

Brilliant Businesses

The Traddock Hotel, Austwick



Green tourism award for The Traddock Hotel

The Reynolds family, who run The Traddock Hotel at Austwick, near Settle, received a coveted Silver Award from the Green Tourism Business Scheme in September 2011.

Recognition of their efforts, since they bought the hotel in 2002, to show that you can be both green and offer luxurious accommodation with outstanding food, the award will not see them sitting on their laurels.



“We are due to be reassessed in 2013 and next time we want to get a Gold Award,” says Paul Reynolds, one of the four family partners in the business.

They hadn’t even heard about the Green Tourism Business Scheme until someone from the National Park Authority mentioned it to them.



Filling in the paperwork and going through the inspection process helped them realise how far they had travelled down the eco-hotel route already but it also acted as a driver for them to go still further.

They found the scheme’s inspector gave them some useful advice and, with typical positivity, they acted on it straightaway.

Positive reaction to inspector’s advice

Paul says: “She recommended an excellent local pork supplier that we now use for all our bacon and sausages, told us how we could recycle our ink cartridges for charity, which we are doing now, and gave us some thought-provoking ideas about reducing water usage and tap speed which we are evaluating.”



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Looking ahead, the family is carrying out a five-year £28,000 programme to renovate the hotel's elegant Georgian windows and make them significantly more airtight in the hope of cutting down on or at least pegging their £19,000 heating bill for a few years. They have an oil boiler but are discussing alternatives such as a wood pellet boiler which may be introduced in two or three years' time.



They also have plans to replace old fibreglass insulation with sheep's wool insulation as part of an ongoing programme and to continue replacing light bulbs with green alternatives. Electricity usage is 4 per cent down on a year ago and is expected to decline further.

Cutting glass waste by 40 per cent

Other initiatives launched already have been proving their worth and will continue.



After introducing a water purification system, the hotel now bottles all its own still and sparkling water, cutting down on glass waste by 40 per cent and saving up to £4,000 a year.

Cardboard and paper waste is now crushed and baled and donated to a local project that sell the cardboard to a local recycler, the funds raised going towards keeping Settle Swimming Pool open. Plastic containers are crushed, baled and recycled.

The Green Tourism Business Scheme is validated by Visit Britain through the International Centre for Responsible Tourism .Find out more at www.green-business.co.uk

External laundry bills, that used to run up to £14,000, are a thing of the past as the hotel now has its own highly energy efficient, in-house Miele laundry.

Meanwhile, food is sourced locally wherever possible. Much comes from Growing with Grace, a community co-operative at Clapham two miles away, which is linked to another co-operative that collects the hotel's kitchen oil to be recycled into bio-diesel.

Food – and fuel – for thought as the Reynolds go for gold in 2013.

Contact Paul Reynolds on 015242 51224 or visit www.thetraddock.co.uk



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