



Sustainable Tourism Seminar in the Broads

The Broads Authority and Broads Tourism organised a sustainable tourism seminar aimed at encouraging businesses to sign up to the Green Tourism Business Scheme - the UK's only eco-tourism accreditation.

'Greening the Broads - and Boosting your Business' was held at The Waterside, Rollesby on 1 March 2011.

The Broads has the largest cluster of accredited green businesses in the Eastern Region with around a dozen businesses belonging to the scheme and three having gained the coveted Gold Award. This year new criteria are being developed to include boating businesses.

One of the speakers at the seminar was Louise Rout, manager of the Fairhaven Woodland and Water Gardens at South Walsham who said: "The scheme has given us some brilliant ideas for installing green technology and helped us think outside the box. It gave us the confidence to make changes and the comfort of being connected to other businesses who have been through the scheme. It is a fantastic toolkit and resource and it saves money in lots of ways."

Hire boat company Norfolk Broads Direct Ltd is preparing for its first Green Tourism Business Scheme assessment. Director, Barbara Greasley, who is acting chairman of Broads Tourism, said she thought the scheme "made perfect business sense."

She said: "As we already had many initiatives in place such as low wash hulls on many of our hire cruisers, it really did make sense to apply for a green accreditation. As well as the marketing benefits of having a green accreditation, we have also saved money

on our energy usage. Simply checking the time clocks in our holiday homes has seen our usage decrease.”

The seminar was financed by European Regional Development funding through the STEP (Sustainable Tourism in Estuary Parks) programme.