



## NORTH EAST PILOT – GENERAL

CASE STUDY YEAR: 2007

### Business Details:

**Firwood Country B&B,  
Middleton Hall,  
Northumberland**



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

### Description:

Firwood Country B&B, a former Northumberland hunting lodge, is now bed and breakfast accommodation, with 3 en-suite rooms. Firwood has achieved a Green Tourism Business Scheme Silver award through general good practice in most areas, with particular focus on energy, water and waste. The site has a good provision of information to the guest on its environmental commitment and 'green' practices undertaken; the wildlife, which can be seen on site and in the area; as well as the extensive choice of walks. Some measures which are planned to implement in the near future are the upgrading of the insulation of the loft and the hot water tank, as well as the installation of a water but and a compost bin. Below are some further measures that have been put in place in order to achieve its award.



#### Economic

- Fitted low energy bulbs in most lights (cost and savings example)
- Have small kettles in rooms to reduce the amount of water that can be boiled at one time
- Use eco balls for the laundry, which reduces the need for detergent
- Reduction of water used for flushing toilets by putting 500ml water bottles in the cistern



#### Environmental

- Environmental Policy with information on measures undertaken and ideas for guests to help out are in the guest room files and on the website
- Guests are encouraged to help with recycling by leaving recyclables next to the bin
- Have red squirrels on site and with advice from the Wildlife Trust, nesting boxes have been placed and squirrels are being monitored
- Have information on wildlife in the area, a wildlife diary in the lounge for guests to record sightings and also mention wildlife related news in on-line blog



#### Social

- Business supports local crafts by using locally made soaps in rooms, as well as having cards and jewellery made by local artists for sale to guests
- Business buys its breakfast sausages and bacon from the local butcher, who sources his meat locally. This is also promoted to the guests on the menu

#### WEB

Low Energy Light Bulbs: <http://www.greenshop.co.uk/> & <http://www.efficientlight.co.uk>  
 Eco-balls: <http://www.ecoballsdirect.co.uk/>  
 Wildlife Boxes: <http://www.nestbox.co.uk/home.shtml>  
 Northumberland Wildlife Trust: <http://www.nwt.org.uk/>  
 Save our Squirrels: <http://www.saveoursquirrels.org.uk/>  
 Northumberland Products: <http://www.made-in-northumberland.co.uk/>  
 Northumbria Larder: <http://www.northumbria-larder.co.uk/>