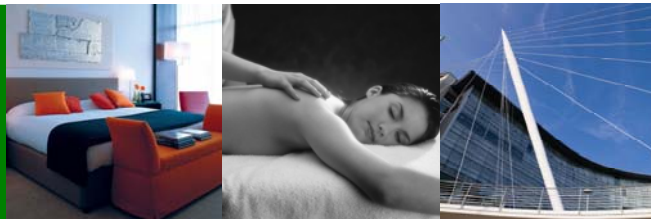


TOURISM SUSTAINABILITY CASE STUDY HOTEL



THE LOWRY HOTEL

The first 5* hotel in Greater Manchester has a strong environmental and corporate social responsibility plan, demonstrating you can have luxury and still work towards protecting the world we live in.

1 KEY ACHIEVEMENTS

Gaining a Bronze award in the Green Tourism Business Scheme

New menus featuring the best of local and seasonal produce, thus reducing food miles and associated carbon emissions

Formation of Green Agenda

2 ACTIONS TAKEN

ENERGY

- Formation of green agenda and energy committee who have produced a formal energy policy, helping to devolve energy responsibility to department heads and to raise the profile of green issues within the hotel
- A control system has been placed on all hot water boilers to make them more energy efficient.

WATER

- Reduction of water in all cisterns whilst not detracting from the guests expected level of quality

WASTE

- Waste management control programme implemented throughout the hotel, which has had a significant impact on reducing the amount of visible waste and the number of collections required
- Recycling all paper, glass and aluminium

OTHER

- Helping to develop the Chapel Wharf Regeneration site
- Bike parking points to encourage staff and employees alike to use an eco friendly way of travelling to the hotel
- Executive head chef and team regularly visit local suppliers in the Northwest to meet with farmers and look at the supply process
- Employ persons living in the local area, where possible

3 COSTS/SAVINGS

- Low energy light bulbs have been placed in all bedrooms and on bedroom corridors thus reducing energy usage from 131,400 units to 9722. Investigation is underway into all other lighting within the hotel which would reduce energy usage from 657,000 to 39,000 units

4 ONGOING DEVELOPMENT

- Continuously seek further education in environmental matters and disseminate information to staff and guests
- Commitment to reducing Carbon Footprint by 10% per year
- Aiming to achieve Gold in Green Tourism Business Scheme in first full year

5 CHALLENGES

- Main challenge is to provide a five star service to guests whilst also being mindful of the environment
- Sourcing greener alternatives to products used within The Lowry Hotel, where possible using local or family run businesses

6 BUSINESS BENEFITS

- Able to engage all employees in green issues as it is firmly on the agenda at The Lowry Hotel
- Building management system controls and installation of low energy light bulbs have assisted in levelling energy costs in 2009
- Able to attract large conferences and events which have environmental issues on the agenda

For more information on the organisations mentioned in this case study contact:
Green Tourism Business Scheme at www.green-business.co.uk

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