



NEWS

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Tour of New 'Eco-Chic' Scarlet Hotel in Cornwall – Part of Considerate Hoteliers Association (CHA) 'Best Practice Event' at Multi-Award Winning Bedruthan Steps on 18 November

**Wednesday, 18 November 2009, at *Caterer & Hotelkeeper's* 2008 Hotel
Catey 'Green Hotel of the Year' Bedruthan Steps Hotel at Mawgan Porth,
Cornwall**

The environmentally focused Considerate Hoteliers Association (CHA) is delighted to announce that it is holding an 'Environmental Best Practice Event' at one of its exemplary CHA member hotels in Cornwall – the Bedruthan Steps Hotel at Mawgan Porth; and the day's agenda will include a guided tour of its nearby, sister hotel – the Scarlet Hotel, which is brand new and custom built to the highest eco-standards.

Open to members of the hospitality, tourism and leisure industry, the environmental 'best practice' event will take place on Wednesday, 18 November 2009, at the independently owned Bedruthan Steps Hotel, which won the *Caterer & Hotelkeeper's* coveted 2008 Hotel Catey award for 'Green Hotel of the Year'. The event will commence at 10am for a 10.30am start, and end at 3pm.

The event, which includes a buffet lunch to facilitate networking, has been designed to give hoteliers the opportunity to view two leading 'environmental best practice' hotels to see how 'sustainability' can not only benefit the local community and the planet generally, but also bottom-line profits. Hoteliers will also have an opportunity to learn more about the Considerate Hoteliers Association.

Commenting on the Bedruthan event, CHA Association Secretary John Firrell said: "We are extremely grateful to the eco-pioneering Bedruthan Steps for its generosity in hosting this event and for providing the added bonus of enabling us to view its

brand new purpose-built, 'eco-chic' sister hotel – the Scarlet, where the cutting edge design demonstrates how passionate the owners and management team are about sustainability and being eco-friendly. Indeed, the Building CO₂ Emission Rate (BER) for the Scarlet Hotel is currently calculated as a very impressive 73% less than that of a notional building of the same size, design and geometry.”

In addition to the plethora of award-winning green initiatives at the Bedruthan Steps, some of the key green measures at the Scarlet Hotel include:

- Grey water harvesting
- Rain water harvesting
- Biomass boiler – fired on wood chips (a recycled waste product of a local company) and used to produce hot water for bathrooms, kitchens and for heating the hotel.
- Evacuated tube solar water heating (solar panels)
- Air tightness – by building air tight, the hotel has reduced both the amount of cold air leaking in and warm air leaking out. This reduces the amount of input required from the hotel's biomass boiler and solar panels
- Insulation – using mineral wool insulation. Mineral Wool is made up of a mix of recycled steel slag and basalt rock.
- Ventilation heat exchange
- Natural pool, replacing the need for polluting chemicals
- Sea thrift roof – Sea thrift is a plant which naturally occurs along North Cornwall's cliff tops, which will help the building to merge with its coastal surroundings and provide an additional wildlife habitat for insects and butterflies
- Reptile re-homing

The programme for the Bedruthan Steps 'Environmental Best Practice Event' will include:

- An introduction to CHA and its people
- Presentation by Suzie Newham, Sustainability Manager at Bedruthan Steps, on how to retro fit an older building and make good carbon savings
- Guided tours of the Bedruthan and its sister hotel the Scarlet, demonstrating all environmental innovations, techniques and technologies that have saved money and benefited the hotels' bottom lines
- Presentation by Cornwall Sustainable Tourism Project (CoaST) on countdown to the December 2009 UN Climate Change Conference in Copenhagen
- Presentations by Cornwall Energy Partnership (CEP) and Sustainability South West on what businesses can do to reduce their carbon footprints
- Presentation by Suzie Newham and Chris Brown, Sustainable Property Manager, the Scarlet Hotel, on what can be done in terms of saving energy with the opportunity to start from scratch

- An open session/clinic, providing the opportunity for delegates to meet specialists – such as carbon management expert Carbon Clear and suppliers – to discuss environmental issues currently being faced (such as carbon reduction commitment) and the means to resolve them

The cost of attending each of the events at the Bedruthan Steps will be £75 per person for non-CHA members. In addition, generous 10% and 20% discounts – depending on the number of bookings taken from any one particular business/organisation – are available for members of the British Hospitality Association (BHA), the Institute of Hospitality, BAHA (British Association of Hospitality Accountants), Green Tourism Business Scheme, The Tourism Society, CIBSE (Chartered Institution of Building Services Engineers); South West Tourism; Cornwall Tourist Board; and CoaST. CHA members can take advantage of preferred rates – details of which can be found on the CHA website:

www.consideratehoteliers.com.

For regularly updated information on the CHA familiarisation visits and bookings, please either visit the CHA website (www.consideratehoteliers.com) where a booking form is available for completion; or contact John Firrell direct at: jfirrell@consideratehoteliers.com, telephone: 01308 482313.

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