



North York Moors
National Park



VisitEngland™

Survey Guidance Document

“UNDERSTANDING AND SUPPORTING
YOUR SUSTAINABILITY EFFORTS”



INTRODUCTION

This is a tool to understand where businesses like yours currently stand in their sustainability journey. It's perfectly okay if you're just starting or have few sustainable practices. For some micro-businesses, you may not have thought about some of these points or have written policies in place, and that's completely fine. Your honest answers will help us better understand your needs, offer support, and highlight opportunities for future growth. This is not a test!

The survey is simple, and your responses will contribute to a clearer picture of the sustainability landscape in the North York Moors National Park.

Before You Start the Survey:

Here are a few tips to make completing the survey as smooth as possible:

- **Set Aside Time:** The survey will take approximately 20–30 minutes to complete.
- **Be Honest and Transparent:** There are no “right” or “wrong” answers. This is about understanding where you are today and finding ways to improve.
- **Prepare Basic Information:** Think about simple examples of your current practices (e.g., how you save energy, support the local community, or manage waste). It's a simple multiple choice format. No evidence has to be submitted at this stage.
- **Involve Your Team:** If possible, chat with your staff beforehand—they may have helpful insights or examples.
- **Take It Step by Step:** If you don't have an answer to a question, that's absolutely fine, just move to the next question.

Your participation is valuable, and every step—no matter how small—makes a difference on the journey toward sustainability.



QUESTIONS



To help you prepare, the following are the key questions you will find in the survey. We have provided examples for each question to make them clearer and to show how even small actions can contribute to sustainability.

1. Do you have rules/guidelines to enhance sustainability?

For example, you might switch off lights when not needed or use recycling bins in the workplace. Guidelines could include reducing single-use plastics or turning off office equipment overnight. These can be communicated verbally to staff or displayed as small notices.

2. Do you inform your customers/partners about your sustainability steps?

For example, you could share your efforts on social media (e.g., “We now use local suppliers!”) or include a brief note in your welcome brochure or website about reducing plastic use and energy consumption.

3. Do you support local initiatives for community development?

For example, you could sponsor local events, like school fundraisers, host sustainability workshops, or donate to local charities.

4. Does your business try to limit its impact on local resources?

For example, you might install water-saving taps or LED lights to reduce energy use, reuse rainwater for plants, or encourage staff to minimise water waste during operations.

5. Do you provide access/information for people with any disabilities?

For example, you could have portable ramps for wheelchairs, larger printed menus for those with visual impairments, or staff trained to assist customers with special requirements.

6. Do you have a policy against exploitation or harassment?

For example, you might outline expected workplace behaviour in an employee handbook, discuss it during training sessions, or ensure everyone knows that harassment will not be tolerated.

7. Do you respect local labour rights and pay fair wages?

For example, you could ensure staff are paid at or above the legal wage, provide clear contracts, or offer overtime pay to reflect fair treatment.

8. Do you ensure equal employment opportunities?

For example, you might hire employees from diverse backgrounds, ensure all staff have access to the same benefits, and provide training opportunities for everyone.

9. Do you minimise energy use (e.g., LED lights, efficient equipment)?

For example, you might install LED lights, use energy-efficient equipment, or remind staff to turn off appliances when not in use.

10. Do you prevent unnecessary outdoor heating or cooling?

For example, you might offer blankets in outdoor seating areas instead of heaters or use shaded seating in the summer to avoid cooling systems.

11. Do you turn on air conditioning only when necessary?

For example, you might advise guests to turn off A/C when they leave a room or use systems with timers and key-card activation.

12. Are you transitioning to renewable energy?

For example, are you minimising gas use for heating or cooking, are you using solar panels, or incentivising the use of non-petrol vehicles.

13. Does part of your electricity come from renewable sources?

What percentage of your electricity comes from renewable energy (check your supplier) or generated by solar panels on site?

14. Do you implement measures to adapt to climate impacts?

For example, you might insulate buildings to handle heat, plant trees for shade, or install flood-resistant infrastructure.

15. Do you actively reduce plastic waste?

For example, replace plastic bottles with reusable ones, avoid single-use cutlery, or purchase products with minimal plastic packaging.

16. Do you actively reduce food waste?

For example, serve smaller portions, buy only what you need, or compost leftover food to avoid unnecessary waste.

17. Do you reuse or recycle waste?

For example, you could separate recycling into bins for glass, paper, and plastics, reuse materials where possible, or encourage guests to recycle on-site.

18. Do you prevent the use of disposables?

For example, you might replace single-use items with reusable alternatives, offer refillable soap and shampoo, or buy products in bulk to reduce packaging.

19. Do you reduce water consumption and pollution? For example, you might use water-saving devices on taps and showers, collect rainwater for outdoor use, or ensure your business is connected to a safe sewage system.

20. For accommodation: Do you encourage guests to reuse towels and linens?

For example, you might leave notes in rooms asking guests to indicate when they want towels replaced or train staff to follow this policy strictly.

21. Do you take steps to prevent air pollution?

For example, you could avoid burning waste or use clean-burning fuels

22. Do you protect neighbours and nature from noise?

For example, you might have quiet hours in place, use noise-reducing materials in your building, or inform neighbours ahead of any noisy events.

23. Do you take steps to prevent light pollution?

For example, you might only use outdoor lights where they are really needed, like pathways or entrances, and make sure the light points down to avoid lighting up the sky or nearby areas. You could also use dark sky-friendly lights, which are designed to shine light only where it's needed. These lights often have shields or covers to stop light from spreading upwards or outwards.

24. Do you prioritise local suppliers? For example, you might source food, cleaning products, or furniture from nearby businesses, which supports the local economy and reduces transport emissions.

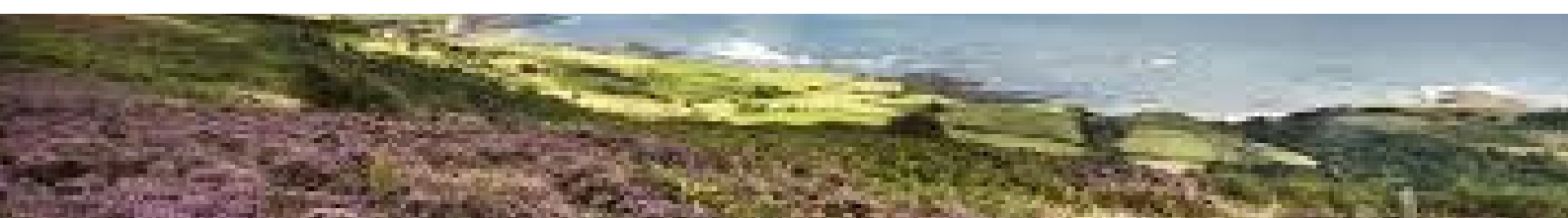
25. Do you prioritise eco-friendly and Fairtrade suppliers?

For example, you might purchase Fairtrade coffee and tea, use biodegradable toiletries, or choose suppliers who follow sustainable production methods.

26. Do you contribute to biodiversity conservation? For example, you might plant flowers for bees, support reforestation projects, or organise awareness campaigns about local wildlife conservation.

27. Do you protect and enhance local culture and traditions?

For example, you might use local handcrafts in your business, organise cultural tours, or participate in local festivals to preserve traditions and heritage.



28. Does your business promote sustainable travel to and from your location, as well as within the destination?

For example, you could partner with local bus or train services to share timetables and promote their routes. Alternatively, you might suggest eco-friendly itineraries, such as walking or cycling routes, on your website or through leaflets at your location. Another option could be offering information on carpooling apps or services.

29. Does your business offer any incentives for visitors who arrive by sustainable transportation (e.g., bicycles, public transport, electric vehicles)?

For example, you could provide free parking for bicycles, discounts for visitors who show proof of using public transport, or offer charging stations for electric vehicles. Some businesses might even partner with local transport services to provide special travel packages.

If you have any questions or need further assistance, please don't hesitate to email Nicole Layolle at nicole@acorntourism.co.uk at any time. We're here to help and happy to support you throughout this process.

Thank you for your time and commitment to helping us build a more sustainable future together.