



GREEN TOURISM AUDIT REPORT

Prepared By: Gill Thomson

Broch of Gurness

Site Environmental Coordinator: Ms. Ann Marwick

Date of Visit: 19/09/2013

Site Address:

Evie

Orkney

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Broch of Gurness

A qualified assessor for the Green Tourism Business Scheme undertook an accreditation grading visit at the above named site. This is a summary of the activities being undertaken on site in relation to the Green Tourism criteria. This audit report is a statement on the performance of the business as a sustainable tourism operation



What's Green about:

Broch of Gurness

The Broch of Gurness has done well to retain the GOLD award with Green Tourism. Although the criteria have not changed in the last two years, the GTBS scoring has become more rigorous owing to advancements in technology, increasing awareness and the continuous improvement ethos of the scheme. Therefore, the retention of this grading level should be commended. The Broch of Gurness has improved draft exclusion methods since the last visit and installed smart metres to read the energy consumption of the site. The Broch of Gurness has also moved away from cutting all the grass on site and now have natural areas for the wildlife of the island to flourish.

Summary of general recommendations and observations

This report should be seen as part of The Broch of Gurness's on-going environmental management. This report is based on a site audit that identified a number of measures that can be developed to reduce the site's environmental impact, reduce costs and enhance the guest experience. An initial step will be to update the existing action plan with this report's recommendations. The Broch of Gurness could look to start promoting bird and animal sightings more to visitors, via a whiteboard maybe. What visitors could expect to see during particular quarters would work really well as well. It is also suggested that more cycle information is added to the website. this could encourage people to get the bus to the nearest village and cycle to site instead of being put off by the 45 minute walk. Further recommendations have been made throughout the audit report, which should be read in conjunction with the criteria document. Additional supporting information can be found in the members area on the GTBS website.

Conditions for use of the Green Tourism Brand

The Member may use the appropriate Green Tourism logo at any publicly accessible location including signs, promotional and marketing materials, letterhead stationery and customer information. The logo should also appear on the Member's website, linked to the home page of www.green-business.co.uk, to enable consumers to understand its significance. A green/environmental page can also be included on the website explaining the actions taken toward gaining an award. The award relates ONLY to the named business and its management. The award must not be used in promotions involving any other named business which has not met at least the same overall grading. Please note that the percentage achieved must not be promoted, only the award level itself.

FURTHER RECOMMENDATIONS & ACTIONS

Reference	Measure	Comment
2.02	Establish a green action plan	Could use this report to form an on going action plan for the site.
2.07	Specialist Environmental Advice	There would be scope for specialist advice from bodies such as Envirowise who could advise on water and waste issues.
2.08	Monitoring: Energy	An automatic meter reading system is in place. There should be analysis of data and options for reduction considered and incorporated into action plan.
3.01	Responsible Visitor Charter	HS producing a generic responsible visitors charter for visitors, posted on the website and available/displayed on site. Look to have a personalised version of the charter so that visitors can relate the charter to their surroundings.
4.05	Use of Light Emitting Diode (LED) lighting	It is only a small centre so could look at the cost of changing the lighting to LED. This would not create a large outlay but would lower the energy consumption on site.
5.05	Low flush toilets	Displacement is fitted within the cistern - could look at dual flush appliances if upgrading the toilets in the future.
5.12	Bag It and Bin It	Partial system in place, could reinforce with signage.
5.13	Phosphate-free soaps and detergents	HS should investigate and consider phosphate free products. Diversy products on site.
8.09	Cycle Storage	Could consider promoting cycle rack facilities on the website.
8.15	Carbon management	HS Sustainability Report; 25% CO2 reduction by 2015. Could look to highlight this and how the attraction helps contribute to the targeted reduction.
9.06	Nature Diary	staff regularly record bird sightings. Have these in the green file, translated into a number of languages. Could look to a sighting board or a poster to show visitors what they could expect to see with that quarter.
9.08	Wildlife Habitats	Verges of the Broch and the meadow are not cut anymore. Could look to start recording the butterfly species along side the bird sightings on site.

Business Site Name: Broch of Gurness
Green Co-ordinator: Ann Marwick
Membership Code: V0407
Date of Visit: 19th September 2013
Assessor: Gill Thomson

Key to symbols

✓	Scoring measure (0-5) - included in the grading score
☑	Measure in place to some extent, but a sufficient number of relevant measures have already been scored to achieve award.
⊙	Recommended measure to focus on in future

No.	Measure	✓	Score	Action / Comments
Compulsory				
1.01	Commitment to Sustainability	✓	5	Fully committed
1.02	Minimum Standards and Risk management	✓	5	
	No pollution risk from oil tanks and car parks			No issues
	Suitable waste containment and disposal (including sanitary waste)			
	Proper chemical storage			
	Good general maintenance			
	Litter and visual impression			
1.03	Annual Performance Information	✓	5	Received
1.04	Green policy	✓	5	Good policy on display and on website
	Total	4	20	Compulsory actions completed

Management

2.01	Green Management File	✓	5	Green folder; should continue to update with information relevant to Green Tourism as necessary (see Members' Area on GTBS website for more info)
2.02	Establish a green action plan	⊙		Could use this report to form an on going action plan for the site.
2.03	Staff environmental awareness	✓	5	Staff are very aware of environmental issues on site and are committed to being part of Green Tourism
2.04	Establish a green team	✓	5	Green Champions; should keep minutes in the site green management file.
2.05	Attendance at Green Training Event			
2.06	Green Business Network or Initiative			
2.07	Specialist Environmental Advice	⊙		There would be scope for specialist advice from bodies such as Envirowise who could advise on water and waste issues.
2.08	Monitoring: Energy	✓	4	An automatic meter reading system is in place. There should be analysis of data and options for reduction considered and incorporated into action plan.
2.09	Monitoring: Water	☑		Two water metres on site. Site uses minimal water to justify monitoring in detail.
2.10	Monitoring: Waste & Recycling	✓	3	Waste management plan is in the green management folder. All bins have been removed from the site to encourage visitors to take there litter away. Could look to document volumes of waste lowered on the site as a result.
2.11	Monitoring: Travel and transport			Mileage log for pool car (see Members' Area on GTBS website for more info)
2.12	Monitoring Flora and/or Fauna	✓	3	Report bird species that have not been seen in the area before or for a long time to the RSBP
2.13	Green Marketing			
2.14	Green Events Package			
2.15	Joint marketing with other GTBS members			Credit awarded because of partnerships with NTS at some sites
2.16	Visitor Feedback	⊙		Visitor feedback collected at all sites; limited responses, various visitor surveys carried out over the years. Environmental questions have been included in the past.
	TOTAL	6	25	<i>Minimum of 3, 4, 5 ticks and 12, 16, 20 points required for Bronze, Silver & Gold respectively</i>

Communication				
3.01	Responsible Visitor Charter	✓	4	HS producing a generic responsible visitors charter for visitors, posted on the website and available/displayed on site. Look to have a personalised version of the charter so that visitors can relate the charter to their surroundings.
3.02	Use of GTBS brand in on-site promotion	✓	5	Good promotion of the logo on site
3.03	Use of GTBS brand in off-site promotion	✓	5	Good display of the logo on the webpage.
3.04	The GTBS supply chain			
3.05	Green information for customers	✓	5	All HS sites provide green information for customers. Good green file on site and on prominent display to catch visitors attention.
3.06	Green laundry practices	☑		(see Members' Area on GTBS website for more info)
3.07	Natural & healthy Living spaces			
3.08	Totally no smoking	☑		Legal compliance
3.09	Education on Sustainability			
3.10	Community work on Local Environment	✓	4	Involved in Bag the bruck on an annual basis.
3.11	Local social community projects	✓	3	Participated in a short film about all of the HS sites on the island for Emily at Bishop's & Earl's Palaces to use at a fair.
3.12	International Social Responsibility Projects			
3.13	Visitor Payback Schemes			
3.14	Family focused Green Activities	✓	4	Quizzes for kids on site
3.15	Physical & Spiritual Health & Wellbeing			
3.16	Social Responsibility Reporting (CSR)			
	TOTAL	7	30	<i>Minimum of 3, 4, 5 ticks and 12, 16, 20 points required for Bronze, Silver & Gold respectively</i>

Energy				
4.01	Use of A-rated air conditioners and refrigeration			Do not have on site.
4.02	Refrigeration: Condition and Positioning			Do not have on site.
4.03	Mini kettles			
4.04	Use of low energy lighting	✓	3	Low energy on site. Could look to change over to LED as a blub blows.
4.05	Use of Light Emitting Diode (LED) lighting	✓	3	It is only a small centre so could look at the cost of changing the lighting to LED. This would not create a large outlay but would lower the energy consumption on site.
4.06	Internal lighting controls & sensors			
4.07	External Low Energy Lighting and controls			
4.08	Individual room heating controls	✓	3	Under floor heating. Only used during off peak periods and the heating controls are zoned
4.09	Whole-system heating and cooling controls (HO/VA/CO only)			
4.10	High Efficiency Boiler			
4.11	Boiler Maintenance and Burn Efficiency			
4.12	Heat Recovery			
4.13	Roof Insulation			
4.14	Glazing and draught proofing	✓	3	A new draught excluding door has been fitted to the gift shop/visitor centre.
4.15	Other Insulation and low energy design			
4.16	Thermostatic settings on heating air conditioners and hot water			
4.17	Hot water storage	✓	5	Instant hot water - Newlec unit
4.18	Solar Hot Water Heating			
4.19	Renewable Energy for Heating and Hot water			
4.20	Renewable Energy for Appliances and Lighting			
4.21	District heating systems and CHP			
	TOTAL	5	17	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Water				
5.01	Water Flow Through Showers (12l)			
5.02	Water Flow through Taps – Basins and Sinks (8l)	✓	5	Low flow - around 6 litres per minute.
5.03	Self-closing or sensor Taps			
5.04	Urinal Controllers or Waterless Urinals			
5.05	Low flush toilets	✓	4	Displacement is fitted within the cistern - could look at dual flush appliances if upgrading the toilets in the future.
5.06	Water efficient washing machine			
5.07	Water Efficient Dishwasher and Kitchen			
5.08	Drip irrigation systems			
5.09	Chlorine-free water treatments			
5.10	Water Butts			
5.11	Rainwater and grey water harvesting			
5.12	Bag It and Bin It	✓	3	Partial system in place, could reinforce with signage.
5.13	Phosphate-free soaps and detergents	✓	3	HS should investigate and consider phosphate free products. Diversy products on site.
5.14	Chlorine-free cleaners	✓	5	HS policy not to use chlorine based bleach
5.15	Natural based surface cleaners	☑		Microfiber cloths
5.16	Natural cleaning recipes			(see Members' Area on GTBS website for more info)
5.17	Ecological Water Treatment			
	TOTAL	5	20	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Purchasing				
6.01	Supplier screening	✓	3	Do have sustainable purchasing policy though cost and quality are over riding (see Members' Area on GTBS website for more info)
6.02	Paper products in housekeeping	✓	5	Tork blue roll and Eco soft brand - 100% recycled content
6.03	Recycled content plastics and bio plastics			
6.04	Recycled Glass Products			
6.05	Business Stationery & Marketing Materials	✓	5	Office Depot 100% recycled (see Members' Area on GTBS website for more info)
6.06	Home Produced Food & Drink			
6.07	Local Meat & Dairy	✓	3	Mackies ice cream sold on site
6.08	Sustainably Sourced Fish			
6.09	Local Fruit or Vegetable Products			
6.10	Local Food (non-meat & veg) & Drink	✓	5	Walkers and Deans shortbread. Orkney Fudge.
6.11	Drinking Water	✓	2	Strathmore
6.12	Local Organic Food			
6.13	Vegetarian and vegan Food options			
6.14	Local Food Network or club			
6.15	Fair Trade Food & Drink	✓	3	Staff supply Fairtrade products for personal use. Could look at selling Fairtrade chocolates in the gift area.
6.16	Ethical and Organic Products (non-food)			
6.17	Local Craft Products			
6.18	Traditional Building Products & Techniques	✓	5	Part of Historic Scotland commitment
6.19	Building and Decorative Products			
6.20	Sustainable Timber	✓	3	All sites have sustainable timber products for sale. HS could provide details of other timber products used for restorations etc.
6.21	Natural shampoos and Hygiene Products			
6.22	Green Energy Tariff	✓	5	All sites will receive full credit. SSE 100% renewable.
6.23	Financial Services			
	TOTAL	10	39	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Waste Minimisation				
7.01	Returnable Packaging (bottles crates etc.)			
7.02	Use less paper in marketing			
7.03	Dosing and Dispenser Systems	✓	3	Hand wash dispensers on site. Could investigate switching to foam dispensers for hand wash
7.04	Food portion control			
7.05	Specialist waste reduction measures			
7.06	Garden waste – composting and peat free			
7.07	Rechargeable Batteries and alternatives & eco gadgets			
7.08	Electric and electronic equipment			
7.09	Printer & Toner Cartridges (purchase & recycle)	✓	4	Returned to CVSM and donated to Woodland Trust
7.10	Textiles, Fixtures and Fittings			
7.11	Kitchen Waste Composting			
7.12	Construction Waste			
7.13	Conservation of Buildings	✓	5	
7.14	Paper reuse and recycling	✓	4	MCU collections in place
7.15	Cardboard Reuse or recycle	✓	4	MCU collections in place
7.16	Glass Reuse or recycle	✓	3	Removed from site by staff if required.
7.17	Aluminium and Steel Recycling	☑		As 7.14
7.18	Plastics Reuse or recycle	✓	3	MCU collections in place
7.19	Hazardous waste disposal	✓	5	HS policy
7.20	Dog Waste eco-treatment			
7.21	Compactors			
	TOTAL	8	31	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Travel				
8.01	Information on Public Transport	✓	5	Ferry and bus timetables on site
8.02	Marketing Materials have Details of Public Transport	✓	5	Journey planner app on website
8.03	Car Free Activities (not VA)			
8.04	Public Transport Drop Off	✓	3	Public transport drop off in the nearest village, 45 minute walk. Details on website.
8.05	Travel Incentives (not SSA)			
8.06	Information on Walking and Cycling	✓	5	Lots of great information within the green folder for visitors to browse
8.07	Cycle hire information	✓	3	Cycle hire information is in the green folder for visitors. Could promote on the website.
8.08	Walking and cycling organisations (HO/SSA/SC)			
8.09	Cycle Storage	✓	1	Could consider promoting cycle rack facilities on the website.
8.10	Coach Parking and Switch Off Policy			
8.11	Staff Travel (not SSA)	✓	4	Neil cycles to work every day
8.12	Public Service Vehicle (PSV) (Hotels/VA)			
8.13	Business Vehicles are Ecofriendly			
8.14	Pitches for Touring Caravans (HP)			
8.15	Carbon management	✓	4	HS Sustainability Report; 25% CO2 reduction by 2015. Could look to highlight this and how the attraction helps contribute to the targeted reduction.
	TOTAL	8	30	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>

Nature and Culture				
9.01	Natural and Cultural Heritage Initiatives	✓	5	All sites should receive full credit.
9.02	Information on local cultural attractions	✓	5	All sites should receive full credit.
9.03	Cultural events and festivals	✓	5	All sites should receive full credit.
9.04	Information about nature-related attractions in the area			
9.05	Information on natural heritage	✓	5	There is a bread meal grinder to demonstrate how oats were ground on the site. All ground product is given to locals chickens or birds.
9.06	Nature Diary	✓	4	staff regularly record bird sightings. Have these in the green file, translated into a number of languages. Could look to a sighting board or a poster to show visitors what they could expect to see with that quarter.
9.07	Native Tree Planting			
9.08	Wildlife Habitats	✓	3	Verges of the Broch and the meadow are not cut anymore. Could look to start recording the butterfly species along side the bird sightings on site.
9.09	Wildlife Refuges			
9.10	Specialist Heritage and Cultural Buildings	✓	5	All sites will receive full credit
9.11	Light Pollution			
9.12	Accessibility to nature			
	TOTAL	7	32	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver & Gold respectively</i>
Innovation				
10				
10				
10				
10				
	TOTAL	0	0	

SCORING SUMMARY			
Sections	Done	Score	Percentage per section for measures scored
COMPULSORY	4	20	100%
MARKETING & MANAGEMENT	6	25	83%
COMMUNICATION	7	30	86%
ENERGY SAVING	5	17	68%
WATER ISSUES	5	20	80%
PURCHASING	10	39	78%
WASTE MINIMISATION	8	31	78%
TRAVEL & TRANSPORT	8	30	75%
NATURE & CULTURE	7	32	91%
INNOVATION	0	0	
TOTAL	60	244	GOLD

Maximum No. of measures scored	60	300	Total Percentage based on 300 pts
<i>Bronze award status</i>	40%	120	81.3%
<i>Silver award status</i>	65%	195	Award achieved
<i>Gold award status</i>	80%	240	<i>GOLD</i>