

# Green Tourism

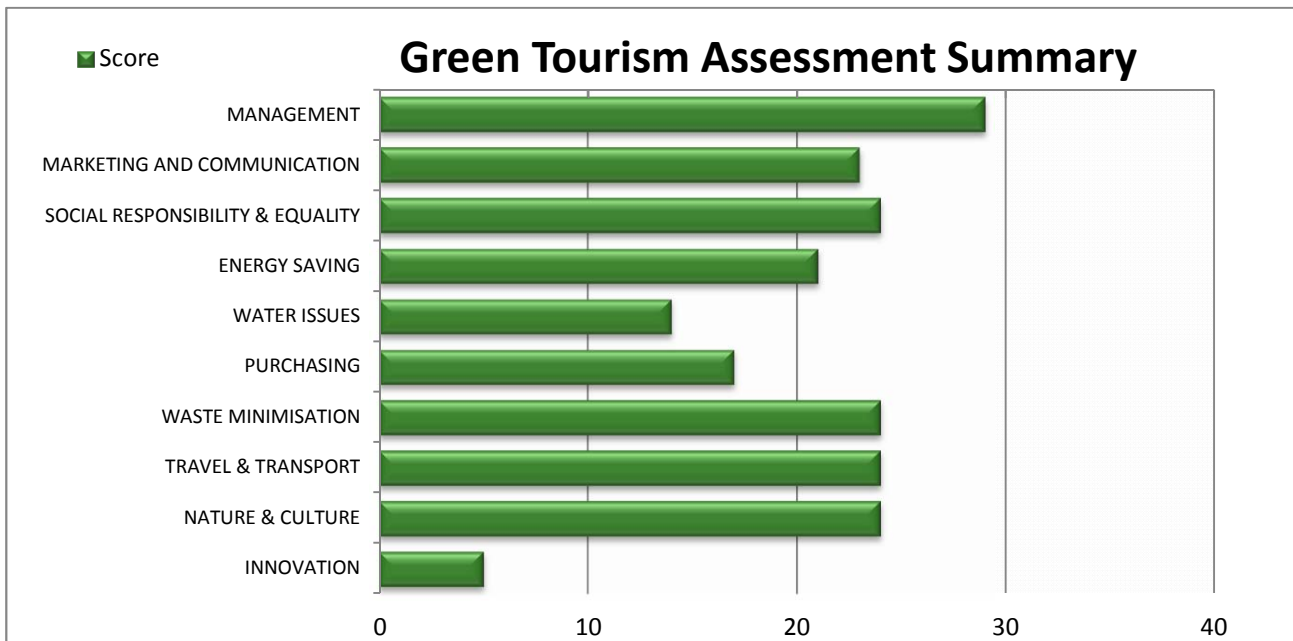


**GOLD**  
**Percentage Scored 82%**

## Awarded to:

John Muirs Birthplace  
126 High Street  
Dunbar  
East Lothian  
EH42 1JJ

Assessor: Gill Thomson  
Site Co-ordinator: Tracy Robertson  
Date of Assessment: 15 March 2016  
Membership Number: 33073



[www.green-tourism.com](http://www.green-tourism.com)



## John Muirs Birthplace

A qualified assessor for Green Tourism undertook an accreditation grading visit at the above named site. This is a summary of the activities being undertaken on site in relation to the Green Tourism criteria. This audit report is a statement on the performance of the business as a sustainable tourism operation.

**Current Award Status**

**Gold - (Version V)**

**Achieved on Ver V Criteria**

**82%**

**Level of Award  
Version V**

**GOLD**

### Green Tourism Promotional Statement

John Muirs Birthplace has done well to gain the GOLD award on Version V of the Green Tourism Programme. There are lots of great practices on site such as the building being fully LED, the promotion of 'Waste Free Lunches' for the school groups and the range of walking, cycling and nature oriented information on site. Energy monitoring is excellent on site and is used to not trends in use on a regular basis. Recycling practices on site are very good and such practices are talked about with the school children over lunch. Range of events are held on site and volunteers are an assets when looking at other activities held out with the museum.

### Green Tourism Opportunities

While gaining the GOLD award is a great achievement, there are always areas where improvements can be made. It is suggested that more is done on site to tell the green story. Why, in the gift shop are there particular soft toy birds for example. Look at ways to encourage people to visit by public transport. Could look at awareness raising campaigns relevant to the area, nurdles and micro plastics for example. Further recommendations have been made throughout the audit report, which should be read in conjunction with the criteria document. Additional supporting information can be found in the members area on the Green Tourism website.

	Indicators	Score	%	
Management	7	29	83%	EXCELLENT
Marketing And Communication	6	23	77%	VERY GOOD
Social Responsibility & Equality	5	24	96%	EXCELLENT
Energy Saving	6	21	70%	GOOD
Water Issues	5	14	56%	FAIR
Purchasing	4	17	85%	EXCELLENT
Waste Minimisation	6	24	80%	VERY GOOD
Travel & Transport	5	24	96%	EXCELLENT
Nature & Culture	5	24	96%	EXCELLENT
Innovation	1	5	100%	OUTSTANDING
	50	205		

## PRIORITY COMMENTS & RECOMMENDATIONS

Ref	Minimum standards	Comment
A02	Commitment to Quality	5 star
A04	Risk Management	All staff are trained in basic CPR. 1st responder on site.

## FURTHER RECOMMENDATIONS & ACTIONS

Ref	Criteria opportunities	Comment
2.05	Social media linked to Green Tourism	Could promote green ideas/action and Green Tourism on your social media sites. GT details are:- Twitter - @GreenSuggests when tweeting offers, competitions, green related stories or pictures that may be of interest to your customers. Follow and mention @GreenTourismUK to find out about Green Tourism news or when tweeting green stories, tips and news that may be of interest to other Green Tourism members. Use #green, #greentourism, and #Green TourismGold, Green TourismSilver or #Green TourismBronze (depending upon the award level you currently hold) .FacebookLike our Facebook page Green Tourism and tag us into relevant posts, comments and photos.
2.07	Creating a Responsible Visitor Charter	On display on the website
2.09	Specialist education and interpretation	Excellent touch screen game for children displaying sustainability features.
2.10	Participation in a green business network or initiative	Encourage members of the museum group to gain the Green Tourism award. Look to encourage businesses within the area if there are working connections.
3.01	Local social community projects	Attend area partnership meetings, Citizenship project, sponsor a light for christmas within the town. Hold exhibitions with the local high school.
3.02	Community work on local environment	Coast To Coast litter picks with local schools. Work with the community wood group. Green Space trust.
3.08	Fairly traded food & drink	Good promotion of fair trade messages on site. Staff have fair trade products on site. Could look at encouraging pupils to source fair trade products for there no waste lunches.
4.13	Hot water temperatures, settings, insulation and storage	Good insulation but always scope to increase some pipework lagging
5.02	Basin and sink taps	Have tried to lower the flow rate but have been unsuccessful. Have looked but unable to fit a spray tap within the disabled toilet.
5.05	Low flush toilets, including dual flush or displacement devices	Larger cistern. If looking to upgrade in the future, look at dual flush.

5.10	Don't Flush It awareness campaigns	Could look to have information about nurdles on site as an awareness raising opportunity. <a href="http://www.nurdlehunt.org.uk/take-part.html">http://www.nurdlehunt.org.uk/take-part.html</a>
5.12	Phosphate-free soaps, detergents and bleaches	Council contract. Products are phosphate and CFC free
6.17	Local crafts	Excellent range of local products. Look to tell their story, the bears & tartan for example.
7.01	Reduction of packaging, backhauling and packaging avoidance	School groups are encouraged to bring returnable lunch boxes - no waste lunch's. Where products can be delivered in bulk, this is organised.
7.02	Recycled marketing materials, paper reuse and recycling	Recycling bins are provided for school groups. Importance of recycling is discussed during lunch
8.01	Promotion of car free activities	Part of the Trust ethos. Conducted on the website and on site.
8.03	Travel incentives and offers	10% discount for visitors who arrive by public transport. Could look to promote how many people have received the discount on the website. This could encourage more to take up the offer.
8.07	Monitoring guest travel & delivery transport	Could look to record and promote how visitors come to the site. Could look to favour/highlight public transport use to encourage others.
8.09	Electric car charging point	Promotion of local services on the website.
9.07	Identification guides and other materials	Range of guides within the gift shop. Could look to tell the story of the bird soft toys on site, significance of the birds to John Muir's story.

**Business Site Name:** John Muirs Birthplace  
**Business Type:** Visitor Attraction  
**Green Co-ordinator:** Tracy Robertson  
**Membership Code:** 33073  
**Address:** 126 High Street  
**Town/City:** Dunbar  
**County:** East Lothian  
**Postcode:** EH42 1JJ  
**Date of Visit:** 15 March 2016  
**Assessor:** Gill Thomson

## PRIORITY COMMENTS & RECOMMENDATIONS

PRIORITY COMMENTS & RECOMMENDATIONS		
Minimum standards	Comments	
No.	Measure	
Action / Comments		
<b>A01</b>	<b>Commitment to Sustainability</b> Compliance with the Equality Act 2010 & Accessibility Statement Equal opportunities in workplace Staff training on local social concerns Relevant insurance Professional certification for experience providers Minimum wage for staff and contractors Social inclusion in training and development	
<b>A02</b>	<b>Commitment to Quality</b> High degree of cleanliness (access to inspect) Fit for Purpose Significant Risks Website claims description of business and services Terms and conditions: Cancellation, pricing, payment info, customer care Public liability and fire safety: Licences, accessibility	5 star
<b>A03</b>	<b>Pollution prevention</b> Pollution prevention from aerosols, oil tanks, grease traps and car parks Suitable waste containment and disposal (inc sanitary waste) Proper chemical storage Hazardous waste treatment Noise, litter and visual impression	
<b>A04</b>	<b>Risk Management</b> Emergency response (environmental) & first aid Greenwash (no misleading eco statements)	All staff are trained in basic CPR. 1st responder on site.
<b>A05</b>	<b>Invasive Species &amp; Heritage Protection</b> No invasive species No habitat destruction No cultural or historical destructions	

<b>Key to symbols:</b>	✓	Scoring measure (0-5) - included in the grading score
	☑	Measure in place to some extent, but a sufficient number of relevant measures have already been scored to achieve award.
	⊙	Recommended measure to focus on in future

No.	Measure	✓	Score	Action/Comments
<b>1 Management</b>				
1.01	Commitment to sustainability	✓	5	Member since 2007
1.02	Green Policy OR Statement	☑		On the website
1.03	Establishing a green action plan	✓	5	Detailed and well constructed action plan
1.04	Green Management File			
1.05	Maintenance			
1.06	CFC and HFC avoidance			
1.07	Carbon Calculator (Annual Performance Information)	✓	5	Completed
1.08	Carbon Management Plan			
1.09	Green Electricity for Space Heating			
1.10	Establishing a Green Team			
1.11	Staff sustainability awareness	✓	4	Weekly updates are emailed to staff and always have a green message. Continue to look at sustainable awareness courses for staff. Could look at Zero Waste Scotland or Energy Savings Trust for example.
1.12	Training and Development			
1.13	Specialist sustainable development advice			
1.14	Monitoring Energy Use	✓	5	Council read to the metre and monitor in detail. Savings have been made and noted as a result of the monitoring.
1.15	Monitoring Water Use	✓	5	As 1.14
1.16	Monitoring Waste & Recycling			
1.17	Monitoring the purchase of consumables (paper, chemicals etc)			
	<b>TOTAL</b>	<b>7</b>	<b>29</b>	

## 2 Marketing and Communication

2.01	Green profile & use of Green Tourism logo	✓	5	Logo on good display on site and on the website
2.03	Provision of public transport information on website	✓	5	Very good promotion of public transport on the website.
2.04	Display Information	✓	5	Detailed green page on the website - excellent
2.05	Social media linked to Green Tourism	⊙		Could promote green ideas/action and Green Tourism on your social media sites. GT details are:- Twitter - @GreenSuggests when tweeting offers, competitions, green related stories or pictures that may be of interest to your customers. Follow and mention @GreenTourismUK to find out about Green Tourism news or when tweeting green stories, tips and news that may be of interest to other Green Tourism members. Use #green, #greentourism, and #Green TourismGold, Green TourismSilver or #Green TourismBronze (depending upon the award level you currently hold) .FacebookLike our Facebook page Green Tourism and tag us into relevant posts, comments and photos.
2.06	Green Tourism Ambassador and mentoring			
2.07	Creating a Responsible Visitor Charter	☑		On display on the website
2.09	Specialist education and interpretation	✓	5	Excellent touch screen game for children displaying sustainability features.
2.10	Participation in a green business network or initiative	✓	3	Encourage members of the museum group to gain the Green Tourism award. Look to encourage businesses within the area if there are working connections.
2.12	Use or promotion of Green Tourism accommodation			
2.13	Green Marketing			
2.14	Green Meetings or Events Packages			
2.16	Green Feedback	☑		Trip advisor
	<b>TOTAL</b>	<b>6</b>	<b>23</b>	

### 3 Social Responsibility & Equality

3.01	Local social community projects	✓	5	Attend area partnership meetings, Citizenship project, sponsor a light for christmas within the town. Hold exhibitions with the local high school.
3.02	Community work on local environment	✓	5	Coast To Coast litter picks with local schools. Work with the community wood group. Green Space trust.
3.03	Visitor Payback (Visitor Giving) initiatives			
3.04	International sustainable/responsible projects			
3.05	Ethical screening processes			
3.06	Social Responsibility Statement			
3.07	Healthy eating information			
3.08	Fairly traded food & drink	✓	4	Good promotion of fair trade messages on site. Staff have fair trade products on site. Could look at encouraging pupils to source fair trade products for there no waste lunches.
3.09	Ethical and organic furnishings			
3.10	Information in an accessible format	✓	5	Hearing loop, range of different interpration styles, colours and touching items for example.
3.11	Provision of ramps and other practical support	✓	5	Fully accessible
3.12	Accessible surrounds			
3.15	Animal Welfare and Responsible Pets			
	<b>TOTAL</b>	<b>5</b>	<b>24</b>	



## 4 Energy

4.01	Efficient fridges and freezers	✓	4	A rated
4.02	Energy efficient air conditioning			
4.03	Energy efficient cookers and other kitchen equipment			
4.04	Internal low energy lighting (with controls)			
4.06	LED Lighting	✓	5	Fully LED. Contract in place to upgrade originally LED lighting within the gift shop area of the museum.
4.07	External lighting with suitable controls			
4.08	Heating and cooling controls for building zones and bedrooms			
4.09	High efficiency boilers	✓	5	Worcester Greenstar 24i Junior A rated - 90.1% according to <a href="http://www.homeheatinggudie.co.uk">www.homeheatinggudie.co.uk</a>
4.10	Thermally efficient buildings			
4.11	Other insulation, heat recovery and draught sealing			
4.12	Low energy design and refurbishments	✓	3	Underfloor heating system
4.13	Hot water temperatures, settings, insulation and storage	✓	4	Good insulation but always scope to increase some pipework lagging
4.14	Solar Hot Water Heating and Storage			
4.15	Inverter drives for motors (fans, pumps and lifts)			
4.16	Voltage optimisation			
4.17	Heat pumps and Biomass systems			
4.18	Wind turbine systems			
4.19	Photovoltaic and micro hydro systems			
4.20	District heating systems and combined heat power (CHP)/high efficiency boat engines			
	<b>TOTAL</b>	<b>6</b>	<b>21</b>	

## 5 Water

5.01	Showers			
5.02	Basin and sink taps	✓	2	Have tried to lower the flow rate but have been unsuccessful. Have looked but unable to fit a spray tap within the disabled toilet.
5.03	Self-closing taps (push or sensor)			
5.04	Urinal controllers, individual flush or waterless urinals			
5.05	Low flush toilets, including dual flush or displacement devices	✓	1	Larger cistern. If looking to upgrade in the future, look at dual flush.
5.06	Water efficient dishwashers and kitchens			
5.08	Chlorine-free water treatments			
5.09	Rainwater and grey water harvesting			
5.10	Don't Flush It awareness campaigns	✓	4	Could look to have information about nurdles on site as an awareness raising opportunity. <a href="http://www.nurdlehunt.org.uk/take-part.html">http://www.nurdlehunt.org.uk/take-part.html</a>
5.11	Eco-friendly shampoos and personal hygiene products			
5.12	Phosphate-free soaps, detergents and bleaches	✓	4	Council contract. Products are phosphate and CFC free
5.13	Chlorine-free cleaners			
5.14	Chemical-free cleaning systems & natural products	✓	3	Good use of microfibre cloths on site.
5.15	Cooking oil			
5.16	Pest control			
5.17	Ecological water treatment			
5.18	Compost toilet option			
5.19	Flood prevention measures			
	<b>TOTAL</b>	<b>5</b>	<b>14</b>	

## 6 Sustainable Procurement

6.01	Supplier screening	✓	4	Good screening process undertaken prior to the visit. Good understanding of products and suppliers. Could look to highlight the local craft maker information for example.
6.02	Green Tourism supply chain			
6.03	Financial Services			
6.04	Running a Green Office	✓	4	100% recycled copy paper used on site. Could look at recycled content stationary.
6.05	Paper products in housekeeping	✓	5	100% recycled content - Scott brand
6.06	Drinking water from the destination			
6.07	Local drinks			
6.09	Less processed foods and intensively farmed products on the menu			
6.10	Local organic food			
6.11	Kitchen garden (herbs, vegetables)			
6.12	Vegetarian and vegan food options			
6.13	Local and seasonal fruit and vegetable			
6.14	Local meat & dairy			
6.15	Sustainably sourced fish			
6.16	Local food initiative			
6.17	Local crafts	✓	4	Excellent range of local products. Look to tell their story, the bears & tartan for example.
6.18	Traditional building products and techniques.			
6.19	Sustainable timber (hardwoods)			
6.20	Green energy tariffs			
	<b>TOTAL</b>	<b>4</b>	<b>17</b>	

## 7 Waste Minimisation

7.01	Reduction of packaging, backhauling and packaging avoidance	✓	4	School groups are encouraged to bring returnable lunch boxes - no waste lunch's. Where products can be delivered in bulk, this is organised.
7.02	Recycled marketing materials, paper reuse and recycling	✓	4	Recycling bins are provided for school groups. Importance of recycling is discussed during lunch
7.03	Recycled glass purchase/glass reuse and recycling			
7.04	Recycled plastic purchase/plastic reuse and recycling	✓	4	Recycling bins are provided for school groups. Importance of recycling is discussed during lunch
7.05	Cardboard reuse and recycling	✓	4	Recycling bins are provided for school groups. Importance of recycling is discussed during lunch
7.06	Aluminium and steel reuse and recycling			
7.07	Textiles, fixtures and fittings			
7.08	Consumer related dispensers and dosing systems	✓	5	Dosing systems on site for cleaning products & hand soaps
7.09	Food waste control			
7.10	Kitchen waste composting	✓	3	Organic composting bin provided for school groups
7.11	Garden waste (composting and peat free)			
7.12	Construction Waste (reuse and recycle)			
7.13	Conservation of Buildings			
	<b>TOTAL</b>	<b>6</b>	<b>24</b>	

## 8 Travel

8.01	Promotion of car free activities	✓	5	Part of the Trust ethos. Conducted on the website and on site.
8.02	Public transport drop off within 500m	✓	5	Across the road - 100m
8.03	Travel incentives and offers	✓	4	10% discount for visitors who arrive by public transport. Could look to promote how many people have received the discount on the website. This could encourage more to take up the offer.
8.04	Information on walking, cycling and other travel activities	✓	5	Promotion of John Muir's way.
8.05	Cycle storage & cycle hire	✓	5	Good promotion on the website and on site.
8.06	Staff travel			
8.07	Monitoring guest travel & delivery transport	⊙		Could look to record and promote how visitors come to the site. Could look to favour/highlight public transport use to encourage others.
8.08	Use and promotion of eco-friendly vehicles			
8.09	Electric car charging point	☑		Promotion of local services on the website.
8.12	Promotion of visitor travel carbon accounting and offset services			
	<b>TOTAL</b>	<b>5</b>	<b>24</b>	

## 9 Nature and Culture

9.01	Natural and cultural heritage initiatives			
9.02	Website information on culture and heritage	✓	5	History of John Muir
9.03	Involvement in local cultural events and festivals	✓	5	Dunbar Science Festival 2016. Range of events are held on site. Good whats on board.
9.06	Information on nature attractions in the area	✓	5	Excellent promotion of attractions in the area such as the seabird centre, bass rock and other coastal paths.
9.07	Identification guides and other materials	✓	4	Range of guides within the gift shop. Could look to tell the story of the bird soft toys on site, significance of the birds to John Muir's story.
9.08	Nature monitoring (nature diary/calendar)			
9.09	Significant tree planting or conservation	<input checked="" type="checkbox"/>		Support for community woodland programme
9.10	Wildlife habitats and refuges			
9.11	Indoor plants and locally or home grown flowers			
9.12	Specialist Heritage and Cultural Buildings	✓	5	1700's building - John Muir's birthplace.
9.13	Dark skies as part of a package/product			
	<b>TOTAL</b>	<b>5</b>	<b>24</b>	

**10 Innovation**

10.01	Basic Benchmark Performance			
10.02	Progressive Benchmark Performance			
10.03	Excellent Benchmark Performance	✓	5	0.85kg/visitor
10.04	Site Innovation			
10.05	Site Innovation			
10.06	Site Innovation			
	<b>TOTAL</b>	<b>1</b>	<b>5</b>	

<b>SCORING SUMMARY</b>			
<b>Sections</b>	<b>Done</b>	<b>Score</b>	<b>Percentage per section for measures scored</b>
MANAGEMENT	7	29	83%
MARKETING AND COMMUNICATION	6	23	77%
SOCIAL RESPONSIBILITY & EQUALITY	5	24	96%
ENERGY SAVING	6	21	70%
WATER ISSUES	5	14	56%
PURCHASING	4	17	85%
WASTE MINIMISATION	6	24	80%
TRAVEL & TRANSPORT	5	24	96%
NATURE & CULTURE	5	24	96%
INNOVATION	1	5	100%
<b>TOTAL</b>	<b>50</b>	<b>205</b>	<b>GOLD</b>

<b>Maximum No. of measures scored</b>	<b>50</b>	<b>250</b>	<b>Total Percentage based on 250 pts</b>
Bronze award status	40%	100	<b>82.0%</b>
Silver award status	65%	163	Award achieved
Gold award status	80%	200	<b>GOLD</b>
Current Award Status			<b>Gold - (Version V)</b>