

CASE STUDY: CUMBRIA HOUSE B&B

Green
Tourism



Audit Year: 2010

GTBS Award: GOLD

Business Name: Cumbria House

Business Type: Bed and Breakfast

Location: Cumbria, ENGLAND

Website: www.cumbriahouse.co.uk

Cumbria House is a small, family run B&B situated centrally in Keswick – one of the Lake District's busiest tourist centres. Most visitors primarily come to walk and enjoy the Lake District scenery. The majority of visitors are looking for accommodation which is comfortable, homely, reasonably priced, accepts muddy boots and wet clothing and serves a substantial breakfast to set them up for a day on the Fells

Environmental Benefits

Cumbria House minimises its impact on the environment by, amongst others, installing low energy lighting, using eco-friendly paper and cleaning products and operating an efficient recycling system. All major appliances are new and AAA rated. Guests are invited to fill their water bottles from chilled filtered jugs of tap water kept in the fridge.

An optional £1 donation per guest per 4 guest night taken that is given to support the work of the local sustainable tourism organisation Nurture Lakeland. So far this has raised more than £11,500.

Social & Community Benefits

The owners, Mavis and Patrick, are active environmentalists and as such, are members of the Cumbria Green Business Forum, South Lakes Action on Climate Change and Nurture Lakeland. They promote the work of these organisations to guests by providing information with the aim of inspiring guest to get involved either locally or when they return to their home area.

To assist guests in planning days out Cumbria House provides a range of helpful information on walking and wildlife in the area. Other guest information includes a range of books, publications and DVDs on wider environmental issues. The liquid soap and shower gel are made by a local social enterprise supporting people with learning difficulties.

Economic Benefits

The business has identified cost savings after introducing energy and water efficiency measures such as low wattage lighting, good insulation, electric showers and low volume toilet cisterns. The owners bulk buy much of the cleaning and catering products – loose coffee, chocolate and sugar is supplied to rooms. They are keen free-cyclers, re-cyclers and do the majority of their laundry on-site.

All the breakfast products are bought locally thus helping to support local producers. A good number of their guests return again, impressed with the business's green credentials and the service it provides.

Web Links

Nature Lakeland: www.nurturelakeland.org
Cumbria Green Business Forum: www.cgbf.co.uk
South.Lakes Action on Climate Change: www.slacc.org.uk