



## SEA KAYAK CENTRE WINS ENVIRONMENTAL AWARD

A BCU Approved Paddlesport Provider recently received a prestigious environmental award for their environmental practices and policies. Jersey Kayak Adventures won the Jersey Electricity Environmental Award after director Derek Hairon and his five-strong team were described as 'absolute ambassadors for the environment' by judges at the Jersey Enterprise awards ceremony.

In presenting the award for the fourth year, Jersey Electricity CEO Chris Ambler said, "This is a small business that punches well above its weight in promoting environmental awareness – not just to locals, but to international visitors as well.

"With their expert knowledge and total passion for our island environment, Derek and his team

engender enthusiasm and interest in the natural world. They make it fun, interesting and a memorable experience for clients. I am delighted to recognise those efforts with this award."

The award further reinforces Jersey Kayak Adventure's 'Eco Tourism' credentials and sustainable business plan, which were endorsed in 2012 when they became only the fourth Jersey company to be awarded the UK's Green Tourism Gold Standard, having been assessed against criteria, including energy efficiency, waste management, supply chain screening and environmental activities.

"Our objective is to raise awareness of the unique beauty of the natural environment around Jersey and educate others how to protect it. To receive

this on top of our Green Tourism Gold Standard is marvellous." Commented Derek Hairon to FOCUS.

Key staff are British Canoe Union, Wild Life Safe (WiSe) and Jersey Tourism trained guides.

Operating around the superb Jersey coastline, Derek and his team motivate clients to follow environmental best practice during and after their sea kayak trips. The company organise guided sea kayak tours and BCU courses in the coastal Ramsar wetlands sites. Jersey Kayak Adventures is also a British Canoe Union Approved Centre and organise sea kayak tours and courses using both sit inside and sit-on-top style sea kayaks.