



Green Business Tourism Scheme October 2009

Key Facts

1. The Best Western Valley Hotel, Ironbridge, is the first in Shropshire to be awarded the Gold award under the Green Tourism Business Scheme.
2. The hotel demonstrated its commitment to the environment by meeting a range of criteria.

Objectives

1. Manage waste and energy consumption.
2. Reduce carbon footprint.
3. Promote awareness of the environment and community.

Outcome / Benefits

1. Ironbridge is now one of the most environmentally friendly destinations.



The Best Western Valley Hotel in Ironbridge is the first hotel in Shropshire to be awarded the coveted Gold award, under the Green Tourism Business Scheme, for demonstrating excellence in environmental practice.

In order to qualify for this rating, the hotel had to demonstrate a commitment to sustainability, managing waste and energy consumption, reducing its carbon footprint and promoting an awareness of the environment and the community, through staff training.

Joanne Boddison, General Manager said "Our in-house Green Team has been the driving force behind achieving our gold status, and we are very proud of what we have achieved. As a business we have become much more efficient with our resources and received positive feedback on our work from guests and visitors. It is a long term plan, and we will continue with the project and our commitment to sustainable tourism."

Ironbridge is now one of the UK's most environmentally friendly destinations after achieving Gold Status from the Green Tourism Business Scheme at the Green-wood centre, the Ironbridge Gorge Museum Trust, and now the Best Western Valley Hotel.

The GTBS is the leading sustainable tourism certification scheme in the UK, where businesses are assessed against a strict set of criteria, including rigorous assessment of energy and water efficiency, and waste management. Those that meet the required standard receive a bronze, silver or gold award based on their level of achievement.

Tourists and corporate clients are increasingly quoting environmental concerns as an important factor in choosing their venue, and Ironbridge is definitely leading the way in environmental management, demonstrating that being green is attractive to the consumer as well as vital for all our futures.



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Business Environment Support Scheme for Telford