



GIVE THE CAR A HOLIDAY

CATEGORY: TRANSPORT CASE STUDY YEAR: 2007

Business Details:

**Argument Cottage
Guisborough,
North Yorkshire**



<http://www.argumentproperties.co.uk>

Description:

Argument cottage is a self-catering let in Guisborough and entered the scheme with a Silver award, scoring well in most sections. They provide a recycling area for their guest, with separate colour coded bins and information on collections. They have a green policy for the business, which is clearly displayed, and they have good tips on how the visitors can make their holiday a little bit more sustainable. The provision of local transport information is very good as is walking and cycling information.

The owners have excelled in providing the resources to allow their guests to give the car a holiday. They have produced an 8 day itinerary of suggestions that provide details of interesting places to visit in the local area; they include details on how to get there either on foot, bus or train, or in some cases by a combination of all three. Argument cottage provides an excellent example of how good the information can be in any tourism business.



Economic

This was virtually a no cost project for Argument Cottage, time spent on good research, printing inks and paper. But, this project may bring other benefits. Obviously it can enhance the visitor experience, it sends out the message that the owners are providing a good service, that they care about the local environment and this could result in repeat customers and good word of mouth promotion. It can help to keep visitors in the local area rather than driving away to one of the larger urban centres to spend their money.



Environmental

The most obvious benefit to the environment is the reduction in atmospheric pollution. Driving a car will produce at least 100g of CO2 per Km driven, then there's carbon monoxide, sulphur dioxide and solid particulates too. But cars pollute in other ways, they drip oil, they create noise pollution and particles from tyre wear and brake linings are washed into our waterways. In addition, tens of thousands of birds and other animals such as deer are killed on our roads every year so anything that takes them off the road, even for a short time, has its benefits.



Social

Social benefits include reductions in noise pollution, less congestion at peak times, especially in "honeypot" areas such as national parks and popular tourist routes. Visitors who are walking or cycling get the chance to connect with the area in a way that motorists just can't. They can smell the air, feel the earth under their feet and there is always the possibility of chance encounters with other holidaymakers and local people.

WEB

Traveline: <http://www.traveline.org.uk>,
National rail: <http://www.nationalrail.co.uk>,
Susutrans: <http://www.sustrans.org.uk>