



## *An Introduction to Bourne Leisure & our Environmental Initiatives*

The Bourne Leisure Group was established in 1974 and has continued to grow, not only in the number of parks owned, but also in the size and quality of the businesses and amenities provided. In 1999, Bourne Leisure employed an in-house Environmental Consultant to spearhead projects aimed to benefit its customers, the community and British wildlife. For many years Bourne Leisure has had an awareness of the importance of their caravan sites as havens for wildlife as well as for people. Most Haven Holiday Parks are coastal sites, as a result of the National and European importance of habitats such as tidal mud flats, heathland, coastland grassland and dune ecosystems, many of the Parks are adjacent to or are part of SSSI's (Sites of Special Scientific Interest), SPA's (Special Protection Areas) and SAC's (Special Area of Conservation).

Today Bourne Leisure is the UK's number one leisure business, employing 12,000 people at peak with an estate which covers almost 6,500 acres. It is estimated that 1 in 6 British families will holiday with Bourne Leisure in 2009.

The Bourne Leisure Group is committed to promoting a range of initiatives and programmes in order to create awareness, develop conservation projects and produce leisure activities for caravan owners, holiday-guests and staff. This will encourage them to both enjoy and respect wildlife and nature in an environment that they value.

### *The Green Teams*

At every holiday destination we have introduced a team of eco-champions who co-ordinate our onsite environmental programmes, primarily responsible for; wildlife management, utilities management, waste & recycling, awards entry and training and awareness.

### *The Family Park Rangers*

The Family Park Rangers is a three-part program, which is run twice weekly on all Haven Holidays Parks. The program has been designed to encourage and assist families in exploring the environment in a simple and fun way with the strap line 'get closer to nature' thus allowing people closer access to the countryside.

Children receive a record book to keep a track of all the wildlife walks, craft sessions and healthy activities they complete. Everyone gets their own badge and certificate: Bronze, Silver or Gold, depending on how many activities are completed. Special videos featuring Professor David Bellamy are shown at the beginning of each session and the Fun Stars take families around the Park to discover all sorts of natural treasures!

### *Rewarding Excellence*

The Conservation Awards aim to recognise caravan parks and campsites in the UK that are environmentally friendly & encourage others to follow trend. They were set up in 1996 by David Bellamy and the British Holidays & Home Parks Association (BH&HPA). The guidelines cover all aspects of good holiday park management ranging from recycling, energy & water efficiency, landscaping, community relations & wildlife enhancement. The assessment of each Park is carried out independently by a local environmental expert. Currently all Haven Parks hold a David Bellamy Conservation Award (33 Gold & 2 Silver).

We don't just stop there, to keep the challenge fresh our top performing parks have been entering into the Green Tourism Business Scheme (GTBS). 27 of 35 Haven sites have now received an award.

The latest award we have received is the Carbon Trust Standard for year on year Carbon emission reductions.

### *Adapting to Change*

'Using only those resources appropriate to the task' has been the foundation of our resource conservation programme. By working alongside the Carbon Trust and Curona energy consultants we have been able to reduce our Energy usage by 15% over the last 5 years while growing the size and range of facilities. Achieved through a

wide scale programme, from installing a Combined Heat & Power plant, to introducing energy wardens and regular monitoring updates to tailoring the purchasing policy and ensuring all replacement equipment is as efficient as possible. From 2010 we enter into the Carbon Reduction Commitment (CRC) where we will be committed to reducing our energy usage by 34% by 2020 (compared to 1990 baseline levels).

## *Other Partnership projects...*

- Wildlife Trust Membership (all sites).
- National Park Ranger project in Pembrokeshire.
- Presthaven Sands – jointly funded Ranger project – Talacre SSSI & RAMSAR sites.
- Perran Sands SAC, HLS Project ranger partnered by MOD.
- Devon Kittiwake project, partnered by MOD.
- Blackpool SSSI project in partnership with Fylde Borough Council.
- Platinum Welsh Wildlife Trust Partnership (Living Landscapes/Living Seas/Bio bench).
- Local Biodiversity Action Plan assistance.
- DEFRA consultation on best practice Business and Biodiversity.
- Marine Conservation Society, marine Bill, adopt a beach participation.
- Breathing Places partnership through the Wildlife Trusts.
- Green Britain Day; celebrations company-wide.

## *Bourne Leisure Ltd Environmental Policy*

As a holiday provider in the leisure industry, we recognise the importance of our environmental responsibilities and shall look to minimising the environmental impacts of all our operations, preventing pollution and striving for continuous improvement in our environmental performance, whilst working towards a sustainable future.

Bourne Leisure Ltd will communicate its environmental policy to all team members, suppliers, contractors, consultants and shareholders to reaffirm our commitment to, and increased awareness of environmental considerations.

In order to achieve these aims:

### *Nature & Biodiversity*

We are committed to protecting and, where viable, enhancing the habitat and wildlife value at all our holiday locations across the UK.

### *Climate Change*

We accept responsibility to manage the impact of the organisations contribution towards the emission of green house gasses. Continually striving to work in ways that reduces our carbon footprint and dependence upon fossil fuels through performance targets and annual action plans.

### *Natural Resources*

The use of natural resources is to be managed in ways that minimise wastage, Bourne Leisure Ltd is committed in all areas of its operations to using only those resources appropriate to the task, wasting as little energy and water as possible and preventing over-reliance on the land-filling of waste.

### *Team*

Train team members to enhance awareness of, and commitment to, maximising environmental performance, and encouraging adoption of sound environmental principles amongst contractors, suppliers and customers alike.

### *Recognition*

Bourne Leisure Ltd strives to become an example of environmental best practice within the leisure and tourism industry and this should be reflected in the number of awards and accolades received.

### *Review*

Reviewing the organisations environmental policy annually to take account of organisational, legislative and fiscal changes.

