



## GREEN TOURISM AUDIT REPORT

Prepared By: Paul Jeffries

## Jersey Kayak Adventures Ltd

Site Environmental Coordinator: Derek Hairon

Date of Visit: 15/06/2012

Site Address:

Ackless

La Grande Route De la Cote

St Clement

Jersey

JE2 6FW

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## Jersey Kayak Adventures Ltd

A qualified assessor for the Green Tourism Business Scheme undertook an accreditation grading visit at the above named site. This is a summary of the activities being undertaken on site in relation to the Green Tourism criteria. This audit report is a statement on the performance of the business as a sustainable tourism operation

<i>Percentage achieved</i>	<b>82%</b>	Gold >80%	<i>Level of Award Achieved</i>	<b>GOLD</b>
		Silver 65-79%		
		Bronze 40-64%		
		Going Green <40%		

### What's Green about: Jersey Kayak Adventures Ltd

The site is a very green, low impact business and deserves an upgrade as a result of continued good practice and a willingness to improve - Derek and team are well qualified and have recently achieved Bronze Tourism Guide status from Jersey Tourism. There is high environmental awareness and good networking, as well as some good green marketing profile. The business has excellent green information for customers, including the website, and good educational aspects on sustainability and community involvement/support. There is strong support of local heritage and culture, innovative 'moon' walks are practiced, and people with various disabilities welcomed.

### Summary of general recommendations and observations

The site does very well with this award, yet under the GTBS commitment to continuous improvement there remain areas to look at to ensure the award can be retained next time. Energy usage could be monitored more closely, and ensure 100% recycled paper products are used. Links with local suppliers (including Genuine Jersey) could be strengthened, and any reduction in packaging used by the cafe will be useful. There should also be scope to explore in greater detail the overall carbon footprint of the business operation, from both an intrinsic as well as 'add-on' from a supplier perspective. All in all however this is an excellent result and congratulations are in order.

Further recommendations have been made in the report, which should be read in conjunction with the criteria document

### Conditions for use of the Green Tourism Brand

The Member may use the appropriate Green Tourism logo at any publically accessible location including signs, letterhead stationery and customer information. The logo should also appear on the Member's website, linked to the home page of [www.green-business.co.uk](http://www.green-business.co.uk), to enable consumers to understand its significance. A green/environmental page can also be included on the website explaining the actions taken toward gaining an award. The award covers the site and its management and should not be used in promotions involving other sites which have not met at least the same overall grading. Please note that the percentage achieved should not be promoted, only the award level itself.

## **FURTHER RECOMMENDATIONS & ACTIONS**

Reference	Measure	Comment
2.08	Monitoring: Energy	Minimal energy use - domestic only - not a business aspect. Quarterly readings could be made monthly
3.03	Use of GTBS brand in off-site promotion	Logo on website with link back to GTBS. Could add to email footers as well, consider placing on van(s)
4.11	Boiler Maintenance and Burn Efficiency	Ensure annual servicing - keep burn efficiency results in green file
6.02	Paper products in housekeeping	FSC products, look to ensure they are 100% recycled
6.14	Local Food Network or club	Good links with and promotion of Genuine Jersey - could consolidate
8.15	Carbon management	See also 2.14 - could combine these elements to calculate overall carbon footprint of operation - aim to minimise primary carbon emissions - both intrinsic plus add-on from supplier perspective

**Business Site Name:** Jersey Kayak Adventures Ltd

**Green Co-ordinator:** Derek Hairon

**Membership Code:** J010

**Date of Visit:** 15.6.12

**Assessor:** Paul Jeffries

**Key to symbols**

✓	Scoring measure (0-5) - included in the grading score
☑	Measure in place to some extent, but a sufficient number of relevant measures have already been scored to achieve award.
⊙	Recommended measure to focus on in future

No.	Measure	✓	Score	Action / Comments
<b>Compulsory</b>				
1.01	<b>Commitment to Sustainability</b>	✓	5	Clear and apparent - very low impact business
1.02	<b>Minimum Standards and Risk management</b>	✓	5	No issues seen
	No pollution risk			
	Suitable waste containment and chemical storage			
	vehicle inventory and maintenance			
	relevant insurance			
	professional certification for experience providers			British Canoe Union, National Kayak Centre, Bronze Tourism Badge trained guides by Jersey Tourism
	green supply chain			
	Litter and visual impression			
1.03	<b>Annual Performance Information</b>	✓	5	Provided at visit
1.04	<b>Green policy</b>	✓	5	Good policy in place and on website
	<b>Total</b>	<b>4</b>	<b>20</b>	<b>Compulsory actions completed</b>

Management				
2.01	Green Management File	✓	4	Detailed file in place, keep updated and consider having electronic aspects for ease of reference / reduction in paper
2.02	Establish a green action plan	✓	4	Clear plans in place for 12-13
2.03	Staff environmental awareness	✓	5	Excellent, lifelong Jersey resident, passionate about preserving its special features
2.04	Establish a green team			
2.05	Attendance at Green Training Event			Derek attended 'Driving Behaviour Change in Your Organisation' organised by Eco Active (see also 2.06)
2.06	Green Business Network or Initiative	✓	5	Eco-Active business (Jersey specific), also Chamber of Commerce Sustainable Business Forum, finalist in Jersey Electricity Environmental Award
2.07	Specialist Environmental Advice			
2.08	Monitoring: Energy	✓	3	Minimal energy use - domestic only - not a business aspect. Quarterly readings could be made monthly
2.09	Monitoring: Water	✓	3	As per 2.08
2.10	Monitoring: Waste & Recycling			
2.11	Monitoring: Travel and transport			
2.12	Monitoring Flora and/or Fauna	✓	4	Inherent in what business does - evidence on website. Derek also does monitoring for Heritage Trust - guide trainer includes environmental awareness
2.13	Green Marketing	✓	4	Some interesting coverage - includes features from Jersey Brief (Eco Active Breaks) and Jersey Electricity magazine. Also Green Traveller
2.14	Green Events Package	⊙		See also 8.15 - could combine these elements to calculate overall carbon footprint of operation - aim to minimise primary carbon emissions - both intrinsic plus add-on from supplier perspective
2.15	Joint marketing with other GTBS members			Radisson Waterfront (Gold award winner) made an approach re green press event
2.16	Visitor Feedback	✓	4	Survey monkey includes good green element
	<b>TOTAL</b>	<b>9</b>	<b>36</b>	<i>Minimum of 3, 4, 5 ticks and 12, 16, 20 points required for Bronze, Silver &amp; Gold respectively</i>

Communication				
3.01	Responsible Visitor Charter	✓	5	Clearly displayed on website, good charter, also communicated on trips
3.02	Use of GTBS brand in on-site promotion			Derek's house does not have a logo
3.03	Use of GTBS brand in off-site promotion	✓	4	Logo on website with link back to GTBS. Could add to email footers as well, consider placing on van(s)
3.04	The GTBS supply chain			
3.05	Green information for customers	✓	5	Good 'Environmental Guidelines' on website and other literature available, very knowledgeable guides. Also 'Going Green in Jersey'
3.06	Green laundry practices			
3.07	Natural & healthy Living spaces			
3.08	Totally no smoking			
3.09	Education on Sustainability	✓	5	Excellent, includes courses
3.10	Community work on Local Environment			See Section 11
3.11	Local social community projects	✓	5	Accredited with 'Learning outside the classroom', also participate in Project Trident - States Education Dept initiative to provide work experience to young people. Offer raffle prizes to charities, special rates for Mencap, contribute to Jersey College Eco Projects day, Sustainable Schools project
3.12	International Social Responsibility Projects			
3.13	Visitor Payback Schemes			
3.14	Family focused Green Activities	✓	4	Special rates for families
3.15	Physical & Spiritual Health & Wellbeing			
3.16	Social Responsibility Reporting (CSR)			
	<b>TOTAL</b>	<b>6</b>	<b>28</b>	<i>Minimum of 3, 4, 5 ticks and 12, 16, 20 points required for Bronze, Silver &amp; Gold respectively</i>

Energy				
4.01	Use of A-rated air conditioners and refrigeration			
4.02	Refrigeration: Condition and Positioning	✓	3	No issues seen
4.03	Mini kettles			
<b>4.04</b>	<b>Use of low energy lighting</b>	✓	4	Good coverage
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			TRVs
4.09	Whole-system heating and cooling controls (HO/VA/CO only)			
4.10	High Efficiency Boiler	✓	5	A rated Vaillant Eco Tec Plus
4.11	Boiler Maintenance and Burn Efficiency			Ensure annual servicing - keep burn efficiency results in green file
4.12	Heat Recovery			
4.13	Roof Insulation	✓	4	300mm as per previous assessment
4.14	Glazing and draught proofing			Double glazed
4.15	Other Insulation and low energy design			
4.16	Thermostatic settings on heating air conditioners and hot water			Ensure 55-60 degrees
4.17	Hot water storage	✓	4	Tanks and pipes well lagged
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			
	<b>TOTAL</b>	<b>5</b>	<b>20</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>

<b>Water</b>				
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			
<b>5.05</b>	<b>Low flush toilets</b>	✓	4	'Pack in/Pack out' loo provided on some tours. Displacement device used in home/office
5.06	Water efficient washing machine			
5.07	Water Efficient Dishwasher and Kitchen			
5.08	Drip irrigation systems			
5.09	Chlorine-free water treatments			
5.10	Water Butts	✓	4	One water butt used for washing wetsuits
5.11	Rainwater and grey water harvesting			
5.12	Bag It and Bin It			
5.13	Phosphate-free soaps and detergents	✓	4	Ecover or Co-op Enviro products
5.14	Chlorine-free cleaners	✓	4	Uses EU flower product
5.15	Natural based surface cleaners			
5.16	Natural cleaning recipes			
5.17	Ecological Water Treatment			
	<b>TOTAL</b>	<b>4</b>	<b>16</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>



<b>Purchasing</b>				
6.01	Supplier screening	✓	4	Good use of GTBS survey. Limited response, but good use of survey
<b>6.02</b>	<b>Paper products in housekeeping</b>	✓	3	FSC products, look to ensure they are 100% recycled
6.03	Recycled content plastics and bio plastics			
6.04	Recycled Glass Products			
6.05	Business Stationery & Marketing Materials	✓	4	Uses Initiative 100% recycled paper, card used is FSC (verbal), ink OK (verbal) - evidence required for higher credit
6.06	Home Produced Food & Drink			
6.07	Local Meat & Dairy			Good promotion of local eateries (includes Seymour Pub), packed lunch using exclusively local ingredients from local shop is an optional extra - scored in 11.09
6.08	Sustainably Sourced Fish	✓	3	Oyster trail, Crab Shack
6.09	Local Fruit or Vegetable Products	✓	4	'Wild Veg of the Ocean' walks
6.10	Local Food (non-meat & veg) & Drink			
6.11	Drinking Water	✓	3	Customers asked to bring own bottle
6.12	Local Organic Food			
6.13	Vegetarian and vegan Food options			
6.14	Local Food Network or club	✓	3	Good links with and promotion of Genuine Jersey - could consolidate
6.15	Fair Trade Food & Drink	<input checked="" type="checkbox"/>		Cooper Coffee is local coffee supplier
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			Have looked at Triodos - keeping this under review
	<b>TOTAL</b>	<b>7</b>	<b>24</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>

Waste Minimisation				
7.01	Returnable Packaging (bottles crates etc)			
7.02	Use less paper in marketing	✓	4	Very good use of Twitter and Facebook, pay on-line, book on-line, confirmations and checklist sent out on-line
7.03	Dosing and Dispenser Systems			
7.04	Food portion control			
7.05	Specialist waste reduction measures			Use Desperate Measure in Nottingham for recycling of boat hulls
7.06	Garden waste – composting and peat free			
7.07	Rechargeable Batteries and alternatives & eco gadgets	✓	3	Head torches have rechargeable batteries
7.08	Electric and electronic equipment			
7.09	Printer & Toner Cartridges (purchase & recycle)	<input checked="" type="checkbox"/>		WH Smith, HP - supply bags for sending back. Look to ensure that only reconditioned cartridges are used to 'close the loop'
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	✓	4	Tour waste goes to various off site bins for incineration and waste. Also standard domestic disposal with States of Jersey
7.15	Cardboard Reuse or recycle	✓	4	New cardboard disposal point now on island
7.16	Glass Reuse or recycle	✓	3	As per 7.14
7.17	Aluminium and Steel Recycling			Minimal
7.18	Plastics Reuse or recycle	✓	3	As per 7.14
7.19	<b>Hazardous waste disposal</b>	✓	4	Separately stored for appropriate onward disposal
7.20	Dog Waste eco-treatment			
7.21	Compactors			
	<b>TOTAL</b>	<b>7</b>	<b>25</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>

Travel				
8.01	Information on Public Transport	✓	3	Staff have good knowledge of local transport links
8.02	<b>Marketing Materials have Details of Public Transport</b>	✓	4	Details of relevant bus drop off points provided to customers
8.03	Car Free Activities (not VA)	✓	5	Kayaking and Walking activities provided
8.04	Public Transport Drop Off			8.02
8.05	Travel Incentives (not SSA)			
8.06	Information on Walking and Cycling	✓	5	Includes fishing. Sister company (Jersey Walking Adventures) does various guided walks
8.07	Cycle hire information	✓	5	On website - Funky Puffin
8.08	Walking and cycling organisations (HO/SSA/SC)			
8.09	Cycle Storage			
8.10	Coach Parking and Switch Off Policy			
8.11	Staff Travel (not SSA)			
8.12	Public Service Vehicle (PSV) (Hotels/VA)			
8.13	Business Vehicles are Ecofriendly	⊕		Could look to converting vans to run on biodiesel
8.14	Pitches for Touring Caravans (HP)			
8.15	Carbon management	⊕		See also 2.14 - could combine these elements to calculate overall carbon footprint of operation - aim to minimise primary carbon emissions - both intrinsic plus add-on from supplier perspective
	<b>TOTAL</b>	<b>5</b>	<b>22</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>

<b>Nature and Culture</b>				
9.01	Natural and Cultural Heritage Initiatives	✓	5	Jersey Heritage Trust
9.02	Information on local cultural attractions	✓	4	Excellent wealth of information
9.03	Cultural events and festivals			
9.04	Information about nature-related attractions in the area	✓	4	Excellent
9.05	Information on natural heritage	✓	5	Vary good indeed - Derek and team have detailed information and knowledge about a wide variety of heritage, both natural and cultural
9.06	Nature Diary			Website, Facebook etc
9.07	Native Tree Planting			
9.08	Wildlife Habitats			
9.09	Wildlife Refuges	✓	5	Visit RAMSAR site, seabird protection zone
9.10	Specialist Heritage and Cultural Buildings			
9.11	Light Pollution	✓	4	Bioluminescence - marine glow worms, Jersey Walking Adventures does guided 'moon' walks
9.12	Accessibility to nature			Cater for people with disabilities, autism (see 11.19)
	<b>TOTAL</b>	<b>6</b>	<b>27</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>
<b>Innovation</b>				
10.01				
10.02				
10.03				
10.04				
	<b>TOTAL</b>	<b>0</b>	<b>0</b>	

Tourism Experiences				
11.01	Responsible marketing			
11.02	Experiences have identified cultural and ecological impacts and have taken steps to reduce			Nothing formal in this regard - very low impact with high environmental knowledge
11.03	Business monitors environmental impacts of experience/routes	⊙		See also 11.07 and 11.17 - could formalise mechanism / training to monitor overall impact on routes used
11.04	Development of niche products (historical cultural or ecological)			
11.05	Optimal group size per guide	✓	4	Kayak 1-8, Walk 12-14, Walk at Night 1-6
11.06	Specially trained staff (wise)	✓	5	WISE, Wildlife Save, wildlife watching in the marine environment. Also Bronze Tourism Badge trained guides by Jersey Tourism
11.07	Specialist education and interpretation			See 11.03 and 11.17
11.08	Multilingual staff	✓	4	Web is good for French and German interpretation
11.09	Added value to the local economy	✓	4	See 6.07
11.10	Partnerships with preservation and conservation bodies			
11.11	Work experience with local people			
11.12	Use of non motorised transport	✓	4	Charter a bigger boat to visit offshore reefs. Three vehicles and three trailers go anywhere on the island
11.13	Use of green graded accommodation			List of hotels etc via 'Where to Stay' - could prioritise GTBS sites
11.14	Use of green graded attractions			
11.15	Provisions of minimal packaging for outdoor activities	✓	3	Asks café to reduce packaging - would be ideal if it had a green accolade of its own
11.16	Staff do a route litter pick and encourage guests			
11.17	Leave no trace policy implemented	⊙		Leave No Trace principles but not formally accredited - could consider if cost effective - <a href="http://www.leave-no-trace-training.co.uk">www.leave-no-trace-training.co.uk</a>
11.18	Responsible wildlife watching			Jersey Maritime & Coastal Protection Code
11.19	Inclusivity of experiences	✓	5	Various - see 9.12
11.20	Friends of green tourism			
	<b>TOTAL</b>	<b>7</b>	<b>29</b>	<i>Minimum of 3, 4, 5 ticks required for Bronze, Silver &amp; Gold respectively</i>

<b>SCORING SUMMARY</b>			
<b>Sections</b>	<b>Done</b>	<b>Score</b>	<b>Percentage per section for measures scored</b>
COMPULSORY	4	20	100%
MARKETING & MANAGEMENT	9	36	80%
COMMUNICATION	6	28	93%
ENERGY SAVING	5	20	80%
WATER ISSUES	4	16	80%
PURCHASING	7	24	69%
WASTE MINIMISATION	7	25	71%
TRAVEL & TRANSPORT	5	22	88%
NATURE & CULTURE	6	27	90%
INNOVATION	0	0	#DIV/0!
TOURISM EXPERIENCES	7	29	83%
<b>TOTAL</b>	<b>60</b>	<b>247</b>	<b>GOLD</b>

<b>Maximum No. of measures scored</b>	<b>60</b>	<b>300</b>	<b>Total Percentage based on 300 pts</b>
<i>Bronze award status</i>	40%	120	<b>82.3%</b>
<i>Silver award status</i>	65%	195	<b>Award achieved</b>
<i>Gold award status</i>	80%	240	<b>GOLD</b>