

Self catering

Case Study Year: 2010

Business Details



Cleveley Mere Boutique Lodges

Cleveley Bank Lane
Forton
Lancaster
PR3 1BY

01524 793644
www.cleveleymere.com



Business Description



Cleveley Mere boutique lakeside lodges comprise a trout fly fishery and holiday lodge complex in the Forest of Bowland AONB. The lodges are set next to a beautiful 24 acre lake within a 34 acre private nature reserve surrounded by field, woodland and the River Wyre. There are few places where you can walk down a wooded path to your own summerhouse picnic or hop into your own boat to catch your lunch!

Green Statement

// Here at Cleveley Mere we are fully committed to providing you, our visitors, with a high quality service whilst minimising the environmental impact of our activities. We are members of the Green Tourism Business Scheme, which provides accreditation and encouragement for sustainable tourism, ensuring the continued enjoyment of the environment around us for future generations, our environmental policy and visitor charter highlight this commitment. //

What's Green about Cleveley Mere

The exclusive lodges at Cleveley Mere display many excellent energy saving and low impact features including a Huf Haus eco build. They have changed their purchasing policies to embrace more environmentally friendly options and have implemented excellent green management practices such as maintaining a comprehensive green file, green policy and green information for visitors. They have also done much to enhance the extensive site to attract and conserve wildlife.

Actions



- Supply visitors with their own free range eggs
- Provide eco hairdryers, wind-up torches and energy saving light bulbs where possible
- Supply home made jams and chutneys and local produce in a 'Big Bowland Breakfast' hamper
- Supply visitors with environmentally friendly cleaning products in all lodges
- Provide free bikes, binoculars, picnic baskets, rowing boats, canoes, wellies and a play area so that visitors can enjoy low impact activities
- Encourage visitors to explore the natural environment on their doorstep by providing a nature map and quiz to accompany walks round the lake
- On-going tree planting programme and inclusion of numerous bird boxes
- Uses a natural reed-bed sewage system
- Use and promote fairtrade products in conjunction with their local town (Garstang) being the first fairtrade town

Impact



Economic

- Implementation of energy saving measures across the business resulting in cost savings
- Visitor charter promoted to encourage visitors to switch off and save water, which will save on running costs



Environmental

- Reduced carbon emissions by encouragement and promotion of car free activities including walking, fishing and bird watching
- Protection of local environment and encouragement of wildlife through on-going tree planting scheme and natural reed-bed sewage system



Social

- Support local economy by providing details of locally sourced food and drink (Bowland Breakfast Hamper), and information about local farmers' markets, pubs, cafes and restaurants
- Support Lancashire Community Service who bring groups of young people to Cleveley Mere as part a rehabilitation programme

Links



Energy Saving Trust
Fairtrade products
Forest of Bowland AONB
Lancashire Green Tourism project
Nest boxes

www.est.org.uk
www.fairtrade.org.uk
www.forestofbowland.com
www.lancashiregreentourism.com
www.nestbox.co.uk

Contact



If you want to find out more about the Lancashire Green Tourism Project or the Green Tourism Business Scheme contact hetty.byrne@lancashire.gov.uk

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