

ENVIRONMENTAL & SUSTAINABILITY POLICY

OBJECTIVES

The overall objective is to reduce the impact of the company's operations on the environment, and to promote sustainability and environmental awareness at all levels.

To help us achieve our sustainability and social responsibility goals we will:

- Comply with all current and applicable environmental legislation.
- Measure and analyse the carbon footprint of our business activities and develop a carbon reduction plan based upon feasibility studies.
- Reduce the waste to landfill through waste management strategies that promote waste minimalization, re-use, recovery, and recycling. Actively encourage customers to recycle by providing clear signage and easy access recycle points.
- Reduce consumption of resources such as paper through actively using technology developments such as websites and Apps and encourage print awareness.
- Incorporate energy efficient measures into the companies facilities, services and units, and promote efficient energy use in all areas of business activity, monitoring usage and seeking new ways of working to reduce energy consumption and reduce energy costs.
- Look at ways to conserve water, use water efficiently through well maintained equipment fit for purpose such as push and timed taps and showers, and incorporate water efficient measures such as rain water harvesting into future business developments.
- Manage all conservations areas of Searles Leisure Resort in accordance with the David Bellamy conservation scheme* maintaining the Gold Award. This approach is also implemented at Heacham Manor Hotel. As part of this we promote the protection and growth of habitats such as wildflower areas to cater for pollinators and butterflies.
- Use local products, suppliers and services to reduce transport costs wherever possible.
- Avoid unnecessary travel through use of technology developments and use energy efficient vehicles wherever possible.
- Integrate sustainability considerations into all our business development decisions.
- Make customers aware of our environmental and sustainability policy and encourage them to adopt sustainability management practices during their stay with us.
- Support the local community by taking part in activities such as local garden schemes e.g. Hunstanton in Bloom, providing funding towards beach conservation and regeneration, and encourage the use of public transport through provision of a company Land Train.

**The David Bellamy scheme was set up in 1996 in consultation with Professor David Bellamy, making holiday parks more conscious of the local environment. The scheme encourages parks to use good and sustainable environmental management practices, which in turn helps to encourage growth in wildlife, animals and plants.*

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We encourage our customers and guests to help achieve these goals by:

- Turn off lights and electrical items when leaving your accommodation.
- Conserve energy by monitoring your accommodation heating.
- Save water – Every drop counts!
- Using our Land Train to get to the Town Centre, The Lighthouse or Old Hunstanton Beach, and to connect with onward local bus services.
- Shop locally, buy local specialities and support local services and businesses.
- Keep dogs under control to prevent disturbance of wildlife, nesting birds, and livestock.
- Recycle wherever possible using the correct bins and bottle banks provided.
- Keep to footpaths when walking through the dunes and beach areas to avoid disturbing wildlife and nesting birds.
- Where laundry items such as towels and linen are provided, please consider the re-use of these items to help reduce the consumption of resources.