



GALLOWAY GLENS

Landscape Partnership

Galloway Glens and Business Gateway Dumfries & Galloway 'Business Academy' Resource Pack:

Boosting your Accommodation Business through Green Credentials

Threave Estate, 5th September 2019.

The event poster is a vertical rectangle with a dark blue background. At the top, there are logos for Galloway Glens, the Heritage Fund, Dumfries & Galloway, and Business Gateway. Below these logos, the text "2019 Business Academy" is written in a large, bold, white font. Underneath, "ACCOMMODATION PROVIDERS" is written in a smaller, bold, white font, followed by "BOOSTING BUSINESS THROUGH GREEN CREDENTIALS" in a smaller, white font. A horizontal line separates this from the event details. The event details are written in a white font: "Thursday 5th September, 6-8pm, Café at Threave Gardens, Castle Douglas". Below this, there is a section for booking information: "Book through Helen Keron: helen.keron@dumgal.gov.uk 07827 306 866". In the bottom right corner, there is a white button with the text "FREE EVENT". A teal banner in the top right corner says "EVENT 5".

2019 Business Academy

ACCOMMODATION PROVIDERS
BOOSTING BUSINESS THROUGH GREEN CREDENTIALS

Thursday 5th September, 6-8pm, Café at Threave Gardens, Castle Douglas

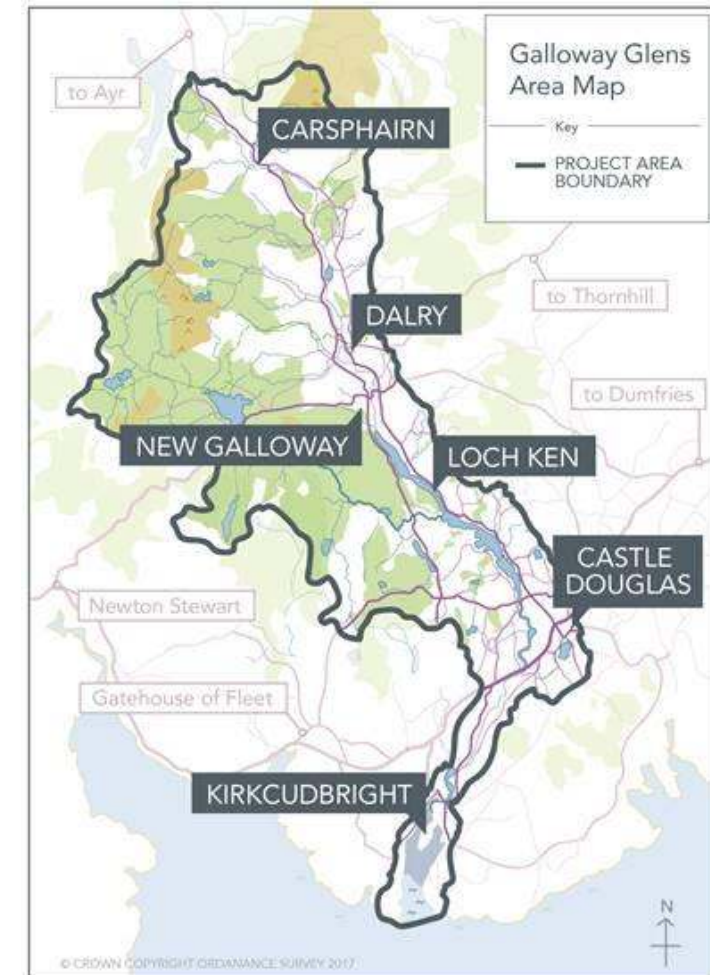
Book through Helen Keron:
helen.keron@dumgal.gov.uk
07827 306 866

FREE EVENT



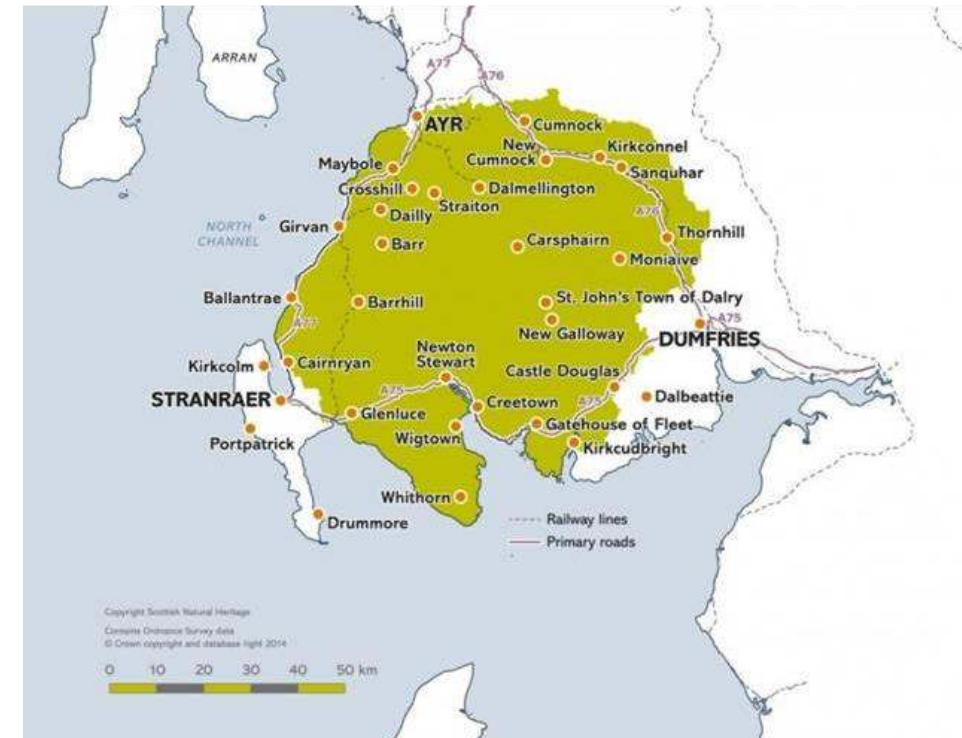
The Galloway Glens Landscape Partnership Scheme

- 35 projects across the Galloway Glens area over the next 4 years.
- The GGLP area covers the Glenkens, Castle Douglas and Kirkcudbright.
- 'From Source to Sea' – follows the route of the Ken and Dee rivers.
- Funded by the Heritage Lottery and other partners, including Dumfries & Galloway Council.
- All GGLP projects are aimed at connecting people with their heritage and supporting sustainable rural communities.



Galloway and South Ayrshire Biosphere

- This area is so special, UNESCO designated it as a Biosphere in 2012. (1 of only 2 Biospheres in Scotland.)
- You can use this in your marketing to attract customers.
- UNESCO Biosphere
- Dark Sky Park
- Galloway Forest Park
- Loch Ken
- Solway Estuary
 - All of these will attract different niches of customers and can provide you with inspiration.



Presentation 1:

How to use green principles in your Accommodation Business.

Melanie Allen, Nithbank Country Estate

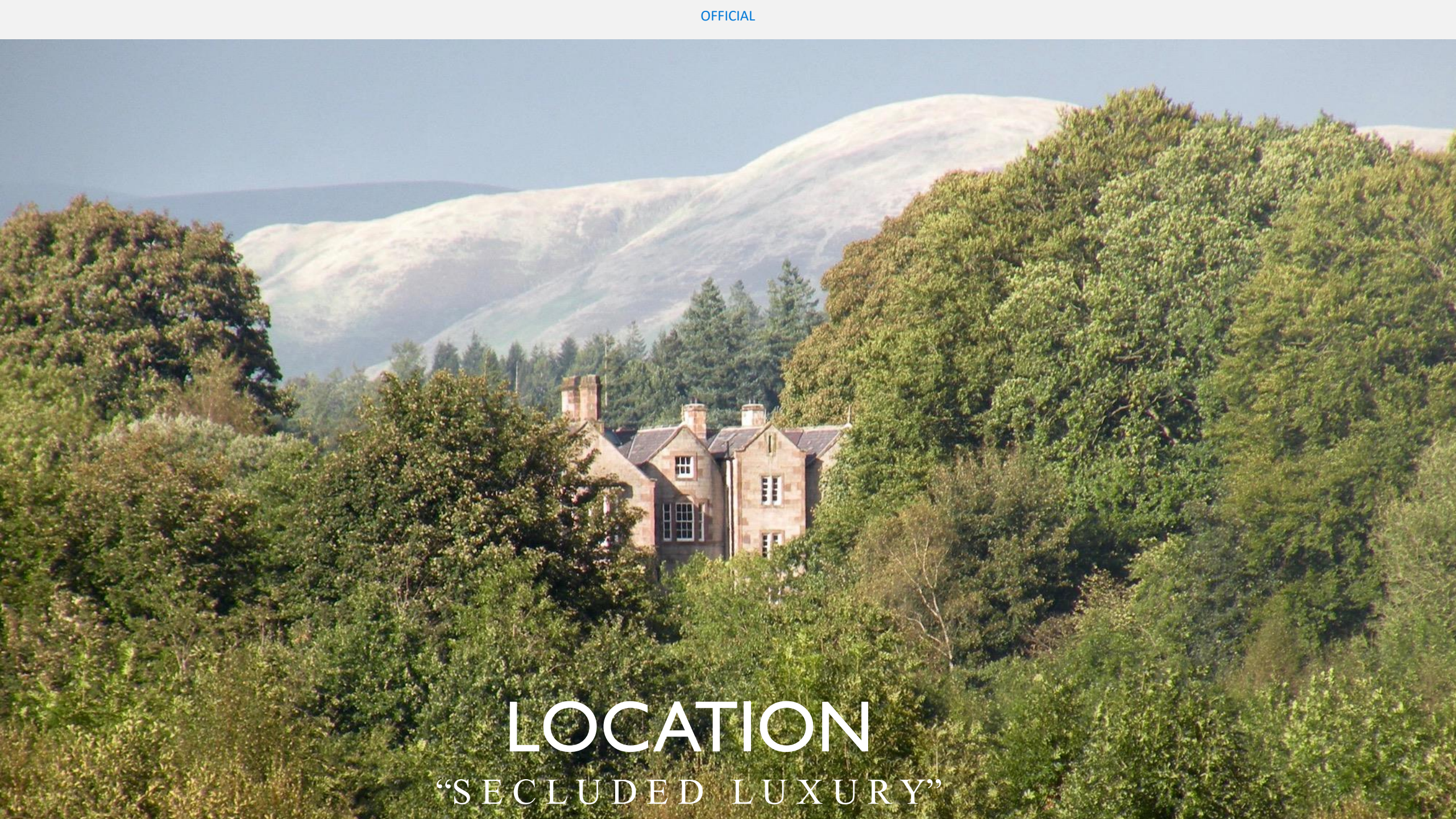
OFFICIAL



NITHBANK

COUNTRY ESTATE

OFFICIAL



LOCATION

“SECLUDED LUXURY”





How do we reduce the impact of our footprint without diminishing the luxury that our guests expect?

Nithbank Country Estate was started as a B&B in 2018 when Melanie and her husband moved up from Derbyshire. Melanie knew from the beginning that she wanted the business to embody and reflect the environmental principles that she already held and that the local landscape deserved.

The business currently has

- 5 Star Visit Scotland rating
- Biosphere certification
- A Gold award from Green Tourism.

Melanie found that the two environmental awards required a very similar attitude and actions.

The Biosphere Certification asks you to consider

- Local culture
- Sense of place
- Environment

The Green Tourism award asks you to consider

- People
- Place
- Planet



- Supporting local Culture & Heritage
- Sense of Place
- Environment, Sustainability, Conservation



- People
- Places
- Planet

Marketing & Communication....What's your story?

The question then became:

‘How do we reduce the impact of our footprint without diminishing the luxury that our guests expect?’

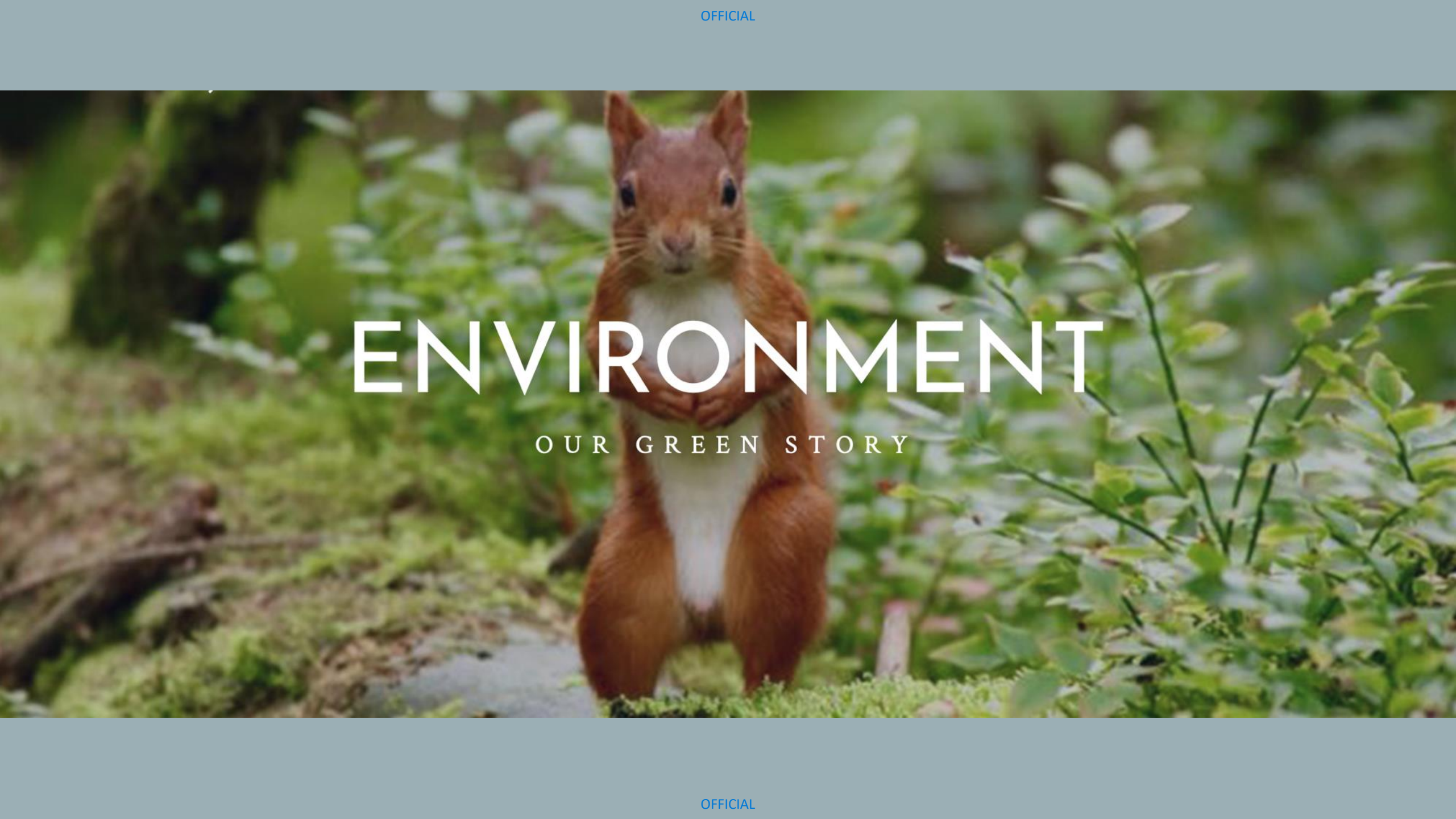
Using the **Green Tourism award**: ‘Green check’ was 20 minutes on the phone. In this case, they were awarded Silver directly, and given an action plan to get them to Gold.

Using **Biosphere Certification**: This was more of a collaborative process to produce a business plan that worked towards sustainability on a number of fronts. It was an excellent opportunity to take time out to review the business – a good low-season activity?!

When the awards were successfully gained, it was then time to think about how to promote them and use them to increase occupancy.

Melanie opted to go with a 'Green Story' on their website, rather than a drier 'Green Policy' or 'Environmental Statement'.

She wanted to properly connect her guests with the local culture and the natural environment – so much more than just the easy environmental switches (although they're important too!)

A red squirrel with a white belly is standing on a mossy log in a forest. It is holding a nut in its paws. The background is a lush green forest with various plants and trees.

ENVIRONMENT

OUR GREEN STORY

Environment - Our Green Story

With our **GOLD Award for Green Tourism**, we are proud advocates of sustainability, conservation and promoting wellbeing, helping guests connect with the natural environment and local culture.

We love to tell our guests about this special place; home of the **Galloway and Southern Ayrshire Biosphere**, a UNESCO designated area where we value and protect the world class environment we live in. We promote a 'Living in the Landscape' experience, where guests can come up close and personal to explore Galloway's unique story and distinctive character.



WE CARE
for the Environment



WE ENCOURAGE
Wildlife & Habitats



WE SUPPORT & PROMOTE
Local Talent



WE ARE RESPONSIBLE
Promoting Local, Ethical and Organic



WE PROMOTE
Sustainability



WE REDUCE
Energy & Water Consumption



WE REDUCE
Energy & Water Consumption

- LED light bulbs
- Renewable electricity supplier
- Biomass boiler

Reduce your business energy costs and cut waste

We can measure your use, identify savings and help you take action



energy[®]
saving
trust



Energy Saving Trust Scotland

How we help save energy in Scotland



WE CARE
for the Environment

- Ethicalsuperstore.com
- Biggreensmile.com

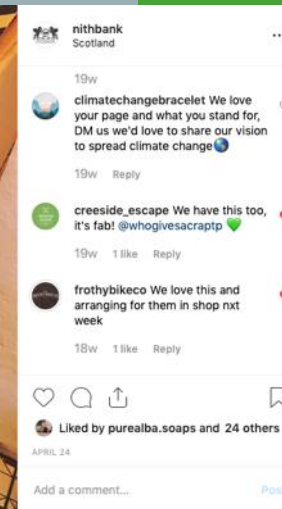
These and others are
worth a look for your
supplies.

ethical
superstore.com

Expensive but
worth it for the
marketing
opportunities!



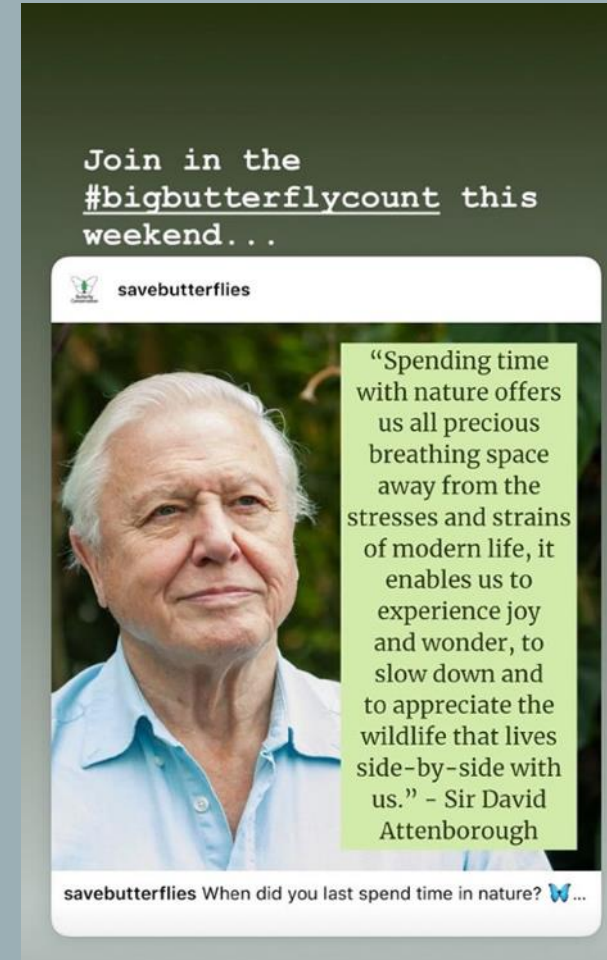
Green
Tourism



“First Choice: Buy Local / Support Local”



WE ENCOURAGE
Wildlife & Habitats



Be strategic in your Instagram followers and
#: Nithbank chose RSPB and Big Butterfly
Count as very photogenic threads that they
could contribute to and reinforce their image. ↑



WE SUPPORT & PROMOTE
Local Talent

Link your
availability to big
events
happening near
you – make it
easy for people
to book you! →

Link your SM to your local
providers' for cross-
promotion and authenticity. ↓





WE PROMOTE
Sustainability

 gallowaycycling

Spectacular cycling from the door  NITHBANK COUNTRY ESTATE



gallowaycycling Guiding clients today- the perfect quiet roads between Ae and Thornhill. A special place to ride

Amazing journeys with
@gallowaycycling

Stunning image of a
stunningly beautiful place..

 MORTON CASTLE



Great capture!
@caledoniawanderer



Getting out on the bikes to
quiet roads & the wilderness
that is Galloway 

**LIVE YOUR
BEST LIFE!**







WE ARE RESPONSIBLE

Promoting Local, Ethical and Organic



LOCAL SUPPLIERS

THE BEST INGREDIENTS FOR YOUR STAY



SCOTTISH PROVENANCE

Local Food, Local Culture

Experience the very best local produce on our menu; homegrown and homemade at Nithbank or from our talented local suppliers.

We make all of our own jams, scones, muesli and granola. Fruit for jams is grown from Nithbank's kitchen garden.

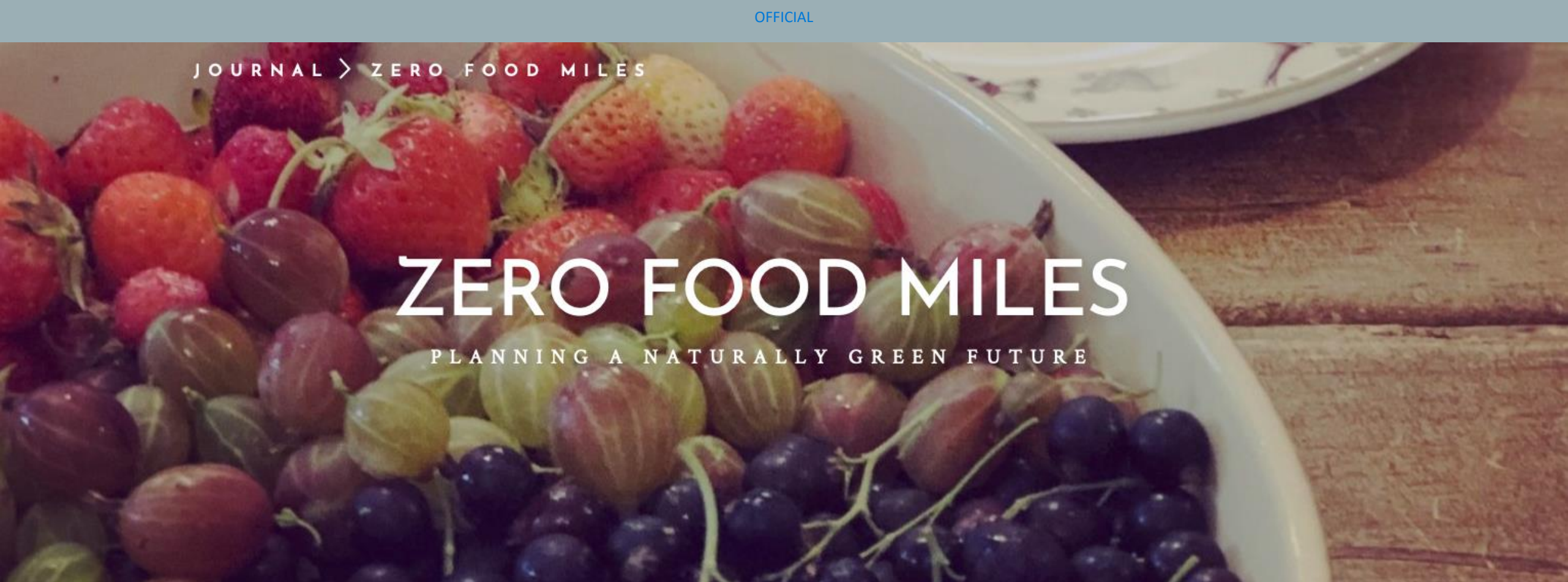
[See more >](#)

All of this can sounds expensive, but a rule of thumb is that your Marketing Budget should be 8 – 10% of your income.

If you consider your Green Changes and the promotion of those as part of your story and therefore your marketing, it's easier to see the benefits.

Also, any small changes are better than none, and be sure to tell people all about them!

Nithbank has a Journal on the website, updated as often as possible with all the steps along their journey to sustainability.



JOURNAL > ZERO FOOD MILES

ZERO FOOD MILES

PLANNING A NATURALLY GREEN FUTURE

Making a difference & telling the story....

Any small change is better than no change & working within financial limitations and time constraints to make small changes where possible, you can lead by example and support local & tell the story...

Responsible Visitor Charter – Inspire your visitors to get involved

- Shop local & support local businesses
- Give the car a rest
- Reduce, reuse and recycle
- Conserve energy
- Conserve water
- Nurture your environment
- Encourage wildlife conservation



This goes down very well with visitors, because by the time they arrive, they are fully bought into the sustainability plans through the website and Social Media channels.

The Galloway and Southern Ayrshire Biosphere



Nithbank is considering a Visitor Payback Scheme, with donations going towards further support of the Biosphere and the environment.

Marketing & Communication....What's your story?

“At Nithbank Country Estate we have an authentic story to tell...it all begins with connecting Nithbank to superb local, ethical suppliers and produce.

It ends with relaxed, refreshed and recharged guests who are inspired by the wonders of the Galloway and Southern Ayrshire Biosphere, for a future visit.”

One of the most lovely and hospitable places on earth! Our stay with Mel and John was incredible! We don't want to go! An amazing cycling experience with Galloway Cycling Holidays: The landscape and people of Galloway were the stars. Our route included a visit to the grave of the inventor of the bicycle! Then scones in our suite, I don't want to ride I just want to sit here and look at the view!!

D A V E , J U L Y 2 0 1 9



NITHBANK

COUNTRY ESTATE

Thank You!

Please Keep in Touch

Melanie@nithbank.co.uk

www.nithbank.co.uk

Useful Links:

Green Tourism: www.green-tourism.com

Resource Efficient Scotland: www.resourceefficientscotland.com

Zero Waste Scotland: www.zerowastescotland.org.uk

Energy Saving Trust Scotland: www.energysavingtrust.org.uk/scotland



Do check out their website for an example of excellent marketing and communication. And remember that even if your Accommodation Business is not on the scale of Nithbank, it's not about being the biggest, its about being the best that you can be for your own business.

Presentation 2:

Living in the Biosphere – what benefits could it bring your business?

Marie McNulty, GSA Biosphere



GALLOWAY AND
SOUTHERN AYRSHIRE
BIOSPHERE

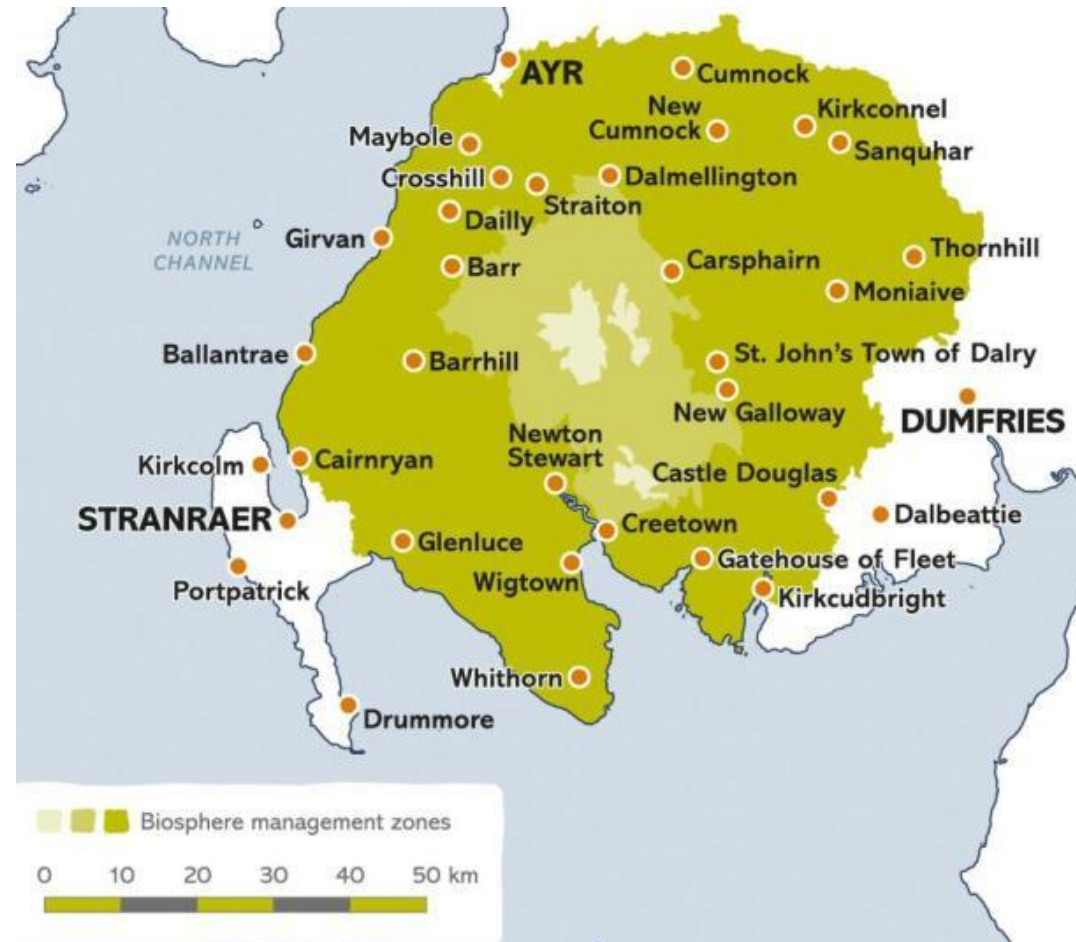
Maximising opportunities for business

Marie McNulty
Business Development
Officer



Galloway and Southern Ayrshire Biosphere

- Designated 2012
- 5268 Sq. km
- Layers a new geography on the area by uniting 3 local authorities
- www.gsabiosphere.org.uk
- www.gsabiosphere.org.uk/business-in-the-biosphere/



What is the Biosphere?

- Biospheres are the **only internationally recognised ‘badge’ for demonstrating excellence in sustainable development.**
- The Biosphere brings us an **opportunity to brand and market the businesses and communities** of SW Scotland under the international banner of being a **UNESCO Biosphere**



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



What does that mean for Business

- **Creates opportunities for businesses** to align with the values of the Biosphere - People, Environment, Culture.
- **Build on the special qualities of the Biosphere**
Tell customers and visitors your business is in it and what's special about it.
- **Sustainability credentials can give you the edge over other businesses with a similar price and location.** It's all about being noticed and giving a bit more.

Do you tell your guests the egg on their breakfast plate is from the next-door farm and that the sausages are from an award-winning butcher? If not, why not?!

Building business by using the Biosphere in your marketing.

- Champion it!
 - Become a Biosphere Proud Supporter
 - Then move to gaining the Certification Mark for Sustainability
- Biosphere Business Resources on the website.
 - Copyright-free images of the area
 - 'Sense of Place' toolkit



www.gsabiosphere.org.uk/business-in-the-biosphere/business-resources

Business in the Biosphere – Business Benefits

HOME CARING FOR THE BIOSPHERE LIVING IN THE BIOSPHERE BUSINESS IN THE BIOSPHERE EXPLORE THE BIOSPHERE CONTACT US

BUSINESS BENEFITS

BUSINESS PROUD SUPPORTERS

CERTIFICATION SCHEME

CASE STUDIES

BIOSPHERE TOURISM

BUSINESS RESOURCES

BIOSPHERE BUSINESSES

BUSINESS BENEFITS



Our UNESCO Biospheres key goal is to foster a sustainable economy and society. The Biosphere provides an opportunity for businesses of all sectors to “do things differently” while safeguarding the environment for both current and future generations. It is an area that demonstrates a way of living and working that is not only possible but already happening.

Business in the Biosphere - Business Resources

HOME CARING FOR THE BIOSPHERE LIVING IN THE BIOSPHERE BUSINESS IN THE BIOSPHERE EXPLORE THE BIOSPHERE CONTACT US

BUSINESS BENEFITS

BUSINESS RESOURCES

SENSE OF PLACE TOOLKIT

PHOTO LIBRARY

VIDEOS

OTHER MARKETING TOOLS

BIOSPHERE BUSINESSES

BUSINESS RESOURCES



A key objective of our UNESCO Biosphere is to support others who are operating in a sustainable way to use the UNESCO association to help market and promote the Biosphere, local businesses and communities.

Biosphere Certification

- Certification is quite a step up from Proud Supporter status, because it's a certified Quality mark.
- But as you can see from Nithbank's case study, it can really pay off.
- Again, it's not just about big estates – no matter how small your accommodation business is, you can have bird feeders in the garden, pollinator supporting plants – it all counts.
- Do have a browse on the 'Business in the Biosphere' section of our website, there are loads of tools and ideas for you to use and get inspired.
- We have a great story to tell in this region, and the Biosphere is a great vehicle to tell that story.



GALLOWAY AND SOUTHERN AYRSHIRE BIOSPHERE

The UNESCO Biosphere designation is recognition of the fantastic array of landscapes, wildlife, cultural heritage and learning opportunities that SW Scotland offers for communities, businesses and visitors to experience and celebrate in a sustainable way





Presentation 3:

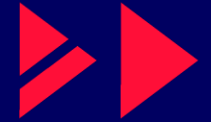
Changes you can make

Jason Harvey, Alliance Scotland

**We are a leading non-food distributor in the UK.
Service excellence is at the heart of our business and over 20,000 customers
within the hospitality industry choose us.**

- [illegible]

Environmental Public Policy in Scotland



REDUCE

Reduce the amount of single-use packaging in all areas of our day-to-day lives

-

REUSE

Reuse or reprocess as much as you possibly can

-

RECYCLE

It is possible to **separate** and recycle 90% of the products and materials we use everyday

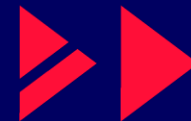
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SIMPLIFY

Simplify the range of materials we use in every day life so that they can be easily recycled.

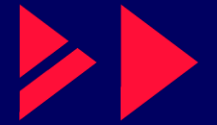
PET / PP / PAPER / METAL / FOOD / HDPE / LDPE

Changes Coming in 2020 - 2035



- Zero Waste Scotland – Trying to create a unified policy across Scotland
- Recycling vs Composting – Insufficient Industrial Composting Plants across Britain mean that public policy is swinging **away from compostables**.
- Single Use Plastics Directive 2025 – Top 10 single-use product ban in 2020
- Taxation on Single Use Packaging is coming – e.g. disposable cutlery, earbuds.
- Also taxation on Mixed Material Packaging is coming.

What Materials to Avoid



Tesco Preferred Materials

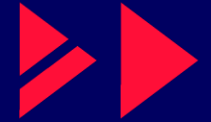
Red: Materials that we will remove by April 2019

Amber: Materials that we will either investigate alternatives for, or **use only where required**

Green: Materials we will continue to use and use as replacements for the Red List

Red – Exit (poor for recycling and/or potentially harmful)	Amber – Hold (until infrastructure and/or scientific developments take place)	Green – Preferred (easily recycled, can have high recycled content)
PVC & Polystyrene	Home compostable E.g. Cellulose, <u>Materi-bi</u> & <u>Natureflex</u>	Sustainably sourced Wood, board, paper & Glassine
Oxy degradable materials	OPP – Oriented polypropylene	PET – Polyethylene terephthalate
Rigid Water soluble plastics	Black plastic	Glass
PLA – <u>Poly</u> lactic acid	PP – Polypropylene [for certain food applications]	PP – Polypropylene [non food]
Industrial compostable	Complex laminates	HDPE & LDPE
Polycarbonate	<u>PVdC</u> (Not PVC)	PE – Polyethylene (preferred material for flexible film)
Acrylic	New materials	Steel & Aluminium

A different way to clean - Innuscience

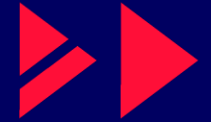


Introduction to Innuscience Cleaning Products - Biotechnology Cleaning Systems

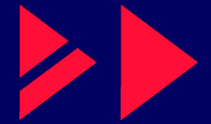


InnuScience UK was established in 2009, with the vision of making the beautiful British Isles greener, one building at a time. In a short space of time, Innuscience has established itself as a leader in biological cleaning. Founded in 1992 in Canada, Innuscience is now found in over 50 countries.





- The Innuscience range of cleaning sprays (Biotechnology Cleaning Systems) have no caustic chemicals or antibacterial components.
- Instead they 'seed' your surfaces with good bacteria, which outcompete the bad bacteria.
- No PPE required (masks, gloves)
- Currently used by 12 regional councils within Scotland in their schools and offices.
- They are NOT EN-rated and therefore not suitable for food production facilities requiring sign-off by DGC Environmental Health team at present.



Eco Washroom Products

Introduction to ADA International ECO Washroom Products-

Eco by Green Culture **IN HARMONY WITH NATURE**

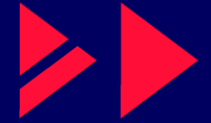
Eco by Green Culture is eco-friendly both inside and out. The collection combines ingredients based on renewable, plant-based raw materials with 100% recyclable packaging. Certified with the EU Ecolabel and the Nordic Swan Ecolabel, Eco by Green Culture is the perfect guest cosmetics line for hotels, Guest Houses & B&B's with a strong focus on sustainability.

CERTIFIED – BIODEGRADABLE – SUSTAINABLE

FRIENDLY TO THE ENVIRONMENT – GENTLE TO YOUR GUESTS

- Use of renewable, plant-based raw materials in formulations;
 - Use of recycled packaging materials;
 - Reduction of materials used in packaging;
- Implementation of resource-preserving production methods

ADA
INTERNATIONAL

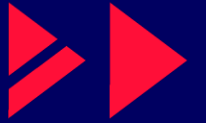


Introduction to Catering Reusables

*“Recycling is great but re-use is better. If you really want to drive performance and sustainability, if you really want to drive value in your supply chain, look to reusable products first. In the circular economy, recycling is seen as the last resort. In re-use, you’re **preventing** waste; in recycling, you’re **managing** waste.”* – Tim Debus, Reusable Packaging Association

Re-use reduces the strain on valuable resources, such as fuel, forests and water supplies, and helps safeguard wildlife habitats. **Re-use** creates less air and water pollution than making a new **item** or recycling. **Re-use** results in less hazardous waste.

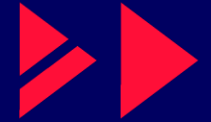
Modern melamine



Jason then introduced us to Alliance's range of Melamine crockery, which surprised everyone by the range of styles and finishes. Melamine is virtually indestructible, and therefore doesn't have to be thrown away because it's chipped like normal crockery.



What will it cost?



It won't cost the earth !!

EXAMPLES

Single use plate (1 Use)	Cost per piece	£0.04p-£0.07p	4p-7p per use
Reusable Plate (2000 Uses)	Cost Per Piece	£4.00 - £7.00	0.002p-0.0035p per use
Ready to Use Sanitiser (750ml)	Cost per 750ml bottle	£0.75 - £1.00	
Innuscience Dosing Nu-Multi (Conc)	Cost per 750ml bottle	£0.10p	
ADA International ECO Hair & Body Wash	30x300ml	£75.00 / £2.50	
ADA International Perfumers Garden Hair & Body Wash	30x300ml	£85.00 / £2.84	

Any
Questions ?

annemariereilly@alliancelocal.co.uk

jasonharvie@alliancelocal.co.uk





Presentation 4:

Marketing Options & Accountancy Software

John King, Business Gateway



Accommodation Finances

Business Gateway

- Free impartial advice
 - 1:1 Advice on starting and growing your business
 - Workshops
 - Networking Opportunities
 - Social Media
-
- www.bgateway.com
 - www.facebook.com/businessgatewaydumfries
 - www.planningtostart.com

Channels to market

- **Direct**
 - No commission
 - Requires investment in website and online booking system
 - Also requires very active Facebook site and email marketing
- **Air BnB**
 - 3% commission
 - Offers some security through reviews of visitors
 - Requires an active Facebook site
 - Check the Ts&Cs carefully.

Channels to market

- **National websites or Booking Agents** (TripAdvisor, Booking.com etc)
 - Guaranteed occupancy and revenue
 - Minimal self-marketing
 - Commission
 - Up to 25% with restricted dates
 - UP to 22% with no direct bookings allowed.
 - Check the Ts&Cs carefully.

How do you move towards lower commission models?

Facebook is the ~1 most powerful thing you can do for your accommodation business. You have to be able to communicate what you do.

- If you don't like Facebook, then create a business persona to create your Business page from. You don't need to have any photos or friends with that persona.
- If you don't know how to work Facebook, then join one of our courses!

Accounting Software

- Look for one that is Web (cloud) based and has a free mobile App.
- They should be able to:
 - Connect to your bank account and allow you to separate business and personal expenses
 - Do Bookkeeping / Payroll
 - Create and submit Tax / VAT online returns
 - Monitor National Insurance for employees
 - Create quotes, invoices and receipts
 - Photograph, machine read and then sort receipts – no paper filing
 - Track your Business mileage
 - Estimate tax bill and complete self-assessment
- You may be able to eliminate the need for an accountant

Accounting Software – examples

- **Freeagent** - free with RBS business bank account
- **Quickbooks** - £8 per month
- **Xero** - £10 per month



Card Machines

- You can get ones with no monthly fee now.
 - Connect to a smartphone
 - Chip and pin and contactless
 - Print or text a receipt
 - Reader £20
 - Approx. 1.75% fee

The logo for iZettle, featuring the word "iZettle" in a bold, sans-serif font. The "i" is blue, and "Zettle" is dark blue.The logo for sum up, featuring a stylized "S" icon in a dark blue square followed by the text "sum up" in a bold, sans-serif font. A registered trademark symbol (®) is at the end.The logo for business gateway, featuring a stylized green and blue wave icon followed by the text "business gateway" in a bold, sans-serif font. Below it, the tagline "Connect with us" is written in a smaller font.

Loans

- Credit check and business plan check
- Sector by sector approach
- Lending restrictions
- Packages combining public and private finance are available
- We can help you with all of this.

Loans

- **DSL Business Finance Ltd** - www.dsl-businessfinance.co.uk
 - Loans up to £50,000 available to enterprises based in Scotland
 - Face to face pre and post loan support provided
 - Low cost microfinance options with a competitive interest rate
 - Tailor made solutions for individual businesses
- **Business Loan Scotland** for larger loans - www.bls.scot
- Funding up to a maximum of £100k for small and medium sized enterprises (SMEs) where public sector funding would not exceed 50% of the total funding package.



- All information correct at the time of publication (Sept 2019)
- The Galloway Glens does not endorse any of the companies featured in this resource and has not explicitly checked their facts.
- The Galloway Glens is proud to be part of the GSA Biosphere.
- With thanks to all our speakers, and to Councillor Pauline Drysdale who initiated the event.
- For more information, see www.gallowayglens.org or contact Helen Keron, Education and Community Engagement Officer, on helen.keron@dumgal.gov.uk.
- We do hope this was useful to you!