

# Sustainable Practice Guide 2023



## Luxury Cottages

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## About this guide

We have created our first sustainable practice guide in conjunction with our friends at **Bower Collective** to help promote best practices in our industry and reduce the carbon footprint of our portfolio. However, it's not just for our owners and we encourage all holiday property owners to incorporate sustainable practices in their holiday letting business.

We're providing the guide as a free resource for anyone looking to improve the carbon footprint of their holiday home and promote more sustainable travel.

## Single-use plastics

Our #1 aim is to eliminate single use plastics from all our properties by 2025. We recommend using **refillable and eco-friendly toiletries** as an absolute minimum and the use of glass bottles rather than plastic ones to minimise the impact on the environment.

We also recommend using eco-friendly household products from a sustainable supplier and refillable bottles. **Bower Collective** do a great line in **refillable bottles and cover household as well as personal care**. Their products are natural, vegan, non-toxic and highly effective with lovely fragrances.

Their innovative **BowerPack™ reusable packaging** system ensures zero plastic waste comes out of your property and is also up to **90% more carbon efficient** than single use throw away plastic alternatives. Bower is also a B Corp and certified carbon neutral Bower Collective promotes convenient and affordable sustainable living for everyone.



Use code: **LUXURYCOTTAGESBOWER15** for **15% off your next 3 subscription orders!** Valid until 30/10/2024.

 **Bower  
Collective**

Sustainable living made simple™  
[www.bowercollective.com](http://www.bowercollective.com)

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You can have a look at **Bower's helpful Sustainable House Tour** which shows the data on which rooms in the house contribute most to your plastic waste footprint.

Reuse and refill also presents **cost savings** as not only do Bower offer an **exclusive discount for Luxury Cottages properties**, but you buy in bulk 1 litre refill packs which offer great value for money and go a long way. You can save cash as well as plastic waste at the same time!

[www.bowercollective.com](http://www.bowercollective.com) | [hello@bowercollective.com](mailto:hello@bowercollective.com)



# 8.1%

Of the home's annual plastic waste comes from the utility room



# 22.1%

Of the kitchen's plastic waste output can be blamed on kitchen cleaning spray alone



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15% OFF your next 3 Bower subscriptions.

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at checkout.

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## THE ALTERNATIVE:

Gorgeous refills in reusable packaging!



## Reuse vs Recycling

Another report worth reading from Bower Collective is their [guide to why recycling](#) is broken. This highlights the fact that **less than 9% of the plastic waste you put out of your property ever actually gets recycled**. So as much as possible, aim to reuse rather than recycle across the home, this applies equally to other materials such as glass and card, not just plastics.

Here are some of the key facts from Bower's report:

- When a brand says that an item is **100% recyclable**, it doesn't mean much. Just because it can be recycled doesn't mean that it ever will be.

- The UK Government claims that **46%** of UK household plastic waste is recycled. Sadly, the real number is **less than 9%**. Most of the waste is still being exported, sent to landfill or incinerated. The 46% figure refers to the amount of waste collected from the kerbside, which is misleading.
- Most recycling data is reliant on the waste export market, previously South East Asia, now closer to home with Turkey receiving well **over 25%** of all our exported plastic waste, with limited capability to deal with it.
- Most local authorities now have long term contracts with waste-to-energy incineration plants that have serious carbon emission issues that contribute directly to the climate crisis.

## Food & Garden

**Composting** is the best way of reducing food wastage and also providing a benefit to your garden. Compost increases the organic content in your soil and boosts fertility. This not only has benefits for your plantlife but also helps support micro-organisms and worms that digest the organic matter. What you can put in your compost:

- Fruit and vegetables
- Egg shells
- Ground coffee
- Organic tea bags (non-plastic)
- Mown grass, cuttings and leaves
- Dead flowers and plants
- Plain cardboard and newspapers (ideally shredded)





## Renewable Energy & Utilities

A **green energy supplier** is a company that generates the power it provides for its customers' homes via renewable sources such as solar, wind or hydro.

The leading suppliers in the UK as validated by Which? consumer magazine are **Ecotricity** and **Octopus Energy**.

Around **35.9%** of the power generated in the UK was renewable in 2022, according to a recent report. We recommend that all properties in our portfolio switch to a legitimate renewable energy source to help combat the climate crisis.



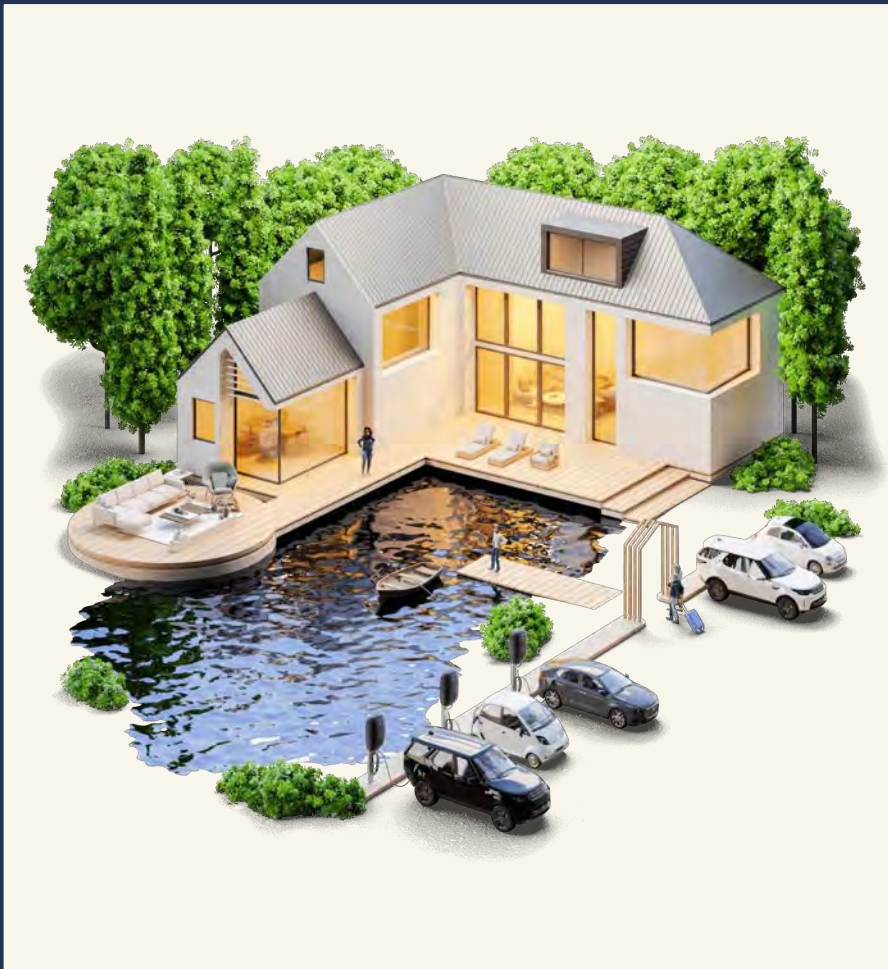
## Energy Saving

We encourage owners to use electricity monitoring devices such as **Google Nest** and **Hive** smart thermostats to monitor and reduce their energy use. We also encourage owners to use more sustainable sources of energy including **solar panels**, **biomass boilers** and **ground source heat pumps**.

We've partnered with **My Green Butler** to help promote better energy use when staying in our properties. Not only do they promote carbon reduction and sensible monitoring of energy use but they also educate guests and improve guest's experience when staying in a property.

Their proprietary energy management system can help **reduce energy costs by up to 38%** and provides guests with regular updates on their energy use so that they can be more mindful of the environmental impact of their holiday.





## EV Chargers

We have partnered with **Voltshare** to help install EV chargers in our portfolio of properties. Voltshare not only provide a cost effective installation but also the ability for owners to pass on the cost of EV charging to their guests. This not only helps reduce costs but also means guests will be more mindful of their electricity use.

EV Chargers are one of the most searched terms for properties right now and not only does installing one mean that you're helping reduce carbon emissions but you'll be making those extra bookings that all add up to profit in your pocket. A collection of our properties with EV chargers can be found **here**.

## Furniture

We partner with a number of furniture brands that focus on sustainability and have some great benefits that we pass on to our owner community:

- **Hypnos** - not only are these *the* most comfy beds in the world they are 100% recyclable, use sustainable materials and are a Red Tractor certified supplier of bedding using sustainable wool.
- **Original BTC** - are a family business based in Stoke that produce handmade lighting with locally sourced materials and offset their CO2 emissions.





## Log Burners

Log burning stoves are a major contributor to pollution in rural areas and we recommend limiting their use where possible. However, in certain circumstances wood burners can be a very effective source of natural heat.

When using a log burner we recommend **Love Logs** for their range of **locally sourced** logs which have a moisture content of **less than 20%** making it burn with less smoke than other wood.

Log burners can add significant value to your property in terms of additional bookings as well as cost savings from reduced heating bills. Get in touch with our **Owner Team** if you would like further information.

## Hot Tubs & Saunas

We recommend **wood fired hot tubs rather than electric versions** as they are made from natural materials and have a much lower carbon footprint.

Using logs from renewable sources is preferable and do bear in mind that wood fired hot tubs need to be emptied after use and therefore use up more water than their electric counterparts. They are chemical free though and much better for the environment. We love the stylish range at **Koto Design** who contribute **1.5%** of revenues to carbon removal projects.

Wood-fired saunas also have a much lower carbon footprint than their electric equivalent and provide a better experience for guests.





## Responsible Tourism

We ask that guests be mindful of their impact on the environment when staying with us. This means using recycling bins, unplugging appliances when not in use and turning off lights when out. We also encourage walking where possible and using public transport rather than travelling by car.

Responsible tourism isn't just about reducing your carbon footprint but also extends to supporting local communities. We're an advocate of supporting local businesses such as pubs, restaurants, and shops. Many of our properties are located within a short walk of some amazing local suppliers. Feel free to **get in touch** with our Guest Services team to help plan your stay.

## Contact Us

If you have any questions or you would like to discuss anything further, please get in touch.

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