

The Green Tourism Business Scheme



LONDON

GUIDANCE NOTES

Version IV



Quality in the environment



PREFACE



Welcome to the Guidance notes for Green Tourism for London. We have prepared this to help guide you through the practical activities which are involved with operating a green business. These notes support the main criteria document for the green tourism business scheme version IV (which is the first version of the Green Tourism for London criteria) and make up over 150 measures of good and sustainable practice related to running a successful tourism related operation.

The guidance notes are set with simple straightforward steps designed around the needs of the hospitality industry and make reference to further advice and support available in London. It is one of the supportive documents prepared as part of the Green Tourism for London Pilot. This is a 2 year project to roll out green tourism across the city of London.

We hope you find this document useful, practical and sufficiently concise to help you take the appropriate actions necessary to achieve a Bronze Silver or Gold grading within the award programme. Version IV is set for a period of three years when it will be reviewed and upgraded. This ensures our programme maintains its focus on continuous improvement and helps our industry remain on course to deliver genuine sustainable solutions.

I would like to thank all our partners, award winners and supporters in helping us develop the GTBS award to become the worlds most successful tourism related ecolabel.

Yours sincerely

Andrea Nicholas
Managing Director
Green Business UK Ltd

WELCOME TO GREEN TOURISM FOR LONDON

This booklet is designed to help guide you through the preparation for the Green Tourism for London award. These guidance notes accompany the main criteria document which provides details of all the actions which you can undertake to become a green business.

This programme is based on the Green Tourism Business Scheme (GTBS), a well-established green accreditation scheme for the tourism industry. GTBS already represents over 1400 green businesses throughout the UK and is now being launched in London by the London Development Agency (LDA). Green Tourism for London is run on behalf of the LDA by a not-for-profit organisation, Green Business UK.

Green Tourism for London not only supports the Green London initiative, but is also a step towards ensuring London hosts the most sustainable Olympic Games in modern times. These guidance notes have been specifically designed to help businesses in London work towards becoming more sustainable by reducing their carbon footprint and encouraging a positive impact on the environment and the community.

GREEN TOURISM IN LONDON

As a leading member of the C40 group of cities, which aims to tackle climate change, London is already at the fore in addressing global green issues. The Mayor has positioned the city and its policies around delivering a vision of London as a truly sustainable city. A number of strategies have been prepared in recent years and these have been reviewed in the development of Green Tourism for London. The main relevant strategies are highlighted in a table at the end of the guide with references to how your business actions can contribute to their objectives. They include:

- Climate Change Action Plan
- The Mayor's Draft Business Waste Strategy
- The Mayor's Draft Water Strategy
- Healthy and Sustainable Food for London

GREEN TOURISM FOR LONDON

Green Tourism for London is an award given to businesses to recognise their achievements in becoming more sustainable. It has three award levels:

- BRONZE BASIC GOOD PRACTICE
- SILVER GOOD PRACTICE THROUGHOUT
- GOLD EXCELLENT PRACTICE



In the criteria documents there is a detailed explanation of the measures which are used in the assessment. They represent over 150 practical activities which can help reduce your business footprint and take advantage of the growing interest in green issues.

The benefits of Green Tourism for London for your business are:

- A simple and proven framework for greening your business
- Advice from sustainable tourism experts on efficiency and best practice
- A report reviewing progress and opportunities
- Details of your existing carbon footprint

- Recognition as a responsible business by your customers
- Access to regular newsletters case studies and further advice
- Promotion of your achievements through the LDA, Visit London and GTBS
- Helping to make London a Greener City

WHO CAN APPLY?

Green Tourism for London is specially designed for tourism accommodation including hotels, guest houses, and self catering as well as visitor attractions and event venues. Accommodation businesses wishing to join must also be graded in the national quality scheme run by either VisitBritain or the AA.

THE APPLICATION PROCESS

Joining Green Tourism for London is simple. Businesses should first register their interest in joining by contacting Green Business UK office – after which you will be sent an application pack containing all relevant information.

USING THE GUIDANCE NOTES

The guidance notes cover specific measures aimed at reducing your carbon footprint through direct actions such as improved business efficiency. They also encourage positive behavioural and lifestyle changes.

There are seven simple steps based on the principles of good environmental management. Work through the steps and use the checklist at the end to assess your current level of achievement. If you need further details about any of the measures please refer to the main criteria document.

GETTING STARTED

This guide helps you establish a practical framework to help embed sustainable “green” principles within your business, as well as a checklist to help you assess your performance.

We realise that every business is different. That is why flexibility has been built into the criteria. There are over 150 individual measures as well as scope for including others in the innovation section. You will be scored on up to 60 measures and the results will establish what award level you achieved.

Having decided to join, you should think about preparing for your first assessment.

Businesses often benefit from requesting a pre-assessment ‘advisory visit’. There is a charge for this service however the 2 year pilot programme includes subsidised and free advisory assessments to help you understand the programme and join in. **Join Green Tourism for London NOW and you will receive specialist advice and support as part of your membership.**

The advisor can make resource and cost saving recommendations as well as provide you with an action list of measures appropriate for your business. To get you started we have prepared the following set of actions.



STEP 1 MANAGEMENT COMMITMENT

ACTION

- Adopt a Green Policy that addresses environmental, economic and social issues

Management commitment is key to delivering sustainable tourism, with a clear mission in raising standards whilst maintaining efficiency and performance in sustainable development issues. A basic mission statement may be to adopt sustainable tourism as a goal however this needs to be interpreted in terms of the business's key impacts. This is achieved through what we term a "green policy" an example of which is provided below. It may be supplemented with further information on the commitment and actions being undertaken by the business. As a minimum the green policy should be on display for staff and guests.

Adapt the sample policy wording shown below or you can go to www.envirowise.com for more ideas.

ACTION

- Appoint a green co-ordinator who is responsible for the implementation of the policy and co-ordination of the work associated with joining Green Tourism for London

Each operational site should have a Green Co-ordinator to maintain knowledge of the actions being undertaken on site to adhere to the policy. This person should also be familiar with Green Tourism for London and be able to demonstrate or co-ordinate the actions being undertaken to meet the conditions of the Green Tourism Award.

For further information refer to the compulsory section of the criteria.

SAMPLE GREEN POLICY - Environmental and Social Responsibility Policy

At (*Business Name*) we are committed to working in a sustainable way. We are undertaking the following actions in order to achieve this.

- We comply with the requirements of environmental legislation and approved codes of practice
- We continuously seek to improve our environmental and social performance
- We reduce pollution, emissions and waste
- We reduce the use of energy, water and other resources
- We raise awareness, encourage participation and train employees in sustainable business practices
- We expect similar sustainable development standards from all our suppliers and contractors
- We assist customers to use our products and services in an environmentally responsible manner
- We liaise with our local community and support local initiatives
- We have minimised risks associated with social and environmental issues
- We have joined Green Tourism for London as an indicator of our sustainable practices

We would like to ask you to help us – the green folder in your room has suggestions on what you can do to be a responsible visitor

Signed

Role *Manager (etc)*

STEP 2

KNOW YOUR IMPACT

ACTION

- Collect information on past resource use (energy and water costs)
- If you are not already doing it- start reading your energy and water meters regularly
- Monitor your energy and water usage against factors like occupancy or visitor numbers
- Complete Green Tourism for London's annual performance questionnaire

You cannot manage what you cannot measure. Key data which should be collected includes energy and water consumption. These measurements are only of value if you review them periodically and evaluate your success in reducing your impact on resources whilst growing the value of the business.

Key data which should be measured include:

- Hotel occupancy: This is a percentage of bed nights in comparison to full occupancy.

The bed occupancy may be calculated by: Number of occupied rooms divided by the total number of available rooms over a full year.

Given that some rooms may have single occupancy, numbers of guests divided by total bed spaces could be used as an alternative. The key to maintaining these records is to remain consistent whichever method is used. The income per bednight may be derived from turnover figures to build a pattern of occupancy and income over the year and identify more profitable periods.

Weekly and monthly patterns can help establish discount periods and special offers to maximise income. Numbers of covers may be monitored in a restaurant and visitor numbers, café and shop income in visitor attractions.

These figures are useful to compare with utility consumption, energy waste and water, which all have a relationship with numbers of guests and visitors. The business may set staff targets to reduce consumption per bed night etc as a key performance indicator.

Green Tourism for London uses a survey questionnaire to help maintain a record of your performance. You will be expected to complete this as part of your membership (see baseline information provided on checklist). Further information and advice on measuring performance and monitoring resource use is available through:

- Envirowise 0800 585 794 www.envirowise.gov.uk/london.
- The carbon trust (for energy and carbon measures) www.carbontrust.co.uk
- www.hospitableclimates.co.uk/

Green Business UK can also provide you sample monitoring forms through the website www.green-business.co.uk.

STEP 3 **MINIMISE ANY RISKS**

In preparing for your assessment you should be satisfied that the following risk issues have been addressed

- Storage of chemicals and oils
- The avoidance of greases, oils and fats entering sewers and water courses
- The general tidiness of the site avoidance of litter and nuisances (such as major noises)
- Duty of care to ensure waste is stored and disposed of correctly
- Avoidance of legionnaires risks and health related risks
- Compliance with safety and employment regulations

ACTION

- Check you meet all legal requirements and minimise any risks.
- Refer to the criteria document for further detail but some of the factors to consider are
 - Legislation (see <http://www.netregs.gov.uk/>)
 - Health and Safety (see <http://www.hse.gov.uk>)
 - Waste related risks (<http://www.envirowise.gov.uk/london>)
 - Water related risks (see <http://www.environment-agency.gov.uk/regions/thames>)

Don't be overwhelmed by the plethora of legislation related to the environment, social, health and safety issues. The regulations have been put in place to ensure businesses operate sensibly with due care for their employees, customers and community. There is **no need to panic** and any concerns relating to risks will be highlighted during your visit. The assessor will endeavour to signpost you for further advice and information should it be required.

STEP 4 **GET YOUR STAFF INVOLVED**

ACTION

- Appoint a Green Co-ordinator to oversee your green tourism initiative
- Establish Green Team made up of staff from a variety of departments
- Offer Green Awareness training to existing and new staff
- Start "Switch-off" Campaigns
- Provide staff feedback on targets, successes and achievements

A cross departmental "green team" may be established. Staff with a particular interest in green tourism should be involved. This helps embed good practices within daily routines as well as provide feedback from all areas in relation to resource use issues. Such a team should not replace existing hierarchical structures but be used as an advisory grouping to help ensure that the business moves forward in the most positive and effective way. The green team should report to the green co-ordinator and the general manager and should maintain a set of records of ideas, actions, responsible persons and deadlines for action completions (see STEP 6.)

STEP 5

REVIEW WHAT YOU DO

ACTION

- Use the checklist provided at the end of the document to get a better idea of where you currently stand and also what measures you could easily do.
- If you do 30 or more measures spread throughout the checklist you may already be at Bronze level
- Use the checklist at the end of the document to see if you are completing 30-60
- Apply for a site visit

The checklist is made up of 10 main sections related to the impact the business has on the environment. The checklist may be circulated through the “green team” and each department tasked with identifying practical actions which may be undertaken or investigated through their area of responsibility. By sharing the task more may be achieved and the whole organisation benefits through achieving a green tourism award.

Any well managed business with a commitment to sustainable practices should be able to achieve a Bronze level award with only a relatively small investment in time and money. The GTBS assessment process is a valuable independent review of practices and should be considered as an aid in raising standards of performance as well as a means of achieving an award.

For more information on the individual elements and an explanation for what is required please refer to the full criteria document. This document also outlines how you will be scored on your assessment.

Having undertaken this review you should now be able to decide if you are ready to be assessed for the Green Tourism for London Award.

STEP 6

DEVELOP PLANS, SET TARGETS AND ALLOCATE RESPONSIBILITIES

ACTION

- Develop a green action plan outlining specific targets and who is responsible for delivering them (See example table on page 7)
- Prioritise - work on those simple no cost or low cost actions that will have immediate effect

Table 3 Sample Green Action Plan

Activity description	Responsible Person:	Target date	Status:
Start detailed records of weekly electricity and gas consumption	maintenance	Dec-07 onwards	Started Dec-07
Undertake staff induction with green presentation (all new staff to undergo as part of standard induction)	HR manager	Nov-07	Completed Dec-07
Appoint representatives for green team	HR manager	Nov-07	Completed Nov-07
Investigate potential for plastic recycling and compactor	GM	Mar-08	Envirowise audit arranged Jan 08
Request cleaning supplier to provide details of eco products	housekeeper	Feb-08	Awaiting response
Put Green Policy on display in reception	Receptionist	Nov-07	Completed Dec-07
Provide details on local/organic option on menus	head chef	Jan-08	Ongoing
Ensure all main lighting is low energy	maintenance	Jan-08	Ongoing
Request Carbon Trust energy survey	GM	Dec-08	Requested survey booked for March 08

STEP 7

PREPARE FOR YOUR GREEN GRADING ASSESSMENT

ACTION

- Collect evidence for presentation at grading assessment
- Develop green management file (this should be a working document complete with evidence and information related to your green grading)

As you complete actions related to the Green Tourism for London award it is worthwhile maintaining a reference of the changes made. Some actions such as changing low energy lighting may be observed but other actions such as replacing pillows and supplying old stock to a charity or community project will require some evidence. This may be kept in a green management file and should include minutes and notes of green team meetings, site monitoring etc.

THE GRADING ASSESSMENT

The grading assessment itself comprises of an assessment carried out by a trained Green Tourism for London grading assessor which lasts approximately 2 hours. The time taken may vary according to the size of the site. The appointed Green Co-ordinator should be available to show the grading assessor around the site. Other key staff should also be available where possible. Above all, do not worry - we are not seeking to find faults, only record practical actions and advise on further opportunities.

FOLLOWING THE GRADING ASSESSMENT

Following the assessment you will be provided with a detailed report highlighting your award level as well as your strengths and areas to work on. You will also receive a plaque, certificate and window sticker. Digital logos are also available for use on websites and brochures.

CASE STUDY - RAMADA HYDE PARK HOTEL



Ramada Hyde Park Hotel joined GTBS as part of a package for the whole of the Ramada group of hotels. The Hyde Park site was able to meet the Bronze award level for the scheme at its first assessment. Below is a summary of the site and the particular actions undertaken to meet the Bronze award.

The Ramada Hyde Park is a 213 bedroom city centre hotel located in central London. The site is close to public transport and coach parking facilities and is focused on becoming recognised as part of an environmentally responsible destination. The hotel has had specialist surveys on energy and water and is completing a programme of efficiency related measures. A green team has been established with induction training and regular on site monitoring. Ramada Hotels have initiated a towel policy throughout the group. The group will also incorporate energy efficiency measures in refurbishment specifications. All suppliers have been requested to provide information on the environmental impacts of their products and services. All hazardous wastes are dealt with responsibly and paper, glass and cooking oils are recycled. Specific actions undertaken as part of the GTBS accreditation include:

- Adopting a “Green” policy and displaying it in reception
- Developing a green team to share and support efforts to minimise impacts and save resources
- Establishing Key Performance Indicators related to cost savings, carbon footprint and GTBS accreditation
- Improving control of heating and cooling to avoid excessive costs and operate to industry best practice
- Taking regular readings of electricity, gas and water
- Rolling programme of replacing lights with low energy type
- Maintenance programme that ensures all taps and showers operate efficiently
- Use of push and aerator taps in public toilets
- Use of efficient appliances and effective maintenance of refrigeration units
- Use of recycled paper products in housekeeping
- Promotion and provision of information related to public transport
- Development of employment opportunities for disadvantaged groups

GREEN TOURISM FOR LONDON SUMMARY OF CRITERIA

SECTION 1 Compulsory

A set of basic measures required for all sites to avoid risks, comply with basic good practices and to establish a framework for action and continuous improvement.

The Green Tourism for London Checklist has the 4 main issues you need to consider and the criteria document explains them in full. You will need to comply with all relevant issues for your assessment. The main issues covered are:

- Signing the membership application code of conduct
- Legal requirements and risk management
- Annual performance Information
- Adopting Green/Environmental Policy

Information on these actions are included in the scheme criteria. Please contact the GTBS office if you have any further queries.

SECTION 2 Management

Management related activities associated with improving the efficiency and performance of the business as a green operation. The Green Tourism for London Checklist has the 16 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Sustainable Tourism Advice - Legal compliance & Management issues		Websites
Green Tourism Business Scheme	Advice on Green Tourism for London award minimum standards and practical advice	www.green-business.co.uk
Considerate Hoteliers	Membership organisation for hotels with annual awards for best in food etc.	www.consideratehoteliers.com
Envirowise	Free confidential advice to busines on increasing profitability and reducing environmental impact	www.envirowise.gov.uk
Envirowise Seminars	Free seminar to help tourism businesses focus on cost and resource savings applicable to hotels and catering	www.envirowise.gov.uk/westminster
Global Action plan	Charity operating a number of green related programmes with businesses in London	www.globalactionplan.org.uk
Business Link support	Good source of information and advice related to health, safety and environment and efficiency	www.blondon.co.uk
London Development Agency	Lead organisation helping deliver a London as a Sustainable Tourism Destination	www.lda.gov.uk

SECTION 3 Social & Communication

Measures related to improving links and involvement with the community and activities related to informing the visitor regarding green practices

The Green Tourism for London Checklist has the 16 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Sustainable Tourism - Social and Communication		Websites
VISIT London	The Tourism Organisation for London with a growing green page with tips on being a green visitor and travelling responsibly	www.visitlondon.com/people/green/
Green Hotelier	Quarterly newsletter on sustainable tourism best practice	www.greenhotelier.org
Tourism Concern	Campaigns related to fairer tourism and sustainable development of tourism destinations	www.tourismconcern.org.uk
London 21	A network of the main green related community groups and associations across London	www.london21.org

SECTION 4 Energy

Measures related to reducing energy consumption and supporting renewables

The Green Tourism for London Checklist has the 21 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Energy related advice and support		Websites
The Carbon Trust	Helping business and public sector cut carbon emissions	www.carbontrust.co.uk
The Energy Savings Trust	Support related to reducing climate change through sustainable and efficient use of energy	www.energysavingtrust.org.uk
Hospitable climates	Extensive fact files for the hospitality industry with a particular focus on energy saving	www.hospitableclimates.org.uk
Enhanced Capital Allowances	Allows businesses to claim first year 100% capital allowances on eligible efficient plant and machinery	www.eca.gov.uk
North West London Energy Agency	Advice on energy issues for businesses and consumers	www.energysolutions.org.uk
Low carbon buildings programme	Grant programme for renewable energy and low carbon technology	www.lowcarbonbuildings.org.uk

SECTION 5 Water

Efficient use of water, use of products which cause less pollution and the adoption of techniques which reduce pollution and water consumption

The Green Tourism for London Checklist has the 17 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Water related advice		Websites
Water Wise	Independent not for profit company working to improve water efficiency in the UK	www.waterwise.org.uk
Thames water (water wise pages)	Main water supplier to London provides help with water audits and provides Savaflush and other water saving products	www.thames-water.com
The Environment Agency	Environmental advice with specific emphasis on water resources, flooding air and environmental regulations	www.environment-agency.gov.uk
Flood alleviation & safety	Main website for all matters related to emergency planning in London and safety	www.londonprepared.gov.uk

SECTION 6 Purchasing

Actions taken and procurement arrangements which support local suppliers ethical consumption and the use of more environmentally friendly products

The Green Tourism for London Checklist has the 23 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Purchasing - Healthy eating and Food related, green procurement		Websites
The Green Source	A guide to sustainable procurement for hotels produced by the Considerate Hoteliers Association	www.lda.gov.uk/greentourism
Sustain	Advocates healthy eating and responsible farming practices. Prepared a guide on one planet dining.	www.sustainweb.org
London Remade	Supports the establishment of a sustainable capital through developing markets for recycled products. Here you can join over 500 businesses signed up to the mayors green procurement code	www.londonremade.com
Green Store	London based online shopping related to the green lifestyle	www.thegreenstoreonline.co.uk
Green Building products	Eco-conscious building products with discount for GTBS members for water saving devices	www.greenbuildingstore.co.uk
M&A Environmental	Suppliers of ethical and environmentally responsible cleaning and packaging products to the catering industry provide GTBS members with a preferential rate	www.ma-enviro.co.uk

SECTION 7 Waste

The Reduction, Reuse and recycling of waste products to minimise solid waste. Activities related to safe disposal of hazardous waste and associated pollution reduction

The Green Tourism for London Checklist has the 21 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Waste related advice		Websites
WRAP	helps businesses and consumer reduce waste and recycle more	www.wrap.org.uk
Wastewatch	Leading charity based in London helping to create a less wasteful society	www.wastewatch.org.uk
Recycling campaign for London	Campaign to increase recycling in London to 60% with links to local authority recycling departments	www.recycleforlondon.com see also www.letsrecycle.com

SECTION 8 Travel

Measures related to minimising the carbon impacts of travel. The promotion and use of public transport. Activities which encourage lower car use and greener fuels.

The Green Tourism for London Checklist has the 15 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Travel and Transport		Websites
Transport for London	The main portal for travel information in London	www.tfl.gov.uk
London Cycling Campaign	Membership organisation focused on making London a world class cycle friendly city	www.lcc.org.uk
Energy Saving Trust	Free help advice and grants towards reducing your transport carbon impact	www.energysavingtrust.org.uk/fleet/

SECTION 9 Landscape and Culture

Nature related activities and information, contribution to the preservation of local culture and landscape

The Green Tourism for London Checklist has the 12 options you need to consider and the criteria document explains them in full. You should be able to tick at least 3 for membership. Some useful contacts are outlined below:

Natural and Cultural Heritage		Websites
English Heritage	National Body responsible for the preservation of the built environment	www.english-heritage.org.uk
VISIT London	Maintains details about all cultural events planned in the capital for promotion & collaboration	www.visitlondon.com
2012 Cultural Olympiad	Lead organisation for the cultural Olympiad a promotion campaign linked to cultural values and diversity.	www.culture.gov.uk
London Zoo	The Zoological Society of London is dedicated to worldwide conservation of animals and habitats and provides sponsorship opportunities	www.zsl.org
Sunshine garden	A demonstration drought resistant garden at London Zoo to encourage lower water use in London	www.london.gov.uk/sunshinegarden
London Wildlife Trust	Trust working to protect Londons Wildlife with over 40 reserves	www.wildlondon.org.uk
Wildlife in London	Website with nature related information for London	http://wildweb.london.gov.uk/

SECTION 10 Innovation

Measures which are progressive, novel and which contribute to improving performance related to sustainable development which have not been credited elsewhere.

The Green Tourism for London Checklist provides you with the opportunity to nominate any additional actions you have taken which do not fit with the rest of the checklists. Some ideas are provided. These actions will help you gain further credit for innovative actions. Some useful contacts are included below:

Innovation		Websites
Green Roofs	Independent organisation promoting green roofs	www.livingroofs.org
London Sustainability Exchange	A development business lead by Forum for a Future to help make london a more sustainable city	www.lsx.org.uk
Building Research Establishment	Leading research consultancy, training and certification body for the construction industry	www.bre.co.uk

Advisory Support

Any well managed business with a commitment to sustainable practices should be able to achieve a Bronze level award without a significant investment in time or costs. The GTBS assessment process is a valuable independent review of practices and should be considered as an aid in raising standards of performance as well as an award giving assessment process.

Sites may wish to receive an advisory visit or assessment in order to support staff in targeting practical actions and reviewing the businesses starting position or progress.

For more information on the individual elements and an explanation for what is required please refer to the full criteria document. This document also outlines how you will be scored on your assessment.

Please note that in situations where a site has no or very low impacts in a specific section such as no water use on site then the section may be exempted and no measures need be attempted. If you have any queries related to this contact the Green Tourism for London Office.

- Strategies for a Greener London

STRATEGIES FOR A GREENER LONDON AND THE CONNECTION TO THE GREEN TOURISM FOR LONDON AWARD

The London Development Agency, The Greater London Authority and many other London organisations are active in Greening the City, under the direct leadership of The Mayor of London. In order to help you see how the actions taken in green tourism relate to this broader agenda we have reviewed the following London strategy documents and highlighted where they link in with the specific requirements of the Green Tourism for London Award as outlined in the London criteria. In addition to the documents outlined in the table we also considered

Strategic Document	Objectives	Green Tourism for London Award	Reference number in criteria document
Cleaning London's Air - The Mayor's Air Quality Strategy (Sept 2002)	To use zero-emission sources of heat and power. To encourage cleaner transport options, less polluting vehicles, energy efficient homes, better planning for less travel, ensure vehicles meet Euro III standard	Use of renewable energy purchase of green energy use of more eco-friendly vehicles, cleaner fuel use	4.12,4.19,4.20,4.21, 4.22, 6.22,Travel Section 8.1- 8.13, 8.15
Connecting with London's Nature – The Mayors Biodiversity Strategy (July 2002)	Encourage businesses to adopt biodiversity action plans, support environmental education, preserve wildlife habitats and create new ones	Monitoring fauna and flora, education and interpretation, creating and maintaining wildlife areas, providing information on nature related attractions	2.12, 3.8,3.9,3.13, Natural and Cultural Heritage Section 9.1, 9.4-9.9
Rethinking Rubbish in London – The Mayor's Municipal Waste Management Strategy (May 2007)	To increase recycling rates of household and municipal waste to 45% by 2010 to encourage composting and waste minimisation	Recycling and waste reduction options throughout the waste section, monitoring waste and recycling	1.2, 2.10, Waste Section 7.1-7.21
Green Light to Green Power – The Mayor's Energy Strategy (Feb 2004)	To reduce energy consumption through higher levels of insulation and improved energy efficiency. To use renewable energy and to ensure fuels cleaner.	Energy efficiency measures in the energy section, use of solar and other renewables and purchase of green energy, use of ecofriendly fuels for vehicles	2.7,2.8, Energy Section 4.1-4.22, 6.22, 8.12,8.13
Souder City – The Mayors Ambient Noise Strategy (March 2004)	Commitments to reduce vehicles (noise and congestion) in the city, encouraging more natural spaces to absorb noise, encouraging cycling and responsible late night bars etc	Responsible visitor charter, cycling and cycle storage, community projects and creation of nature areas	2.3, 2.11, 3.1,3.16, Travel Section 8.1-8.11, 9.4, 9.7
Healthy and Sustainable Food for London – The Mayors Food Strategy (2006)	Support more healthy food options, provide more education to children on food sources, farms etc, reduce food packaging, responsible waste management	Measures to reduce portions, vegetarian and vegan options, local and organic food, packaging reduction and awareness and food waste composting	2.3, 3.13, Purchasing Section 6.6-6.15, 7.1,7.4, 7.11, 9.3
London Tourism Action Plan 2006-09	Business support for a greener tourism industry, encourage new ways to support London as a green city, encouragement of cycling and walking, promote parks	Cycling and walking information, cycle hire and green building designs, healthy living spaces	2.5, 2.6, 2.13, 3.7, 7.13, Travel Section 8.3-8.9, Innovation Section

- DCMS Welcome legacy – Tourism Strategy for the 2012 games – A consultation (no date)
- London Wildlife Trusts – Going Local Plans
- LSX Greener Food and Drink Strategy (2006)
- Sustain One Planet Dining Strategy (2007)

An independent consultant reviewed the criteria documents and made recommendations which were incorporated into the final criteria document.

Strategic Document	Objectives	GTBS criteria checklist	Reference number in criteria document
Transport 2025 – Transport Vision for a Growing World City (Nov 2006)	To switch from car use to public transport, cycling and walking. To reduce travel time, carbon emissions and congestion. Providing travel incentives and improved land use planning	Promotion of walking cycling, public transport options and location to nearest drop off points. Staff travel surveys and car sharing etc. Travel incentives and oyster card etc	2.11,3.1,Travel Section 8.1-8.15
Greenwich Council Promoting Sustainable Tourism documentation 2007	Development of partnerships, raising quality and capacity and developing more sustainable tourism destinations, venues	Social and community activities, natural and healthy living spaces, green business networks business and green marketing	2.6, 2.14 Social & Communication Section 3.1, 3.7-3.13
Action Today to Protect Tomorrow – The Majors Climate Change Action Plan (Feb 2007)	Encourage green badging to deliver carbon savings, raise standards for new builds to be low carbon, energy saving programmes related to insulation and micro renewables. Encouragement of district heating and other decentralized energy networks, minimizing travel and including low carbon requirements in procurement	Use of the Green Tourism for London brand in promotion. The provision of data on carbon reductions through a reporting programme. Measures related to transport and energy	GTBS Version IV, Social & Communication 3.1-3.4, Energy Section 4.1-4.22, Travel Section 8.1-8.15, Innovation Section
Water Matters - The Mayor's Draft Water Strategy (March 2007 out for consultation)	Measures to reduce flooding risk through paving and eco-design features, leak reduction, improved abstraction regimes, greater use of greywater and rainwater, water efficient appliances and fittings, systems to collect waste oils and fats, creation of ponds to reduce flood issues	Wildlife ponds, recycling of cooking oil, minimizing leak risks and fats in drains, use of rainwater and grey water harvesting, eco-design features in hard landscaping, water saving taps showers and appliances	1.2, 2.7, 2.9 Water Section 5.1-5.17, 9.8, Innovation Section
Making Waste Work in London – The Mayors Draft Business Waste Management Strategy (May 2007)	Increasing recycling targets to 70% by 2020, energy from waste and 95% recycling of demolition wastes, greater use of recycled materials in procurement	Waste reduction reuse and recycling in waste section, purchasing choices to use more recycled materials supplier screening and procurement policy	2.10, Purchasing Section 6.1-6.5 Waste Section
One Planet Dining Strategy		Local & seasonal menus, vegetarian and vegan, packaging, portion control, food waste and supply chain	Purchasing Section 6.3, 6.6-6.15, Waste Section 7.1-7.4,7.11

- Criteria Checklist


THE FOLLOWING CHECKLIST IS TAKEN FROM THE GTBS CRITERIA VERSION IV.

. The checklist should be used in conjunction with document in order to further understand the requirements and scoring for each activity. If you do not have this document it may be sent to you from the Green Tourism for London Office.

As you will see it highlights specific actions which may be used to measure progress from a useful objective to a completed activity. The checklist may be used by staff to help identify actions and responsible persons and to gather evidence of actions taken and their results.

Please refer to criteria version IV if you have queries relating to the requirements for each measure highlighted. Some measures will not be applicable to your site or situation and should be ignored. Overall the GTBS expect sites to be able to undertake between 30 to 60 actions to a high standard to achieve an award. The number of actions and the level of activity are measured by the GTBS audits and awarded based upon the three tier award Bronze Silver and Gold. New developments not contained in the checklist may be credited in the innovation section. The GTBS award programme does offer an advisory service should you wish to receive more specific on site assistance in preparing to join the GTBS or otherwise greening your business.


Compulsory and Mandatory Measures


Members will be required to complete the compulsory section satisfactorily in order to achieve an award. In addition each section contains a mandatory measure against which all businesses will be assessed. This is clearly indicated by the leaf logo  in the criteria listing.

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
1	COMPULSORY				
1.01	Commitment to Sustainability				
1.02	Minimum Standards and Risk management				
	Minimise possible pollution risk from oil tanks and car parks				
	Suitable waste containment and disposal (including sanitary waste)				
	Proper chemical storage				
	Good general maintenance				
	Litter and visual impression				
1.03	Annual performance information				
1.04	Green policy				
	Total				
2	MANAGEMENT & MARKETING				
2.01	Green Management File 				
2.02	Establish a green action plan				
2.03	Staff environmental awareness				
2.04	Establish a green team				
2.05	Attendance at Green Training Event				
2.06	Green Business Network or Initiative				
2.07	Specialist Environmental Advice				
2.08	Monitoring: Energy				
2.09	Monitoring: Water				
2.10	Monitoring: Waste & Recycling				
2.11	Monitoring: Travel and transport				
2.12	Monitoring Flora and/or Fauna				
2.13	Green Marketing				
2.14	Green Events Package				
2.15	Joint marketing with other GTBS members				
2.16	Visitor Feedback				
3	Total				


MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
3	SOCIAL AND COMMUNICATION				
3-01	Responsible Visitor Charter 				
3-02	Use of GTBS brand in on-site promotion				
3-03	Use of GTBS brand in off-site promotion				
3-04	The GTBS Supply Chain				
3-05	Green information for customers				
3-06	Green laundry practices				
3-07	Natural & healthy Living spaces				
3-08	Totally non-smoking				
3-09	Education on Sustainability				
3-10	Community work on Local Environment				
3-11	Local social community projects				
3-12	International Social Responsibility Projects				
3-13	Visitor Payback Schemes				
3-14	Family focused Green Activities				
3-15	Physical & Spiritual Health & Wellbeing				
3-16	Social Responsibility Reporting				
	Total				

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
4 ENERGY					
4-01 A-rated air conditioners and refrigeration					
4-02 Refrigeration: Condition and Positioning					
4-03 Mini kettles					
4-04 Use of low energy lighting 					
4-05 Use of Light Emitting Diode (LED) lighting					
4-06 Internal lighting controls & sensors					
4-07 External Low Energy Lighting and controls					
4-08 Individual room heating controls					
4-09 Whole-system heating and cooling controls					
4-10 High Efficiency Boiler					
4-11 Boiler Maintenance and Burn Efficiency					
4-12 Heat Recovery					
4-13 Roof Insulation					
4-14 Glazing and draughtproofing					
4-15 Other Insulation and low energy design					
4-16 Thermostatic settings on heating air conditioners and hot water					
4-17 Hot water storage					
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					

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
5	WATER				
5-01	Water Flow Through Showers (12l)				
5-02	Water Flow through Taps – Basins and Sinks (8l)				
5-03	Self-closing or sensor Taps				
5-04	Urinal Controllers or Waterless Urinals				
5-05	Low flush toilets 				
5-06	Water efficient washing machine				
5-07	Water Efficient Dishwasher and Kitchen				
5-08	Drip irrigation systems				
5-09	Chlorine-free water treatments				
5-01	Water Butts				
5-11	Rainwater and grey water harvesting				
5-12	Bag It and Bin It				
5-13	Phosphate-free soaps and detergents				
5-14	Chlorine-free cleaners				
5-15	Natural based surface cleaners				
5-16	Natural cleaning recipies				
5-17	Ecological Water Treatment				
	Total				

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
6	PURCHASING				
6.01	Supplier screening				
6.02	Paper products in housekeeping 				
6.03	Recycled content plastics and bio plastics				
6.04	Recycled Glass Products				
6.05	Business Stationery & Marketing Materials				
6.06	Home Produced Food & Drink				
6.07	Local Meat and Dairy				
6.08	Sustainably Sourced Fish				
6.09	Local Fruit or Vegetable Products				
6.10	Local Food (non-meat & veg) & Drink				
6.11	Drinking Water				
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				
6.16	Ethical and Organic Products (non-food)				
6.17	Local Craft Products				
6.18	Traditional Building Products & Techniques				
6.19	Building and Decorative Products				
6.20	Sustainable Timber				
6.21	Natural shampoos and Hygiene Products				
6.22	Green Energy Tariff				
6.23	Financial Services				
	Total				

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
7	WASTE				
7.01	Returnable Packaging (bottles crates etc)				
7.02	Use less paper in marketing				
7.03	Dosing and Dispenser Systems				
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)				
7.10	Textiles, Fixtures and Fittings				
7.11	Kitchen Waste Composting				
7.12	Construction Waste				
7.13	Conservation of Buildings				
7.14	Paper reuse and recycling				
7.15	Cardboard Reuse or recycle				
7.16	Glass Reuse or recycle				
7.17	Aluminium and Steel Recycling				
7.18	Plastics Reuse or recycle				
7.19	Hazardous waste disposal 				
7.20	Dog Waste eco-treatment				
7.21	Compactors				
	Total				

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
8 TRAVEL					
8.01	Information on Public Transport				
8.02	Marketing Materials have Details of Public Transport 				
8.03	Car Free Activities				
8.04	Public Transport Drop Off				
8.05	Travel Incentives				
8.06	Information on Walking and Cycling				
8.07	Cycle hire information				
8.08	Walking and cycling organisations				
8.09	Cycle Storage				
8.10	Coach Parking and Switch Off Policy				
8.11	Staff Travel				
8.12	Public Service Vehicle (PSV)				
8.13	Business Vehicles are Ecofriendly				
8.14	Pitches for Touring Caravans				
8.15	Carbon management				
	Total				

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
9	NATURAL & CULTURAL HERITAGE				
9.01	Natural and Cultural Heritage Initiatives				
9.02	Information on local cultural attractions				
9.03	Cultural events and festivals				
9.04	Information about nature-related attractions in the area				
9.05	Information on natural heritage				
9.06	Nature Diary				
9.07	Native Tree Planting				
9.08	Wildlife Habitats				
9.09	Wildlife Refuges				
9.10	Specialist Heritage and Cultural Buildings				
9.11	Light Pollution				
9.12	Accessibility to nature				
	Total				

MEASURE	TO DO	PARTIAL	DONE	COMMENTS: RESPONSIBLE PERSON, EVIDENCE ACTION TAKEN, DATE ETC	EVIDENCE
10 INNOVATION					
10.01 Other measures (complete as appropriate)					
10.02 Green Rated Building					
10.03 Radiant heaters with sensor controls					
10.04 Drought resistant gardening					
10.05					
10.06					
10.07					
Total					