

David Bellamy Conservation Award

About the Awards

2018



GO FOR GOLD!

The David Bellamy Conservation Award Scheme, which began in 1996, is one of the longest running green tourism awards in the UK. It aims to do three main things:

- publicise and celebrate the important environmental work being done by holiday, touring and residential parks in the UK
- encourage all parks to do their bit
- support them as they improve their environmental performance

We hope that your involvement in the scheme really benefits your park. We believe that it will:

- give you a marketing edge and a way of publicising what you are doing for the environment
- provide you with an incentive to improve your park's environmental performance and a series of environmental targets and goals to aim for
- provide you with information and assistance to move forward
- engage your staff and park visitors, owners and guests with your environmental work

This document provides details of how the award scheme operates and is judged. It also gives an overview of the many ways in which your park can improve its green credentials.

More information and advice is available from BH&HPA's Journal and members' website www.bhhpa.org.uk and the Award Scheme's website www.bellamyparks.co.uk/parks/resources.html

If you have any further questions, contact BH&HPA central office:

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ABOUT THE AWARD SCHEME

HOW DO I JOIN THE SCHEME?

To take part in the 2018 Award Scheme simply complete and return the Park Registration Form, together with payment, to BH&HPA central office. Copies of the Registration Form are available on this [link](#) or from the BH&HPA.

HOW MUCH WILL IT COST?

The cost of taking part is based on a park's total number of pitches.

Both a joining fee and registration fee are payable in the first year. An annual registration fee is payable each year thereafter. Full details of fees can be found on the Park Registration form.

HOW WILL MY PARK BE JUDGED?

Your park will be assessed based on information from two main sources:

- **The information you supply us.** You will be asked to fill in a self-assessment form (this will be sent to you following receipt of your completed registration form and fee).

NB: Please complete and return this form, as it is a vital source of information for the award judging team. It is a key opportunity for you to let us know what your park has been up to and will help you achieve the award you deserve. If you have previously filled out an assessment form, you will be sent a copy - just make any necessary changes and send it back.

We are also interested in receiving any environmental reports, summaries of your environmental work or any other information or photographs to support your application. These can be sent to BH&HPA with your self-assessment form or given to your assessor when they visit your park (see below).

- **An assessment completed by one of the Award Scheme assessors.** Your assessor will visit your park and produce a written report that will highlight your park's strengths and provide recommendations for improvements. A copy of this report will be sent to you with your award notification. (For more details on the assessment process, see below.)

Scheme assessors are drawn from organisations such as local Wildlife Trusts. Some are freelance environmental consultants. All are local natural historians committed to the conservation of the British countryside.

HOW ARE THE AWARDS MADE?

Gold, Silver or Bronze

David Bellamy will use the information from the above sources to decide whether your park has reached Gold, Silver or Bronze standard or whether more work is required in order to qualify. Results are announced by early October. Shortly afterwards, you will be provided with an award logo for use on your website and printed literature etc, a window sticker and a certificate.

Special Distinction Awards

We ask assessors to nominate parks for Special Distinction Awards. These awards are for particularly innovative projects and initiatives that parks have put in place. They are designed to highlight new thinking and ideas that others can learn from. If you win one of these, you will be notified when the main results are announced.

The Honey Bee Friendly Park Project

Parks that participate in the David Bellamy Scheme can also take part in the Honey Bee Friendly Park Project. This joint project with the British Beekeepers Association (BBKA) has been running since 2015. It encourages parks to plant the forage crops that honey bees and other pollinators need to survive, to spread the word about bee conservation and to 'give bees a home'. It gives 'Bee Friendly' status to those parks that have done enough. Full details are provided separately.

5 Habitats in 5 Years

Creating and managing habitats is one of the most important things a park can do for the environment. With this in mind, the DBCAS is asking all participants to give extra attention to five specific habitats over five years. In 2018 the focus is on wildflower areas. By proving that they are working to look after this type of habitat (and by providing details of the amount they have under management), parks can win a Wildflower Habitat Badge. By 2021, parks will have been able to collect a complete set of five habitat badges (hedges, wildflowers, woodlands, wetlands and artificial habitats such as bird boxes), showing how committed they are to helping Britain's wildlife. Full details are provided separately.

YOUR PARK ASSESSMENT

Soon after you have signed up to the scheme, your assessor will call and/or email you to arrange your assessment at a date and time convenient to you. It is vital to keep this appointment as your assessor may have had to travel a reasonable distance to get to you (although we aim to minimise all travel to keep environmental impacts down). If you need to change your assessment day, please give your assessor ample notice.

Park assessments usually take place during May, June and July.

How often are parks assessed?

An initial assessment is carried out when a park enters the scheme. Parks that achieve Gold are then assessed every year. Bronze and Silver award parks are automatically assessed after three years of continuous participation, but an interim assessment may be requested at any time during this period (there is a charge for an interim assessment).

Many parks ask for an interim assessment if they consider that the changes and initiatives they have implemented since their last assessor visit will improve their current award status or if they have a particular project that may merit a Special Distinction Award.

What will your assessor look for?

Assessors are asked to assess each park on a wide range of criteria. These are grouped into three main areas:

1. **Ecological management** - what you do to help wildlife
2. **Sustainability** - what you do to conserve energy and resources and reduce waste
3. **Good neighbourliness** - what you do to support the local community and economy

The natural environment has always been the main focus of the David Bellamy Awards, as a result 50% of the award criteria is made up of ecological and conservation measures, with sustainability and good neighbourliness being assessed for the balance of the award.

In general, assessors will be looking for two main things:

- evidence that your park has acted to improve its performance in the three areas described above (e.g. you are managing your grasslands to encourage wildflowers or that you've installed push-button taps to save water)
- evidence that these actions have resulted in improvements (e.g. there is an abundance of wildflowers in evidence; your energy efficiency has improved)

If your park has previously received an assessment, your assessor will also look at how well you have responded to the ideas and suggestions that were made in previous years.

The assessment of your park will be based on what is in place at the time of the assessment visit – in other words, they cannot give credit for planned work.

The assessors are asked to write their reports based on how well your park is performing within the context of its size and resources – in other words, on how well you are making use of the landscape, staff and financial resources at your disposal and on how well you overcome the specific challenges your park faces. If certain issues or actions are not applicable to your park (e.g. enhancing riverbank habitats where none exist) then you will not be penalised for inaction.

Overall, assessors will be looking for evidence of your commitment to and enthusiasm for environmental improvement. The whole ethos of the scheme is to recognise your environmental work and provide pointers for you to move forwards.

See the **Assessment Criteria and Advice** section below for more details on the factors that are assessed and the specific things your assessor will be looking out for.

What will happen during the assessment?

The assessor will need to meet with a park representative of your choice to talk through the various aspects of your park's environmental work. He or she will then need to walk round the park with your representative. The assessor may also want to walk around the park by themselves after their escorted tour. Please note: Your representative should preferably be the person who is responsible, or involved with, your park's environmental management – it is important that they can give your assessor a full picture of what you have achieved.

The assessor's tour should take in all the main areas of the park and include a visit to all the main facility blocks, other public buildings and office areas. If you operate a letting fleet, the tour should also give the assessor a chance to look inside a holiday home (subject to availability) and to chat to staff involved in your environmental work.

The most important thing is to ensure that your assessor has seen everything, from environmental notice boards and energy-saving light bulbs to wildlife areas and compost heaps so that you have not missed any opportunities to impress!

Please remember that your assessor is an invaluable source of information and is there to help you. They will be more than happy to advise you on how to improve your green performance and should have useful local contacts of groups that may be able to help you further.

How to prepare for the assessment

One way to prepare is to read the guidance notes below and use them to draw up a checklist of things you have done. If possible, let your assessor see a copy of this list.

If you have been assessed before, remember to check your past report, so that you can discuss how you have responded to any recommendations. You should also draw together any relevant documents or reports such as environmental policies, species counts, accessibility statements, habitat management plans, etc. Please have copies of any relevant documents and reports available for the assessor to take away.

NB: Where relevant, please try to have all paperwork relating to environmental regulations available (e.g. those relating to the discharge of treated sewage to watercourses) so that your assessor can review them.

On the day of your assessment, please ensure that:

- a park representative is available to meet the assessor, answer any questions and conduct a tour of the park
- your representative is aware of all the environmental work that has been carried out on your park.

- your representative is ready to answer questions about the three main areas of environmental activity: ecological management, sustainability and good neighbourliness.
- your representative can set aside the necessary time for the assessment visit.

David Bellamy Conservation Award Scheme Assessment Criteria, Advice and Guidance 2018

The following notes give details of the main aspects that are assessed under the David Bellamy scheme. There are three main areas: Ecological Management, Sustainability and Good Neighbours. Each section highlights the types of activities and actions that assessors will look for.

This information should help to focus and direct your park's environmental work and help you prepare for your assessment.

Where to get further advice and information

The BH&HPA Journal carries a wide range of articles about park environmental management, these articles can be viewed and downloaded from the knowledge base.

The David Bellamy Award Scheme website, provides a wide range of detailed guidance on all aspects of environmental management together with case studies and downloadable versions of key environmental articles from the BH&HPA Journal. This information is available under the park [resources section](#).

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ECOLOGICAL MANAGEMENT, INTERPRETATION AND ACTIVITIES

Overview

Your assessor will look at your approach and commitment to the ecological management of your park. They will assess the overall impact that this work is having on the quantity and variety of wildlife that inhabits and visits the park. They will also be looking at the range of environmental information and interpretation you provide e.g. leaflets, wildlife trails, etc. and at the wildlife activities you offer e.g. ranger walks, bird watching, kids' green clubs, etc.

Overall, the assessor will look for:

- ✓ a good balance between 'wild', 'semi-formal' and 'formal' area
- ✓ surroundings that are rich in wildlife for visitors and residents to enjoy
- ✓ evidence that all reasonable opportunities for habitat creation and enhancement have been taken
- ✓ evidence that all areas of the park are managed with wildlife in mind
- ✓ planting and management schemes that have been designed to maximise biodiversity and to give wildlife somewhere to live and food to eat (this includes forage plants for insects)
- ✓ evidence that you monitor the wildlife you have on your park
- ✓ an environmentally friendly approach to horticulture and a planting policy that uses native species
- ✓ a good selection of environmental information, interpretation and activities for visitors
- ✓ well thought out and targeted policies and plans for enhancing the future wildlife value of your park

Specific Assessment Areas:

- 1) PLANNING, MONITORING AND OVERALL APPROACH
- 2) PLANTING POLICY
- 3) HORTICULTURAL MANAGEMENT
- 4) WATER PERMEABILITY
- 5) ENVIRONMENTAL INFORMATION AND INTERPRETATION
- 6) ENVIRONMENTAL ACTIVITIES
- 7) PROVISION OF ARTIFICIAL HABITATS (E.G. BIRD BOXES)
- 8) OPEN GRASSLAND AREAS
- 9) AREAS BETWEEN PITCHES AND FORMAL GARDENS
- 10) RIVERS, PONDS AND OTHER WETLAND AREAS
- 11) TREES AND WOODLANDS
- 12) BOUNDARY FEATURES
- 13) GOLF COURSES AND FARMLAND

1) PLANNING, MONITORING AND OVERALL APPROACH

We assess:

- ✓ how ecological management is incorporated into your park's management policies, action plans and targets
- ✓ how you monitor and record the wildlife that exists on your park
- ✓ the staff training you provide on ecological management issues
- ✓ the range of habitats present and the diversity of wildlife within these habitats

We look for:

- ✓ a park that is working to create a haven for wildlife that is home to as wide a variety and as large a number of native plants and animals as possible
- ✓ evidence that all reasonable opportunities for habitat creation and enhancement have been taken
- ✓ evidence that all areas of your park are managed with wildlife in mind
- ✓ evidence that you monitor the wildlife you have on your park

- ✓ a written environmental management policies, action plans and targets
- ✓ staff training on environmental issues
- ✓ a park Environmental Policy Statement that is made available to visitors

Suggestions for action:

- ✓ draw up a written Environmental Policy Statement and pledge and display these for your visitors and staff to see
- ✓ get a wildlife survey carried out and use it to develop an ecological action plan
- ✓ implement the plan!
- ✓ involve staff – they can be a mine of good ideas and will be the people doing all the work!
- ✓ provide staff training on ecological management issues - structured or informal, depending on your circumstances
- ✓ monitor improvements by doing regular species counts - get your visitors or residents involved!
- ✓ create large continuous areas of habitat – these support larger numbers of species than small isolated areas
- ✓ ‘cut back on cutting back’ and leave more areas of your park to run wild
- ✓ link different areas of your park with wildlife corridors, such as hedges
- ✓ look at how your park connects to habitats in your surrounding area and work to boost this role

2) PLANTING POLICY

We assess:

- ✓ the way in which your park planting schemes help boost the number and variety of native species that inhabit and visit your park

We look for:

- ✓ planting and plant management schemes that have been designed to maximise biodiversity and to give wildlife somewhere to live and food to eat, this includes nectar for insects
- ✓ evidence that all reasonable opportunities for planting wildlife-friendly, native species have been taken
- ✓ a good balance between ‘wild’, ‘semi-formal’ and ‘formal’ areas

Suggestions for action:

- ✓ try to make as many of the species you plant local native varieties – these will provide the greatest benefits to local wildlife and will also help make your park an integral part of its surrounding landscape
- ✓ have an on-park nursery or greenhouse where local plant species are propagated and grown for on-park use
- ✓ source native wildflowers, trees and other plants from a reputable supplier that guarantees UK/regional provenance
- ✓ plant flowers, shrubs and trees that provide shelter and food for insects, birds and other animals. Winter food plants for birds and nectar plants for insects are particularly important
- ✓ when planting please try to put in a mix of plants that flower and fruit for as long a period as possible to give the forage that birds and insects need
- ✓ participate in the David Bellamy/BBKA Bee Friendly Park Scheme (details available from the BH&HPA)
- ✓ if you are renovating or constructing park buildings, investigate whether a living roof is an option e.g. a roof planted up with sedum/moss plant communities

3) HORTICULTURAL MANAGEMENT

We assess:

- ✓ the steps taken to make your horticultural approach as environmentally friendly and sustainable as possible

We look for:

- ✓ a horticultural approach that is energy-efficient, water-efficient, peat-free, chemical-free and generally 'low impact'
- ✓ a park that is free from invasive species such as Japanese Knotweed

Suggestions for action:

- ✓ use compost produced on-park
 - ✓ if using commercial compost, use peat-free
 - ✓ implement an organic or low chemical horticultural policy
 - ✓ investigate biological pest control e.g. setting up a beetle bank where beneficial insects can live and reproduce
 - ✓ rigorously control invasive/non-native species e.g. Japanese knotweed
 - ✓ keep all mechanical equipment well maintained and serviced
 - ✓ keep fuel use to a minimum
 - ✓ use traditional management methods e.g. coppicing/hand-laying of hedges
-

4) WATER PERMEABILITY

We assess:

- ✓ the steps you have taken to enhance the water permeability of your park

We look for:

- ✓ a park in which hard standing and tarmac have been kept to a minimum to allow rainwater to drain away naturally
- ✓ the use of roadside swales and other soft landscaping features to channel rainwater off roads and to capture it for future re-use will gain extra credit

Suggestions for action:

- ✓ try and keep hard standing and tarmac to a minimum to allow rainwater to drain away naturally
 - ✓ use permeable hard standing that allows grass to grow up through it
 - ✓ keep in mind relevant health and safety issues and make sure that your bases are appropriate
 - ✓ use roadside swales and other soft landscaping features to channel rainwater off roads and to capture it for future re-use
-

5) ENVIRONMENTAL INFORMATION AND INTERPRETATION

We assess:

- ✓ the information and signage that you provide visitors or residents to help them discover, understand and enjoy the environment around them both on the park and in the surrounding countryside

We look for:

- ✓ a park that provides a good range of environmental information, including details of local environmental attractions and which has well-designed and interesting wildlife interpretation e.g. wildlife maps, interpretation boards and trails

Suggestions for action:

- ✓ make details of the David Bellamy Conservation Award prominent alongside the park's environmental statement or pledge
 - ✓ provide a wildlife spotting book/nature notes/diary in reception
 - ✓ where appropriate 'wild areas' such as bramble patches, rough grassland and nettle banks should be signed to explain why they are not kept strimmed
 - ✓ provide a wildlife map, leaflet or sheet at reception or in 'welcome packs'
 - ✓ set up a well-signed wildlife trail(s) with accompanying guidebook/notes
 - ✓ provide staff training so that your staff are well-informed and keen to pass on their knowledge to visitors
-

6) ENVIRONMENTAL ACTIVITIES

We assess:

- ✓ the wildlife activities that you provide for visitors, both adult and children, either as part of your general entertainment programme or as separate activities

We look for:

- ✓ a park that offers visitors the opportunity to be involved in a range of environmental activities, such as birdwatching, bug hunts and tree planting
- ✓ a large commercial club may have a formal programme of events and a kid's 'Green Club'; a small family park may only be able to put on informal wildlife rambles or the like

Suggestions for action:

- ✓ tap into the local countryside department's guided walk scheme
 - ✓ provide opportunities for wildlife watching e.g. nature rambles, bird watching, bat spotting, plant identification for adults and children
 - ✓ set up a bird hide or other wildlife watching enclosure; use a CCTV camera to record wildlife on park e.g. badgers feeding, for playback in reception
 - ✓ provide opportunities for visitors to take part in conservation work e.g. hedge laying, acorn and seed collection sessions, adopt-a-tree planting sessions etc
 - ✓ team up with local wildlife experts or rangers to run practical conservation activity holidays or wildlife-watching breaks
 - ✓ run a programme of wildlife activities for kids
 - ✓ run wildlife-themed competitions e.g. photography or art competitions
 - ✓ provide advice on what visitors and residents should and shouldn't plant near to their holiday and park homes
 - ✓ encourage visitors and residents to put up bird boxes, feeders etc
 - ✓ Look into the RSPB's Wild Challenge activity scheme – details supplied to all participants
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7) PROVISION OF ARTIFICIAL HABITATS (E.G. BIRD BOXES)

We assess:

- ✓ the steps taken to provide nesting boxes, bee hotels and other initiatives designed to give nature a helping hand

We look for:

- ✓ a good selection of artificial nesting boxes and other initiatives designed to give nature a helping hand, these should be properly sited and have sufficient variety to appeal to a wide range of species

Suggestions for action:

- ✓ put up nesting boxes and other artificial habitats. Bird, bat and owl boxes are obvious choices, as are bee bricks and other insect homes
 - ✓ ensure that all artificial homes are well implemented and that they provide a good variety of nesting opportunities
 - ✓ in particular, bird boxes with a variety of entrance holes e.g. 25mm and 32mm should be provided and should be placed in a variety of orientations
 - ✓ larger boxes for birds of prey should also be provided where appropriate
 - ✓ encourage visitors and residents to feed the birds and set up their own feeding/watering stations
 - ✓ a no-cat or bell-the-cat policy is also vital to give wildlife another helping hand
-

8) OPEN GRASSLAND AREAS

We assess:

- ✓ the steps taken to enhance the wildlife value and biodiversity of your grassland areas for example, enhancing the number and variety of wildflowers and other plant species they contain
- ✓ the wildlife value and biodiversity of these areas

We look for:

- ✓ grassland areas that exhibit a good, observed and reported, diversity of flora and fauna that is appropriate to the locality
- ✓ we understand that pitch areas need to be close-mown but we do like a park to be a mixture of rough and smooth
- ✓ if you don't have room for a wildflower meadow, don't worry; you can still impress if you make good use of little grassy corners or roadside verges

Suggestions for action:

- ✓ create rough/wild areas
 - ✓ leave areas of longer grass
 - ✓ plant and manage wildflower areas or a wildflower meadow
 - ✓ introduce clumps of wildlife-friendly shrubs and trees
 - ✓ add wildlife value to unexpected corners, e.g. along road verges
 - ✓ create wildlife scrapes, shallow depressions that seasonally fill with water, boggy areas or other habitat niches that attract wildlife
 - ✓ use signage to explain what you are doing and to avoid people complaining!
 - ✓ Take part in the 5-in-5 Habitat initiative, which is focusing on wildflowers for 2018 – details supplied.
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9) AREAS BETWEEN PITCHES AND FORMAL GARDENS

We assess:

- ✓ the steps you have taken to enhance the wildlife value and biodiversity of the areas between your pitches and your formal gardens by, for example, enhancing the number and variety of wildlife-friendly shrubs and other plant species they contain
- ✓ the wildlife value and biodiversity of these areas

We look for:

- ✓ parks that have a good variety of trees, hedge plants, shrubs and other plants between pitches and in formal gardens – planting should have been chosen for its value to wildlife and for the way it makes the park an interesting and beautiful place to be
 - ✓ we do not expect blanket coverage with native plants but a good wildlife-friendly mixture. We take into account your location, climate etc. and look for how you have maximised the potential of these areas of your park
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Suggestions for action:

- ✓ use local native species that provide nectar for pollinating insects and seeds and berries for the birds
 - ✓ leave patches of nettles and brambles
 - ✓ plant a butterfly-bar using species such as buddleia, remember to include a range of species and varieties to prolong the flowering season
 - ✓ use signage to explain what you are doing and to avoid people complaining!
 - ✓ create less-structured informal areas e.g. long grass areas and wet boggy patches to create extra wildlife interest
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10) RIVERS, PONDS AND OTHER WETLAND AREAS

We assess:

- ✓ the steps taken to enhance the wildlife value and biodiversity of your rivers, ponds and other wetland areas by, for example, allowing bank areas to grow wild
- ✓ the wildlife value and biodiversity of these areas

We look for:

- ✓ aquatic habitats that are designed, planted and managed to attract as much native flora and fauna as possible
- ✓ if there really are no opportunities for water features on the park, don't worry we won't penalise you (but please do put out water for the birds)

Suggestions for action:

- ✓ keep ponds etc. free of litter and other pollutants
 - ✓ make sure they do not get choked with invasive plant species
 - ✓ leave significant sections of river and pond banks wild
 - ✓ create artificial breeding areas such as nesting boxes and otter holts etc
 - ✓ enlist the help of any anglers to keep your waterways in the best of health
 - ✓ if you have a pond, make sure that animals can get in and out easily by providing escape routes
 - ✓ provide stones for newts to hibernate under, ensure that autumn leaves are removed and that any ice is broken in the winter to let in oxygen
 - ✓ if you are building a new pond, then the best profile for wildlife is a shallow saucer shape with gently shelving sides. If possible ensure that your pond is a clean water pond – see <http://freshwaterhabitats.org.uk/> for details
 - ✓ put in a good mixture of appropriate aquatic plants, oxygenators such as hornwort are particularly important
 - ✓ implement sensible signage and fencing to keep insurers happy and your visitors and residents safe
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11) TREES AND WOODLANDS

We assess:

- ✓ the steps you have taken to enhance the wildlife value and biodiversity of your woodlands, orchards and other areas
- ✓ the steps you have taken to enhance the number and variety of native trees on your park
- ✓ the wildlife value and biodiversity of these areas

We look for:

- ✓ woodland habitats and other tree cover that exhibits a good observed and reported diversity of flora and fauna that is appropriate to the locality
 - ✓ dead or fallen wood left in place; or brash piles created to provide habitat for reptiles etc
 - ✓ evidence that an appropriate woodland management scheme is in place
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- ✓ although native species should predominate, we will not mark down for well-established arboretum containing exotics. For our views on Leylandii see Boundary Features, point 12 below
- ✓ please note we only expect you to have maximised the woodland potential of the park, so if there is no room for large woodland, or you are in an exposed coastal location that makes it difficult to establish trees, we won't hold it against you!

Suggestions for action:

- ✓ manage existing woodland carefully to make sure that all trees are as healthy as possible and that there is a good, biologically-diverse under-story of vegetation e.g. bluebells in a bluebell wood. To achieve this, you may have to undertake occasional thinning, re-planting and other work
- ✓ leave dead or fallen wood. This is a vital wildlife resource and should be left in-situ to provide food and shelter to fungus, insects etc
- ✓ if you are unsure of any aspect of woodland management, please get in touch with your local council or wildlife trust for help
- ✓ check the status of your trees and take this into account in your management work
- ✓ choose native British trees that are appropriate to your locality
- ✓ establish new woodland areas or an orchard – again choose local varieties to maximise the value of the new area to wildlife

12) BOUNDARY FEATURES

We assess:

- ✓ the steps you have taken to enhance the wildlife value and biodiversity of your boundary areas (both around and within your park). Such steps might include enhancing the number and variety of native species that your hedges and shelter belts contain
- ✓ the wildlife value and biodiversity of these areas

We look for:

- ✓ a park where all boundaries are planted and managed in a way that maximises their value to wildlife
- ✓ if there are any gappy hedges or long expanses of bare fence, then we would like to see work being done to fill these up with appropriate planting

Suggestions for action:

- ✓ old walls or hedges on and around the park - these should be carefully maintained and enhanced traditionally if possible
- ✓ hedges in particular should not be over-trimmed or trimmed too regularly so that they can thicken up
- ✓ If possible, hedges should be hand-layered
- ✓ get in a group such as the conservation volunteers to help
- ✓ cut or trim hedges after your wildlife has enjoyed the berries and not during the nesting season
- ✓ hard boundary features should, where possible, be planted with appropriate flora e.g. climbers on fences
- ✓ fences should be preserved using low-impact chemicals
- ✓ introduce new natural boundaries such as hedges. Use hedging plants from your locality and try and plant several different species e.g. buckthorn, dogwood and hazel. Hedges with both shrub and taller tree layers have been found to be particularly good for birds
- ✓ leylandii hedges make good barriers but do not have a high wildlife value. If you have such hedges on your park, why not plant a native hedges in front of them that will eventually take their place
- ✓ if you have to put in a hard boundary feature please make sure it is in a locally appropriate style e.g. a Cornish hedge or a drystone wall, depending on where you are located
- ✓ to maximise the wildlife benefit of any boundary, leave a wild border alongside it on one or both sides e.g. a beetle bank alongside a hedge or a bed of nettles and brambles left to run wild

13) GOLF COURSES AND FARMLAND

We assess:

- ✓ the steps you have taken to enhance the wildlife value and biodiversity of golf courses and farmland, for example, enhancing the number and variety of wildlife-friendly shrubs and other plant species they contain
- ✓ the wildlife value and biodiversity of these areas

We look for:

- ✓ farmland will NOT be assessed formally as part of the scheme. However, if a park manages its farmland in an environmentally friendly way, then this will be taken as further evidence of the park's commitment to environmental improvement
- ✓ if golf courses are part of the package offered to holidaymakers then they will be assessed alongside the rest of the park. Particular attention will be paid to habitat creation and chemical and water use

Suggestions for action:

Golf courses

- ✓ incorporate a variety of habitats including woods, heath, wildflower meadows, hedges, wetlands and ponds into a course
- ✓ fairways can be managed with low-impact chemical and watering regimes

Farmland

- ✓ borders, buffer zones and field corners can be planted with wildflowers
- ✓ enhance hedge and tree cover enhanced and expanded
- ✓ take part in the relevant regional government-run sustainable farming scheme. These provide funding for farms that put in place various environmentally friendly land management initiatives
- ✓ you could also consider going organic or implementing conservation grade farm management

SUSTAINABILITY

Overview

Your assessor will look at your approach and commitment to reducing your park's environmental impact

Overall, they will be looking at:

- how you minimise the amount of energy, water and other resources used
- whether the energy you use is from sustainable sources
- how you minimise the amount of waste sent to landfill
- whether you buy and use environmentally friendly products and services
- whether you have well thought out and targeted policies and plans for enhancing the sustainability of your park

Specific Assessment Areas:

- 1) ENERGY CONSERVATION
- 2) RENEWABLE ENERGY AND GREEN TARIFFS
- 3) WASTE MANAGEMENT – REDUCE, REUSE AND RECYCLE
- 4) SEWAGE TREATMENT
- 5) WATER CONSERVATION
- 6) PURCHASING POLICY

1) ENERGY CONSERVATION

We assess:

- ✓ the way in which you monitor and manage your park's energy use
- ✓ your energy conservation policies, action plans and targets
- ✓ the efficiency of the lighting and heating technology installed and used (e.g. light bulbs and boilers)
- ✓ the efficiency of the other energy-using appliances you use (e.g. laundry and cooking equipment)
- ✓ the steps you take to ensure that all systems are used as effectively as possible (e.g. 'switch-off' signs and campaigns)
- ✓ the energy efficiency of the caravans, holiday homes and lodges you offer/sell
- ✓ the transport used by your staff to get around your park
- ✓ the way in which you encourage your guests to use sustainable transport choices (e.g. public transport)
- ✓ how you encourage staff, residents and visitors to play their part through signage, raising awareness and training

We look for:

- ✓ a park where energy use is carefully monitored and managed
- ✓ evidence that a wide range of measures have been taken to minimise the use of energy
- ✓ evidence that visitors, residents and staff are actively involved and encouraged to 'do their bit'
- ✓ a well-thought out energy conservation policy and plan that is made available to visitors, residents and staff
- ✓ energy conservation targets
- ✓ a commitment to continue to reduce energy use and increase efficiency
- ✓ evidence of the effectiveness of these measures e.g. on-going fuel bill reductions

Please note: For privately owned holiday homes we understand that there can be little control over energy use. However, as noted above we will look at what steps you have taken to encourage visitors to reduce their energy usage

Suggestions for action:

Monitoring and Management

- ✓ monitor energy usage and use this information to set targets for your energy conservation work
- ✓ conduct regular energy-use assessments to highlight opportunities for cutting fuel bills
- ✓ have an energy conservation policy and plan in place that gives you targets to aim for
- ✓ appoint an energy conservation champion/team to manage this work and move it forward
- ✓ conduct staff training on all aspects of energy conservation

Lighting

- ✓ ensure all light bulbs are energy efficient
- ✓ fit reflectors behind fluorescent tubes
- ✓ review how lighting is set up/wired – make sure it is efficient and that unnecessary lighting is not used
- ✓ fit controls that turn lighting off when it's not needed e.g. motion-sensor or timer systems
- ✓ involve staff, residents and visitors in switch-off campaigns through training and signage
- ✓ install light tubes to channel natural light into dark corners
- ✓ ensure all equipment is properly serviced

Heating

- ✓ fit high-efficiency oil or gas boilers (SEDBUK 'A' rated if possible)
- ✓ install instantaneous hot water systems and ensure hot water storage tanks and pipes are well lagged
- ✓ fit thermostatic radiator valves, thermostatic controls on hot water tanks, zoned thermostats or time clocks in public areas
- ✓ review settings on heating controls and, if possible, turn them down
- ✓ ensure walls and roofs are well insulated
- ✓ double or triple glaze windows and seal up any draughts
- ✓ if you must have air conditioning, choose the most efficient with good controls and use it wisely
- ✓ involve staff, residents and visitors in turn-it-down campaigns through training and signage
- ✓ work with your architect to design-in energy efficiency for new buildings
- ✓ work with your suppliers to ensure that your caravans, holiday homes and lodges are as energy-efficient to heat and run as possible
- ✓ look for opportunity to recover waste heat from e.g. swimming pools and laundry buildings
- ✓ ensure all equipment is properly serviced

Other Appliances

- ✓ use energy efficient appliances e.g. fridges and freezers with A-rated eco-labels
- ✓ keep all appliances in good repair e.g. seals on fridges and freezers tight
- ✓ use roller towels not blow dryers or paper towels in public toilets. However, energy-efficient blow dryers such as the Dyson Airblade beat paper towels in terms of their environmental impact
- ✓ make staff, residents and visitors aware of how to use electrical devices efficiently e.g. full loads in washing machines
- ✓ switch off devices rather than leaving them on standby
- ✓ use covers on swimming pools to stop heat-leakage when pools not in use
- ✓ ensure all equipment is properly serviced

Transport - Visitors

- ✓ encourage visitors to use public transport by providing information/ timetables etc
- ✓ provide a mini-bus service to local town/attractions
- ✓ provide bicycle hire/loans for visitors
- ✓ provide local walk information on notice boards
- ✓ provide caravan storage facilities
- ✓ provide advice to visitors on green driving and details of how to get to your park by public transport

Transport - staff

- ✓ encourage park staff to use bicycles or their feet to get around
- ✓ investigate LPG and electric maintenance vehicles for staff use
- ✓ set up a staff green transport scheme e.g. car share

2) RENEWABLE ENERGY AND GREEN TARIFFS

We assess:

- ✓ the research a park has done on renewable energy
- ✓ the renewable energy systems (solar panels, bio-mass, etc) installed
- ✓ the steps taken to research and adopt green energy tariffs

We look for:

- ✓ a park where renewable energy systems and supplies have been researched and, where appropriate, installed and implemented.

Please note: as many parks in the scheme have made significant investments in this area, we expect all participating parks to be aware of the issues and to be actively researching options.

Suggestions for action:

Green Energy Tariff

- ✓ sign up to a green energy tariff that supplies energy from sustainable sources. These differ greatly, so research what you are actually getting

Renewable Energy

- ✓ research the available technology
- ✓ research the government's Feed-in Tariff and Renewable Heat Incentive to see if these will make renewable energy cost-effective
- ✓ install some sort of renewable energy system to heat water or generate electricity. A number of parks have had success with solar panels, bio-mass, air- and ground-source heat pumps, micro-hydro and other non-intrusive renewable energy technology
- ✓ swimming pools and shower blocks are two areas where this kind of investment can really pay off
- ✓ small-scale Combined Heat and Power Units (CHP) are a technology that is becoming increasingly popular for parks that have larger leisure premises such as swimming pools

3) WASTE MANAGEMENT

We assess:

- ✓ how clean and tidy your park is
- ✓ the way in which you monitor and manage your waste
- ✓ your waste management policies, action plans and targets
- ✓ the steps taken to reduce, reuse and recycle waste and so minimise the amount of rubbish produced and sent to landfill
- ✓ the measures taken to help and encourage staff, residents and visitors to do their bit

We look for:

- ✓ a clean and tidy park in which it is easy for everyone to recycle the bulk of their rubbish
- ✓ a park where waste is carefully monitored and managed
- ✓ evidence that a wide range of measures have been taken to minimise the production of waste and that visitors, residents and staff are actively involved
- ✓ evidence of the effectiveness of these measures e.g. an increase in the tonnage of waste recycled
- ✓ evidence that any hazardous waste is disposed of properly
- ✓ a well-thought out waste management policy and plan that is made available to visitors, residents and staff
- ✓ a commitment to continue to reduce the amount of waste produced

Please note: We understand that the variety of waste you recycle will depend on what your waste contractors will handle. We will give you a high score if you have overcome difficult odds to get recycling

in place. If you do not recycle, please be prepared to explain why not. If your waste contractor provides a service in which waste is collected for recycling 'off site', please provide a written guarantee from the contractor that this takes place.

Suggestions for action:

Waste Management

- ✓ have a waste management policy and plan in place with targets for waste reuse, reduction and recycling
- ✓ appoint a waste management champion or team
- ✓ monitor waste levels and recycling levels regularly
- ✓ give staff training and awareness raising sessions on waste management

Litter etc.

- ✓ set up regular litter patrols and provide adequate litter bins
- ✓ set up separate dog walking area with poop-a-scoop bins
- ✓ set up appropriate disposal points for chemical toilet waste and other hazardous materials

Waste Reduction and Reuse

- ✓ use re-fillable products e.g. printer cartridges, soap dispensers
- ✓ purchase in bulk to reduce packaging waste
- ✓ use other waste minimization strategies e.g. reusable bags offered in the on-park shop.
- ✓ use old bottles and other containers for storage
- ✓ look for all opportunities to re-use waste e.g. use old timber in construction

Use of Recycled Products

- ✓ use recycled paper in offices and recycled paper products for housekeeping
- ✓ use other recycled products wherever possible e.g. glassware, recycled plastic furniture etc

Recycling

- ✓ set up collection facilities for as wide a range of waste materials as possible
- ✓ ensure good placement, signage and screening of recycling bins
- ✓ assess waste production and recycling periodically to look for opportunities for improvement
- ✓ ask staff, visitors and residents to do their bit and make it easy for them to do this e.g. paper recycling bins in offices; recycling sorting bins in accommodation
- ✓ set up an on-park compost heap for organic waste
- ✓ sell recycled products on park
- ✓ get guarantees from your waste operative that waste is recycled

Other issues

- ✓ use low toxicity paints, varnishes and other chemicals
- ✓ use eco-friendly cleaning materials e.g. phosphate-free detergents
- ✓ if cassette toilets used on park, supply formaldehyde-free fluids, such as Thetford's Aqua Kem Green, in on-park shop

4) SEWAGE TREATMENT

We assess:

- ✓ the way in which sewage waste is disposed

We look for:

- ✓ evidence that all necessary waste discharge consents are in place and that all hazardous and sewage waste is disposed of properly
- ✓ credit will be given if a well-designed and effective reedbed system is installed

Suggestions for action:

- ✓ ensure all waste discharge consents are in place
 - ✓ research the potential for a reedbed system and install if feasible
-

5) WATER CONSERVATION

We assess:

- ✓ the way in which you monitor and manage water use
- ✓ your water conservation policies, action plans and targets
- ✓ the water conservation technology installed (e.g. low-flush toilets)
- ✓ the control systems you use and the steps you take to ensure that all systems are used as effectively as possible (e.g. 'turn-off' signs and campaigns)
- ✓ we also look at how you encourage staff, residents and visitors to play their part through signage, awareness raising and training

We look for:

- ✓ a park where water use is carefully monitored and managed
- ✓ evidence that a wide range of measures have been taken to minimise the use of water and that visitors, residents and staff are actively involved and encouraged to 'do their bit'
- ✓ a well-thought out water conservation policy and plan that is made available to visitors, residents and staff
- ✓ a commitment to continue to reduce water use
- ✓ evidence of the effectiveness of these measures e.g. reduction in water use shown through utility bills

Suggestions for action:

Monitoring and Management

- ✓ have a water conservation policy and plan in place with targets to aim for
- ✓ monitor water use
- ✓ appoint a water conservation champion or team
- ✓ give staff water conservation training and awareness raising sessions
- ✓ give staff opportunities to make suggestions for water conservation improvements
- ✓ put up water conservation advice and information notices – especially in washrooms and in accommodation
- ✓ run a turn-it-off campaign with visitors and residents
- ✓ ensure no dripping taps

Water-saving Technology

- ✓ install self-closing taps/low flow taps
- ✓ install water saving devices in urinals e.g. motion sensors/timers
- ✓ install water-saving measures in lavatories e.g. low-flush/dual cisterns/hippo bags etc
- ✓ try water-less urinals
- ✓ install water-efficient clothes washing machines, dishwashers etc (eco-label rating A)
- ✓ install grey water recycling system(s)
- ✓ implement water saving measures in swimming pools e.g. re-circulate back wash

Horticulture

- ✓ practice spot watering
- ✓ use soaker hoses or a drip irrigation system
- ✓ use mulch to reduce moisture loss
- ✓ don't water during mid-day heat
- ✓ use drought-tolerant species in planting schemes.
- ✓ install a rainwater collection system e.g. water butts, or more complex collection systems to supply water for horticultural use
- ✓ implement other water conservation measures e.g. vans washed with buckets of water, not hoses

6) PURCHASING POLICY

We assess:

- ✓ the steps taken to 'green' your purchasing policy
- ✓ the range of environmentally-friendly products used and sold
- ✓ whether you have a written green purchasing policy

We look for:

- ✓ evidence that a wide range of sustainably-produced, recycled, energy-efficient, locally-sourced, low-toxicity and fair-trade products are purchased, used and sold or otherwise provided to visitors
- ✓ a commitment to reducing packaging and other waste associated with buying products
- ✓ a well-thought out green purchasing policy and plan that is made available to visitors, residents and staff

Suggestions for action:

General

- ✓ look for products that have a minimum of packaging or that use packaging made from recycled material or that can itself be recycled
- ✓ have a green purchasing policy and plan in place with targets to aim for
- ✓ buy in bulk to cut down on packaging and transport costs
- ✓ where possible buy recycled and recyclable products e.g. paper towels and office stationery
- ✓ work with suppliers to find more environmentally friendly options

Electrical goods, light bulbs and other appliances

- ✓ choose the most energy-efficient products possible
- ✓ choose the most water-efficient products possible
- ✓ stock energy-saving devices e.g. compact-fluorescent light bulbs in the park shop

Food

- ✓ try to use, buy and advertise locally-produced foodstuffs
- ✓ for animal products think about welfare issues and choose free-range etc
- ✓ go organic or conservation grade and stock a range of these products in the park shop
- ✓ use similar criteria for the food in the café or restaurant and demand the same from your suppliers/contractors

Other products

- ✓ buy environmentally friendly cleaning products e.g. phosphate-free detergents wherever possible and stock these in the park shop
- ✓ use low toxicity paints, varnishes and other chemicals
- ✓ if cassette toilets are used, supply formaldehyde-free fluids, such as Thetford's Aqua Kem
- ✓ choose peat-free compost
- ✓ if you use chemicals, buy products with the lowest environmental impact in its class and make sure that it does not leave any lasting residues in the environment
- ✓ use environmentally friendly cleaning products and other chemicals and stock these in the park shop
- ✓ stock fair trade products in the park shop
- ✓ use wood products from sustainable sources e.g. FSC-certified or use alternatives such as products made from recycled plastics

Horticulture

- ✓ when purchasing new plants from nurseries, commit to buying locally grown, native species that provide food for insects and other animals

GOOD NEIGHBOURS

Overview

Your assessor will look at your approach and commitment to the being a 'good neighbour' to your local community

Overall, they will be looking at the ways in which you:

- support local people, schools and other community institutions
- help to keep the local economy and community vibrant
- support local conservation projects and other charities
- minimise any negative impact your park has on its surroundings
- make your park accessible to those with disabilities
- have well thought out and targeted policies and plans for enhancing the 'good neighbourliness' of the park

Specific Assessment Areas:

- 1) MINIMISING LOCAL IMPACT
- 2) SUPPORTING THE LOCAL ECONOMY
- 3) SUPPORTING THE LOCAL AND WIDER COMMUNITY

1) MINIMISING LOCAL IMPACT

We assess:

- ✓ the steps taken to minimise the negative effects the park has on its surroundings in terms of its visual impact and the noise and nuisance it produces

We look for:

- ✓ a park that blends as well as possible into its surroundings. NB: we take into consideration that there are many factors you cannot control
- ✓ that noise, light and traffic congestion is controlled so that visitors and neighbouring communities are not unduly disturbed during the day and not disturbed at all during the early morning and late at night
- ✓ that you have gone the extra mile to ensure that you do not inconvenience local people

Suggestions for action:

Noise

- ✓ advertise and implement sensible noise regulations
- ✓ closely regulate or ban generator use

Traffic

- ✓ provide visitors with instructions on how best to get to your park
- ✓ limit car movement in and around the park during early morning and late at night
- ✓ ensure effective traffic management at entrance/approach roads

Visual Impact

- ✓ have good screening along boundaries
- ✓ use planting to screen holiday homes, caravans and other buildings
- ✓ choose caravan and lodge colours to reduce visual impact and meet any local regulations
- ✓ design park to blend into landscape
- ✓ ensure all buildings and boundaries are sympathetic to the local architecture

- ✓ make entrance(s) low-key and welcoming

Light Pollution

- ✓ only have the lighting needed to ensure safety and security
 - ✓ provide all necessary external lighting using shielded down-lighters or by lamps that have skyward shades fitted
 - ✓ on coastal parks, ensure lighting shines in-land
-

2) SUPPORTING THE LOCAL ECONOMY

We assess:

- ✓ the steps you have taken to support the local economy by supporting and advertising local trades, services and businesses, and by promoting, selling and using local products

We look for:

- ✓ the support of local jobs and use of local trades, services and businesses
- ✓ the use and selling of local food and other products (e.g. in your park café and shop)
- ✓ that you provide your visitors with information and advice to help them discover local products, businesses and attractions
- ✓ that you help and encourage your visitors to go out and explore your local area

Suggestions for action:

Local jobs

- ✓ use local suppliers wherever possible
- ✓ draw staff from the local community where possible
- ✓ help groups that find it more difficult to get into the labour market e.g. those with disabilities
- ✓ use local craftspeople and trades people for specific projects

Local food and products

- ✓ use and sell local food, drink, craft items and other produce on the park e.g. in café or shop.
- ✓ provide visitors with food boxes/ready meals made from local produce
- ✓ run cookery courses using local products
- ✓ provide information on local food suppliers and crafts e.g. eat local information boards or leaflets at reception/in welcome packs

Local businesses and attractions

- ✓ provide information on local farm shops, pubs, restaurants and other businesses
 - ✓ provide information on local tourist attractions and amenities
 - ✓ set up a visitors' recommendations book
 - ✓ work with other local businesses to promote your area e.g. put together a brochure to advertise your area and the companies in it
-

3) SUPPORTING THE LOCAL AND WIDER COMMUNITY

We assess:

- ✓ the steps taken to reach out to local people and institutions, such as schools
- ✓ the ways in which you make them feel welcome and work with them on conservation and other projects
- ✓ the ways in which you do your bit for charity and make your park accessible for those with disabilities

We look for:

- ✓ strong links with the local community
 - ✓ that you let local people use and enjoy your facilities and grounds
-

- ✓ that you support local conservation groups and other local charities
- ✓ that your park is accessible to those with disabilities and that you have a written accessibility statement

Suggestions for action:

Local People

- ✓ let local people use and enjoy your facilities and grounds
- ✓ get involved with local community projects
- ✓ support local community organisations e.g. let them meet on park
- ✓ create links with local schools and youth clubs e.g. let the kids plant trees on park
- ✓ get community representation on your park's management structure

Charity Work

- ✓ operate a scheme in which a percentage of profits or a percentage of park fees is donated to a local charity or project (e.g. an opt-out scheme for visitors)
- ✓ collect donations for conservation charities and projects
- ✓ stock and use fair trade products
- ✓ support a local charity in other ways e.g. allow it to use your facilities
- ✓ give a small percentage of unused holiday stock to families who would otherwise be unable to afford a holiday

Accessibility

- ✓ provide a written accessibility statement and other information for those with disabilities, written and on-line
- ✓ adapt a percentage of your hire fleet to cater for those with disabilities
- ✓ adapt public buildings to allow access for those with disabilities and provide accessible toilets
- ✓ provide park information in an appropriate form for those with visual and/or hearing impairments
- ✓ train staff on accessibility issues

USEFUL CONTACTS

Seasonal Efficiency of Domestic Boilers in the UK (SEDBUK), boiler efficiency database
<http://www.ncm-pcdb.org.uk/sap/>

The Conservation Volunteers (TCV)
Tel: 01302 388 883
www.tcv.org.uk

Carbon Trust
Tel: 020 7170 7000
www.carbontrust.com

Centre for Alternative Technology
Tel: 01654 705950
www.cat.org.uk

Department for Environment Food and Rural Affairs (Defra)
Tel: 03459 33 55 77
www.gov.uk/defra

Enhanced Capital Allowance (ECA) scheme
ECAQuestions@carbontrust.co.uk
https://etl.beis.gov.uk/engetl/fox/live/ETL_PUBLIC_PRODUCT_SEARCH

Freshwater Habitats Trust
Tel: 01865 595 505
<http://freshwaterhabitats.org.uk>

Linking Environment and Farming
Tel: 0247 6413 911 www.leafuk.org

Recycle more
Tel: 01789 208 700
www.recycle-more.co.uk

Royal Horticultural Society (RHS)
Tel: 020 3176 5800
www.rhs.org.uk

RSPB
Tel: 01767 693 690
www.rspb.org.uk

Scottish Golf Environment Group
Tel: 07921 606 560
www.sgeg.org.uk

Flora Locale
Tel: 01488 686186
www.floralocale.org

The Wildlife Trusts
Tel: 01636 677711
www.wildlifetrusts.org

The Woodlands Trust
Tel: 01476 581111
www.woodlandtrust.org.uk

Waste & Resource Action Programme
Tel: 01295 819900
www.wrap.org.uk