

TOURISM SUSTAINABILITY CASE STUDY CORPORATE OFFICE



MARKETING MANCHESTER

The tourist board and agency charged with promoting the city on a national and international stage are situated in the oldest surviving warehouse in Manchester city centre.

1 KEY ACHIEVEMENTS

Gaining a Silver award in the Green Tourism Business Scheme

92% of staff use public transport, car share, cycle or walk to work

13 employees successfully completed an Environmental Awareness course with Groundwork

2 ACTIONS TAKEN

ENERGY

- Carver's Warehouse, the building within which the office is based, fitted throughout with low energy LED lighting, draught proof glazing and a high efficiency boiler
- Promotion of energy efficient practices, e.g. only boiling the required amount of water in the kettle, switching monitors and printers off overnight

WATER

- Dual flush toilets installed
- Use of chlorine-free environmentally friendly cleaning products and phosphate free soaps

WASTE

- Reduction of waste paper by printing on second side or printing two pages on one where appropriate
- Added to email footer 'think before you print'
- Concerted effort to reduce print runs of brochures etc, instead opting for e-marketing where appropriate
- Support for 'Bag It and Bin It' campaign

OTHER

- Monthly e-newsletter sent to all employees to share new green initiatives, ideas and news
- Switched to green stationery
- Use of Fair Trade products in staff kitchen

3 COSTS/SAVINGS

- Most changes have been low cost or free, but can have a significant impact, e.g. switching off equipment
- Switching to greener suppliers has not been costly and in some cases, savings have been made

4 ONGOING DEVELOPMENT

- Continue with regular Green Action Group meetings and e-newsletters to generate more ideas and make further process
- Monitor the use of taxis
- Review suppliers, with green procurement policy in mind
- Look into further recycling options and composting kitchen waste
- Consider Green Travel Plan

5 CHALLENGES

- Shared electric and water meter with other tenants in the building makes monitoring usage as an organisation difficult
- Replacing non-efficient electrical appliances with efficient ones when there are constraints on available finance

6 BUSINESS BENEFITS

- Individuals having a say in company environmental issues gives empowerment and ownership of decisions
- Knowing that small contributions by individuals can make a big difference
- By demonstrating green practices, Marketing Manchester can help to lead the tourism industry towards a greener future

For more information on the organisations mentioned in this case study contact:
Green Tourism Business Scheme at www.green-business.co.uk
Groundwork at www.groundwork.org.uk
Bag It and Bin It at www.bagandbin.org

For free environmental business support contact: Environment Connect www.environmentconnect.co.uk or 0800 032 0222