



### Palace Farm



Palace Farm is in the heart of the Kent Downs Area of Outstanding Natural Beauty. The owners, Graham and Teresa, started from scratch and now have 15 camping spots, a luxury cottage and six self-catering rooms sleeping up to 30 people.

Being green has been at the heart of what they do right from the start, because it made sense to their location and the visitors they wanted to attract.

Graham and Teresa's initial motivation to diversify into tourism was their enjoyment of meeting people and their desire to share their beloved landscape with others. Having hosted many foreign student fruit pickers on the farm, they knew that opening a hostel at Palace Farm would be an enjoyable way to earn a living.

During the renovation of the farm buildings they saved and reused much of the original building materials. The fencing is made from locally coppiced chestnut and even the planters around the patio are redundant potato bulk bins.



They re-cycle using low power lighting and have solar panels for hot water. They use a program of monitoring their use of energy to see how they are progressing. They encourage all of their guests to recycle glass, metal, plastic and paper with small recycling bins in the kitchens.

Solar panels provide at least 80% of their hot water needs and they also use an air source heat pump for under floor heating.

If that wasn't enough, they also hire bikes and promote local produce!



### What have they gained?

- A successful accommodation business, which has continued to expand with high occupancy
- Green Tourism Business Gold Award Winner
- Making at least £1000 savings per year through effective energy and waste management

Because of the green ethos behind the business and the kind of considerate guests it attracts, local people now love the business and the benefits it brings to the area.



### Top Tips

- 1** Do your research - don't always assume a green option is going to be more expensive
- 2** Get advice - we have learned so much by being part of the GTBS. We get a full audit which helps you look at things in a different way and get expert advice.
- 3** Going green is not optional. It is clearly important to do all we can to help towards a better future for us all.
- 4** You have to be in it for the long term as benefits are not immediate and sustainable options are not always the most straightforward ones
- 5** Make it easy for your guests - it sounds obvious but help them to be sustainable.
- 6** Tell your guests what you are doing - they really appreciate understanding why and how you are green & knowing about it enhances their visit



*“Our guests love our green credentials, our success with a gold award from GTBS makes a bold statement to prospective guests, they can see that we pay great attention to small details and it assures them of our overall quality standards.*”

*Meeting so many wonderful people, is the most satisfying part of what we do, but even more rewarding if we get a repeat booking or recommendation.”*

**Graham Cuthbert - Owner**

### Find out more...

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