

Pollaughan Farm Cottages and what we do to try and minimise our impact

1. ENERGY

- We have invested in an Energy Audit. We investigated the feasibility of solar heating systems and alternative heat power sources but for the size of business it was suggested these would not be viable.
- We have installed central heating systems that incorporate either condensing or above 85% efficient boilers, thermostatically controlled radiators and zone controlled heating. Double glazing and also high efficiency insulation
- We pay our electricity on the 'Green Tariff '
- Light fittings and bulbs are either low energy or in a limited area gradually changing to such. Night lights are on timers

2. POLLUTION

Our business here at Pollaughan is very much based on the beautiful environment here on our doorstep and on Roseland. We think through every action we take, and its possible pollution implications, and cleaners and chemicals are chosen with great care.

We have installed a bio-digester sewage treatment plant to cope with all the waste and this outflows into a wildlife lake and nature area which we created in 2003 with help and advice from Martin Rule of the environment agency.

- Cleaning materials are as far as possible environmentally friendly and either Ecover which we bulk buy or purchased from M&A Environmental in Dartmoor
- We encourage our visitors to leave their cars and walk or use public transport and onwards to the extensive Fal River Links which enables them to travel to Truro ,Falmouth and beyond. We actively promote the cycle trails and have purchased bikes for use by our visitors.
- We have installed pipe work to allow for a water collection system which takes most of the roof water from the cottages, house and buildings and feeds into either the wildlife lakes, or is piped to supply water troughs for the animals and some is collected in water butts to water plants.
- We have joined up with Rob Constant from Cornwall Classic Car Hire and have a partnership tree planting programme to fulfil his wish to carbon neutralise his business. We have planted, with the enthusiastic help from Foundation Students from Truro College, over 250 trees of defined type to achieve Carbon Neutral status for him and also enable more woodland to be produced here.
- By having all external night lights on timers we reduce light pollution on the site and visitors frequently comment on the purity of the night sky here.(not all down to us but every bit helps !!)

3.WASTE AND RESOURCE MANAGEMENT

- We re-cycle as much as possible and encourage our visitors to do the same by making it as easy as possible for them. We have reduced our ' black sack' pick up by around 50% by encouraging re-cycling and re-using as far as possible.
- We provide compost bins for general use in each cottage and instructions on where to empty them. The compost is then used for the veggie patch from which our visitors can pick their own flowers and vegetables.
- We also mulch using the compost to help avoid need for watering plants and flowers.

- We try and re-use materials where possible and where we have had to re-structure building etc the wood and other materials is stockpiled for use later.
- We removed a line of 30 ft high conifers which were out of control and have created a wildlife 'stumpery' which is a rich and exciting habitat for many species

3. WATER

We try and conserve water in many ways

- We have a policy here of avoiding watering plants etc as far as is possible and have adopted planting and landscaping schemes that do not require constant attention. We do not have hanging baskets and minimise use of planters for this reason.
- We have carefully placed the infrastructure to allow all our roof water to be collected and piped to our wildlife lake to allow the levels to remain relatively constant and the flow to remain fresh. The rich and varied habitat that is emerging in this area is not only a valuable ecological asset to the area but a fantastic place to relax, learn, unwind and educate our visitors.
- We use Hippos in our toilet cisterns to minimise water wastage and have showers that are powerful and inviting to encourage showering rather than bathing. In our newest cottage we have used dual flush cisterns.
- We place CoaST towel cards in the cottages and discuss their merit with our visitors.

4. TRANSPORT

- We encourage our visitors, where possible to walk to the beach to avoid car miles and we also do the same ourselves. We also actively promote the Fal River Links project to encourage visitors out of their cars, and onto the many types of transport available to them to explore this area
- We offer bikes to borrow, bike storage and info on cycle trails and for those wishing to travel to Cornwall by train or bus we will pick up and drop back to the stations.
- We provide many walking books on the local area and further afield to encourage visitors out of their cars.
- We have written our own book of circular walks from Pollaughan.

5. PURCHASING AND THE LOCAL ECONOMY

- Local purchasing of as many items as possible, stationary, food and furnishings as well as use of local builders and tradesmen at all times has kept our money in the local economy.
- We use SO SOAPY from Liskeard who hand make organic Cornish soap for our cottages. They receive orders from our visitors for more after returning home.
- We use recycled envelopes and paper in the office and for most of our stationary, our brochure is also printed on paper that is 85% recycled. We re-use envelopes and print back to back where possible.

- We ourselves purchase as much food as possible very locally or through the Food Directory, using items such as Boddingtons Jam for our cream teas and Barwick cream.
- We offer concessionary tickets for Heligan and also at certain times of year for the Ferries in the Fal River Links project, we also offer vouchers for use in the area from King Harrys Cornwall
- We encourage our visitors to use the pubs and restaurants that pride themselves on sourcing food locally and explain this to our visitors enabling them to make a contribution to the local economy.
- We use Recycled and Fair Trade Products wherever possible and viable
- We use environmentally friendly cleaning products.
- We network and liaise with local pubs ,restaurants ,activity providers etc such as Paddle and Sail .
- We buy as much as possible in our local shop and encourage our visitors to do the same, offering a daily newspaper delivery on request.
- We source our internal furnishings from local potters and artists and tell our visitors where they can go to purchase similar items, and we encourage everyone who stays to support our farm shops here on Roseland and Lobbs farm Shop at Heligan.We encourage them to purchase freshly and locally as much as possible to reduce packaging and support our local economy.We list, in our visitor info books places to shop for food and gifts that are particularly in need of support and where good value can be obtained.
- When you explain the reality that every £1 spent locally is worth £2 to the local economy it begins to sink home and raising awareness and empowering our visitors to believe that these small measures add up to a big difference locally, provides for really interesting dialogue and feedback.

6.BUILDINGS AND LAND USE

- We have continued our programme of ensuring as many people as possible can enjoy Pollaughan by making accessibility and care for our environment at the heart of everything we do .
- The investment in a wildlife lake/nature area has been hugely enjoyable for us. Creating and developing this and continuing to care for it is one thing but seeing the absolute pleasure and enjoyment it brings to all our visitors and members of our community is very humbling.
- The many indigenous species now inhabiting produces great excitement and it is great to see the educational and amenity value this brings.
- The investment in making the built product accessible as well as ensuring landscaping, paths, lake etc are easy to use has been a huge financial investment for us.
- We use traditional Cornish materials such as local stone and granite and plant Cornish indigenous trees in our tree-planting programme
- We have seen a return on all the investment above in respect of increased visitor numbers and occupancy.
- There is no doubt that becoming as accessible as possible has increased our marketability and length of season and therefore increased occupancy levels.
- The sustainable measures we adopt are transparent to our visitors who readily embrace our ethos and make their holiday experience much richer. This undoubtedly encourages them in their decision to return and recommend to Pollaughan.

- The cost saving associated with the energy audit and energy saving measures will be costed out clearly at the end of the year but will no doubt show considerable savings.

What measures have we adopted to support the local community ?

Here at Pollaughan we raise awareness with our visitors both whilst here and also through our marketing mediums, such as the Green Holidays Page on our website www.pollaughan.co.uk .

There is a very fine line between lecturing and engendering and it is crucial for the success of sustainable awareness measures that this line is not crossed.

Valerie is a Director of the Cornwall Sustainable Tourism Project and works to support the project and its staff. She is also an elected member of SW Tourism commercial members committee and was an advisory board member of King Harrys Cornwall all of which allow a voice to help influence thinking and hopefully raise awareness on sustainable thinking..

On a very local level Valerie is a past Chair of the Roseland Chamber of Commerce and as such has worked hard to promote a more sustainable ethos and understanding of visitor need and expectation among the local tourism industry. She has worked hard to raise awareness ,especially among smaller business on the relevance and compliance of DDA and offered help and advice on where to get support and audits.

She was responsible for getting the first business recycling scheme on Roseland off the ground

On domestic recycling I have brought to the attention of the smaller B&B and Self Catering Cottage owners the law regarding their domestic re-cyclet which can be picked up by Carrick kerbside recycling scheme.

We have invested heavily in our own TIME to try and promote what we do here and share our ethos and values on accessibility and sustainability with others in the industry through offering open house visits , We have made the decision to give back to the tourism industry what we can and give time to become involved where I feel my experience and skills may be of use.

- We have given time to speak at events such as coast workshops, CoaST celebration days, SWTourism marketing days, an Awareness day on behalf of Destination Bristol, Valerie has done the Level 2 NCFE award and train the trainer course and Tim the Level 4 F degree sustainable module.
- She is an elected member of the South West Tourism Commercial Members Committee and has spent a time acting in an advisory capacity to applicants and grantees of the SW Tourism RTIF on behalf on Annette Cole helping with all aspects of Accessibility, Quality and Marketing.
- Valerie was invited by coast to deliver some ‘ briefings ‘ on Sustainability, Accessibility and Quality in their programme of 6 winter workshop including a 2 day trip to Scilly in Feb 06.

We believe passionately in helping to preserve the Cornish Environment ,to the Cornish Economy and we want to give something back to the Community of Cornwall.

Access for all ?

Here at Pollaughan we believe Access for All is exactly what it says! It is not, a ‘disabled ‘issue. It is not just about making somewhere wheelchair accessible. Only around 7% of registered disabled people use a wheelchair.

Making somewhere accessible for all about everyone being able to share and enjoy the same facility. This means parents with toddlers , children , elderly people, those with a visual impairment or another disability. It is also about language barriers and social barriers.

Our mission statement here on Access for All is that anyone of any age and any ability and from any background will be made wholly welcome at and be able to enjoy the facilities here at Pollaughan as far as possible without hinderence.