathers representatives from all branches and levels of the organisation. The working group is responsible for setting KPIs, ensuring accountability, and sharing best practices.

- ✓ Skegness Pool & Fitness Suite's sustainability action plan was shared with Magna Vitae's management team and will be reported on quarterly.
- ✓ The sustainability review for the Skegness Pool & Fitness Suite was shared with all other Magna Vitae leisure centres to share best practices and learnings with all branches.
- ✓ The Green Tourism Carbon Calculator was distributed to the whole organisation to measure and understand the carbon emissions of all sites.

'The louder the shout, the bigger the impact'

Naomi Wilkinson-Baker, General Manager and Green Tourism Ambassador

The leisure centre team is well aware that collaboration is paramount to achieving their sustainability goals and having an impact.

- ✓ The Skegness Pool & Fitness Suite has connected with the other Green Tourism Ambassadors to discuss the **creation of a sustainability group in the local area**. The aim of this group is to initiate impactful change and share sustainability best practice and innovative ideas.
- ✓ Through a **supplier** assessment, the Skegness Pool & Fitness Suite was able to enquire about sustainability practices within their supply chain. Some of them have already successful initiatives in place: for example, their goggles supplier has pledged to deliver plastic-free products by end of 2023.





A case study – Skegness Pool & Fitness Suite

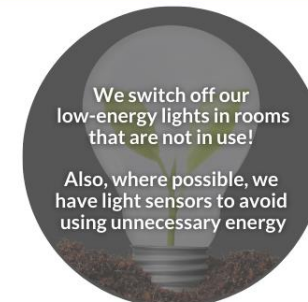
How is Skegness Pool & Fitness Suite raising awareness amongst its customers?

- ✓ A 'no shoe policy' has been implemented in the facilities which reduces the need for constant cleaning - which at the same time reduces the use of water and chemicals. The customers are informed of this initiative through signage on-site and social media posts.
- ✓ Newly installed signage in all showers inform customers about the use of the timed flow push button water controls, which reduces the use of water and therefore further reduces their environmental footprint.
- ✓ Notice boards have been placed in the reception area to display the business's environmental policy and initiatives, such as converting all lights to LED. Nine 'did you know' signs have been put up in Skegness Leisure Centre to inform customers of the initiatives in place, including what is happening behind the scenes.
- ✓ The leisure centre is encouraging its customers to rethink their mode of transport when coming to the leisure centre: cycling or walking is not only good for their health and the environment, but it also saves their wallet.

What advice would Skegness Pool & Fitness Suite give to other businesses?

- ✓ Join our networking group! Its great to hear what others are doing and getting tips on where to start.
- ✓ Remove the idea that you'll need to spend a fortune to make a difference, simple quick wins still have an impact and help build the momentum and message!

Did you know?



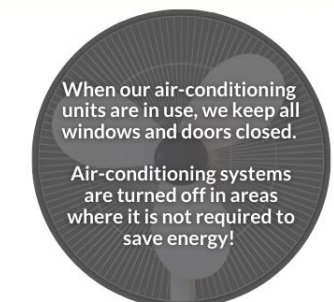
We switch off our low-energy lights in rooms that are not in use!

Also, where possible, we have light sensors to avoid using unnecessary energy



We turn all of our electrical equipment off overnight to save energy where we can.

(This includes computer screens, fitness equipment, lighting, vending machines, etc.)



When our air-conditioning units are in use, we keep all windows and doors closed.

Air-conditioning systems are turned off in areas where it is not required to save energy!



We thermostatically control our hot water for various areas such as pools, water taps and showers.

This enables us to save energy once temperatures are achieved



We descale our showers regularly to ensure their efficiency is maintained.

We also use push-button taps to avoid prolonged, unnecessary water usage!



We provide recycling bins throughout our centre, encouraging staff & service users to recycle where possible!

We recycle cardboard, paper, cans, plastics, glass, batteries - and even old swim gear!



Is **your business** working towards managing sustainability?
Share it on social media with **#GreenTourismLincolnshire**



Green Tourism Ambassador Programme

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



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](https://www.considerategroup.co.uk).

