



## GREENING A LETTING AGENCY GOING GREEN COMMITTED TO GTBS

CATEGORY: GENERAL CASE STUDY YEAR: 2007

### Business Details:

**Northumberland Cottages  
Chathill**

<http://www.northumberlandcottages.com>

### Description:

Northumberland Cottages are a letting Agency providing self-catering accommodation throughout the region. In total the company has 32 properties and would like to establish the business as a green business. In order to achieve this, the business is establishing green practices in its offices, through its services to clients and through encouragement of its supply chain. All properties are required to be members of the QA system and the business took part in a pilot to see how green measures could be incorporated across the business and its services such that it could receive accreditation as a GTBS member.

The business may join the GTBS through a stepping stone approach known as Going Green "Committed to the GTBS" This requires the business to establish an environmental policy, adopt a responsible visitor charter to promote to guests, prepare an action pack to help cottages join the GTBS and to target at least 10% GTBS membership within the group in 2007. In addition the business is assessed on its present activities related to the GTBS within its offices, which are used to establish a site based action plan which is reviewed every 2 years.



#### Economic

By taking on the Green Tourism Business Scheme approach the business should make significant cost savings. These will be through the provision of more efficient materials such as the use of pdfs and downloads rather than paper products and the implementation of energy saving and other measures in relation to the corporate office. Further cost benefits will accrue through the promotional benefits of being associated with the GTBS award

**Cost of Project:** Membership of the GTBS as a letting Agency costs approximately £500

**Savings Made:** Efficiency savings should be approximately 30% or running costs together with enhanced PR image for the recruitment of accommodation and sale of weeks.

**Payback Time:** less than 1 year



#### Environmental

The benefits to the environment are significant. Not only does the development of agreements with letting agencies and other operators help minimise the direct impacts of their businesses on the environment, it also ensures their supply chains are also greener.



#### Social

Encouraging suppliers and clients to adopt a greener approach to their holidays helps create the co-operation required to achieve a more equitable and sustainable society.

#### WEB

<http://www.northumberlandcottages.com>

