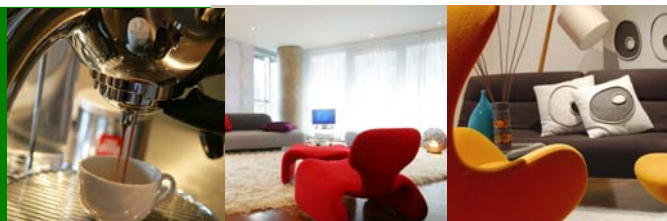


# TOURISM SUSTAINABILITY CASE STUDY SERVICED APARTMENTS



## STAYING COOL

A homegrown, stylish company and winners of Manchester's Serviced Accommodation Award 2008. Staying Cool has 14 individually styled boutique apartments across the city centre.

### 1 KEY ACHIEVEMENTS

**Gaining a Bronze award** in the Green Tourism Business Scheme

**The only serviced apartment company to use 100% renewable energy with the world's first green electricity supplier, Ecotricity**

**Commissioning their own range of hand blended aromatherapy toiletries and hand ground coffee from two small suppliers**

### 2 ACTIONS TAKEN

#### ENERGY

- All non-essential goods such as alarm clocks, blenders, dishwashers, etc left switched off or unplugged
- Apartment guides give instructions for a 30° wash. Guests have to look in manual for other instructions

#### WATER

- Environmentally friendly cleaning products
- Bricks placed in the cistern of each toilet without a long and short flush to reduce the amount of water used

#### WASTE

- Adhere to the 3Rs – reduce, reuse, recycle
- Give retired linen and furniture to the Men and Women's Homeless Shelters
- Recycled and recyclable paper goods, e.g. kitchen rolls, toilet rolls, writing paper
- Use loose produce rather than pre-packed
- Switched to large bottles (refillable and recyclable when available) e.g. ketchup, olive oil and bathroom products

#### OTHER

- Organic, free range or Fair Trade food stuff
- Use of aromatherapy based toiletries, free of SLS's and parabens, in biodegradable and recyclable packaging

### 3 COSTS/SAVINGS

- 20% reduction in food wastage, achieved through a number of measures
- Reduced linen costs by actively managing laundry stock in each apartment
- Green procurement increased by 20% from 2007 to 2008
- Whilst green energy is more expensive than the previous tariff, the decision to switch was made on the basis of sustainability rather than making financial savings

### 4 ONGOING DEVELOPMENT

- Aim to achieve a silver rating in the Green Tourism Business Scheme by end of 2009
- To review twice yearly the amount of waste generated and take action accordingly
- Lobby building managers to introduce recycling facilities where they are not available

### 5 CHALLENGES

- Greening local cleaning company. From April 2009, a new contract will have financially-linked penalty clauses if green policies are broken
- Sourcing greener alternatives without compromise on quality

### 6 BUSINESS BENEFITS

- Staying Cool is managed by green people anyway so it was a natural step to green the business
- Enables new audiences to be reached
- Helps corporate clients to achieve their green targets by staying with a green company – neat selling point
- Feel good factor amongst the team

For more information on the organisations mentioned in this case study contact:

Green Tourism Business Scheme at [www.green-business.co.uk](http://www.green-business.co.uk)

Ecotricity at [www.ecotricity.co.uk](http://www.ecotricity.co.uk)

For free environmental business support contact: Environment Connect [www.environmentconnect.co.uk](http://www.environmentconnect.co.uk) or 0800 032 0222