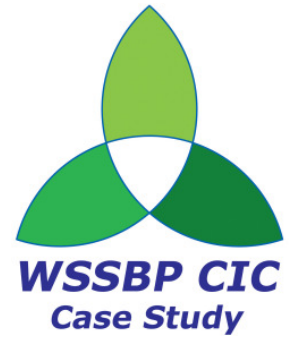


# George IV

## Guesthouse



## Award-winning environmental performance.

George IV in Brighton builds sustainability into its everyday operations. This has helped the eight bedroom guesthouse make impressive energy, waste and water savings as well as achieve a Green Tourism Business Scheme Gold Award.

*George IV*

To minimise heat loss in the Grade II listed building draught proofing sealant has been installed round windows and insulation laid in the loft. Thermostatic radiator valves enable individual temperature control in each room. Staff turn down the temperature when rooms are refreshed.

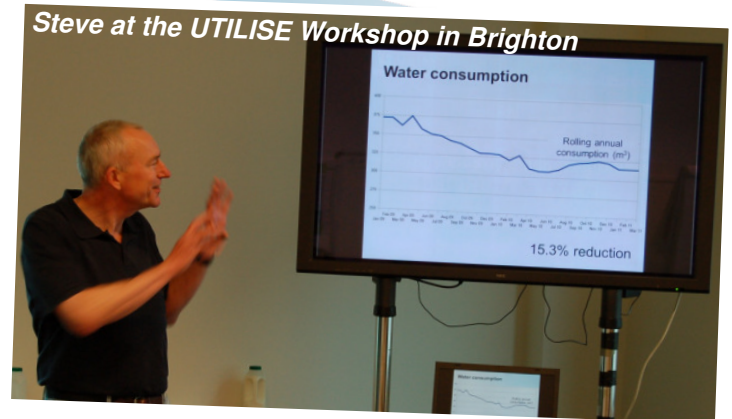
Energy efficient lighting is installed, and in corridors fitted to timers to automatically switch off the lights after guests have entered their rooms. Owner Steve Pine is currently investigating replacing the T12 fluorescent tubes in their popular 1950's jukebox with LEDs!

George IV uses a 'green' electricity tariff from a company which operate their own wind and solar farms. Steve recognises it is not the cheapest tariff available, but says this has been overcompensated for by reliable customer service.



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Materials are separated and collected for recycling by a local social enterprise, resulting in just a single black bag of general waste being sent to an energy-from-waste plant each week. Old duvets and pillows are donated to a homeless shelter and ink cartridges to a recycling scheme that sends its proceeds to charity. Concentrated environmentally friendly toiletries and cleaning products are used to refill smaller bottles; not only reducing waste but cutting costs by 95%.

### Annual Utility Savings

(Compared to annual use at July 2008)

**Electricity: 1500 kWh (12.7%) = £180**

**Gas: 1000 kWh (12.3%) = £290**

**Water: 60m<sup>3</sup> (15.3%) = £175**

To conserve water the dishwasher (A-rated for efficiency) is only run when full and on 'eco-setting', guests are given the option that their towels and linen are washed every three days and toilets are either dual flush models or have Save-a-Flush bags in the cisterns.

Steve ensures that suppliers to the guesthouse share their values. Food and drink are organic, bought locally or fair trade. Mattresses are made by a business in Hove and the toilet seats are FSC certified!

Steve shared the initiatives taken at George IV at UTILISE Brighton in April 2011. UTILISE is a free workshop, funded through ERDF Low Carbon Essentials, to help businesses find savings through energy and water efficiency and waste minimisation.

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Find out how your business can save money through resource efficiency. Contact the WSSBP CIC via the details to the left.