

CASE STUDY: LONDON MUSEUM GOES GREEN



Audit Year: 2010

GTBS Award: SILVER

Business Name: London Canal Museum

Business Type: Visitor Attraction

Location: London, ENGLAND

Website: www.canalmuseum.org.uk

The London Canal Museum is a leading member of Green Tourism for London. The museum details the fascinating and varied history of London canals and the people who lived and worked on the waterways. The museum is based in a former ice warehouse built around 1862-1863 for Carlo Gatti, the famous ice cream maker, and features the history of the ice trade on the canals. Following the initial BRONZE award in 2008, the staff and volunteers made a concerted effort develop a range of initiatives and this resulted in achieving a SILVER award in 2010.

Museum Design

While the building is historic it has been renovated to make it more sustainable. Most of the building's single glazing has been upgraded to secondary or replaced by double.

Since the first Green Tourism visit, sustainability consultants CO2ST worked with the museum to determine how energy could be saved. Investment was made in fitting low energy LED lighting and this will result in considerable cost savings over a short payback period. During recent painting Ecosure, a greener paint range, was used.

The museum has reduced the impact of the energy it uses by switching to a green energy tariff with Ecotricity. This means that all the electricity consumed from the National Grid is matched by an equivalent amount of electricity produced from renewable sources such as electricity produced from a wind farm.

Green Events

London Canal Museum offers a unique venue for a range of events from weddings to conferences, particularly when combined with a canal boat trip. All events are managed with the environment and ethics in mind. This includes provision of Fair Trade certified hot drinks and comprehensive recycling facilities.

Sustainable Travel

The museum is conveniently situated in central London on the Regent Canal, just ten minutes walk from the major national & international transport rail interexchange Kings Cross - St Pancras. The location makes it an ideal stop for visitors who are passing through London and the museum has its own canal mooring so visitors can even arrive by boat.

Since the initial Green Tourism visit the museum fitted bike storage brackets from Evans Cycles to provide secure cycle storage for staff and visitors who travel by bike. The museum's website promotes an excellent range of information on transport options including the capital's new cycle hire scheme.

Web Links

Museum Design: www.co2st.co.uk, www.icipaints.co.uk, www.ecotricity.co.uk
Green Events: www.fairtrade.org.uk, www.vegware.com, www.remarkable.co.uk
Sustainable Travel: www.tfl.gov.uk, www.evanscycles.com, www.sustrans.org.uk
London links: www.visitlondon.com, www.lda.avensc.com