



PUTTING THE ENVIRONMENT FIRST

CATEGORY: NATURE & LANDSCAPE

CASE STUDY YEAR: 2007

Business Details:

Pasture Cottage
Wolsingham
County Durham

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



Description:

Pasture Cottage is a four star self-catering unit in Wolsingham in the Durham Dales. They currently hold a SILVER GTBS award, achieved through the implementation of recommendations given after the initial advisory visit. The business scored well in every section of the scheme criteria and they implement measures such as buying recycled products and providing information to guests which allows them to purchase local produce such as food, crafts and use a local organic box scheme if they wish. The business recycles glass, cans and paper, composts green waste and uses ecofriendly cleaning products. The business is close to Hamsterley forest and is set in some glorious countryside near the North Pennines area of Outstanding Natural Beauty and there are some excellent wildlife sites in the area. The business has capitalised on this by providing some very good wildlife information. You can find some good nature books and identification guides in the let as well as information on local and national nature reserves in the area.



Economic

The provision of information regarding local suppliers brings direct economic benefits to the area. The environmental measures the business is carrying out show the business is responsible and this promotes a positive image to its customers. This will often result in repeat visits and good word of mouth promotion strengthening the economic position of the business. There was very little capital outlay related to the implemented measures. Some of the id books were donated for use in the cottage and the Field Studies Council guides only cost between 2 and 4 pounds.



Environmental

All of the measures the business is carrying out are lessening its impact on the environment. In particular, the ecofriendly cleaning products are reducing the impact the operation has on the aquatic environment. The purchasing of local products ensure that food miles are cut to a minimum thus reducing the emissions and other pollution resulting from transportation. Local, organic produce has even less impact. The provision of information relating to wildlife, id guides and the like and nature reserves is important in raising awareness of wildlife and the issues affecting it. It is said that understanding increases appreciation and it is through appreciation that we begin to value wildlife more. Once we begin to value something we wish to protect and preserve it.



Social

Increased spending locally can lead to job creation and increased financial security for people in the area. Meeting with local shopkeepers or crafts people help the visitor connect with the destination on a more personal level. In addition the measures that the business is implementing may rub off on the guests, they may decide to use eco cleaning products or recycle more or even become involved with their local wildlife trust, all actions which benefit society in general.

WEB

Field Studies Council: <http://www.field-studies-council.org>
 Nature on the map: <http://www.natureonthemap.org>
 Environment Bookstore: <http://www.nhbs.com>

