

# The Lynton & Lynmouth Cliff Railway



## Our vision and commitment to sustainable tourism

The Lynton & Lynmouth Cliff Railway is one of the greenest tourism attractions in the world! This fully water powered Cliff Railway opened in 1890 and requires only the power of gravity and natural Exmoor river water to operate. The water from the West Lyn River is temporarily 'borrowed' for ballast, and released, completely unchanged, onto the beach close to the natural river mouth. It remains the UK's only fully water powered railway and one of only three examples remaining worldwide. But here are the other ways in which we are embracing sustainable tourism:

### Proud Partner of the North Devon Biosphere

The Lynton & Lynmouth Cliff Railway is a proud member of the North Devon Biosphere Business Partner scheme. The North Devon Biosphere was UK's first UNESCO World Biosphere Reserve and is here to inspire a positive future by connecting visitors with nature, culture, heritage and the landscape that makes this North Devon & Exmoor region worthy of the UNESCO designation. The Cliff Railway is committed to a number of conservational pledges, including the promotion of ongoing sustainability and green values within tourism. Our pledges for conservation 2021 include:

- Identifying areas of the site for wildflower seeding
- To replace, repair and install new bird boxes
- To install bug hotels in wild areas along the trackside
- To work collaboratively with other organisations and BBP
- To peer review at least one other BBP annually
- Promote and participate in Biosphere Reserve events



### Green Tourism (GOLD) Membership Status

Green Tourism promotes greener ways for businesses and organisations to operate. Our Gold partnership status demonstrates a hallmark of 'green quality' to our eco-minded visitors. Our Green Journey at the Lynton & Lynmouth Cliff Railway includes an ongoing commitment towards sustainable tourism, ethical values, and a responsible environmentally-friendly practice, including the conservation of the local environment and its economy, the support of local ethical suppliers, and ensuring a happy, valued, and eco-aware workforce.





## Preservation of Nature, Heritage and Culture:

- We are committed to wild flower seeding areas of the site
- We are installing bird boxes and bug hotels
- We are active within local community events & offer volunteer support
- We promote Victorian heritage with our annual Cliff Railway Day
- We hold heritage awards with the Heritage Railway Association
- We have been awarded a Red Wheel plaque for the promotion of Transport Heritage
- We are planning to launch an annual Conservation Day
- We have promoted and arranged local beach clean events
- We reduced track lighting to support the Exmoor dark skies reserve
- We provide annual planting and flowers display with a local provider

## We are committed to our legal compliance and environmental legislation

- We fulfil our social responsibilities with the Equality Act 2010
- We fulfil our social responsibilities with the Modern Slavery Act 2015
- We ensure equality in the workplace and encourage diversity in our workforce
- We provide local employment opportunity, the majority live within the local community
- We provide full-time year-round employment for our drivers & maintenance crew
- We recognise the value of training, opportunity & development in our workforce
- We are dedicated to the health & safety of our visitors and staff
- We recognise the importance in providing a positive memorable experience for our visitors
- We have staff members who volunteer for other local organisations
- We provide direct Charity Support to local and international initiatives
- We provide availability and opportunity to charities wishing to fund raise at the site

## Managing Energy and Minimising Waste:

- We have installed low energy LED Track Lighting
- We have introduced a fully paperless ticketing system
- We have reduced the quantity of printed media and increased digital advertising
- We use only carbon balanced paper, eco inks and fully recyclable printed media
- We consider plastic, packaging & waste within our purchases
- We source locally for food, professional supply, and general business services
- We have restricted travel road and train travel and introduced digital meetings
- We are reviewing phosphate free cleaning products and eco-friendly certified products

## Ethical, Local and Sustainable Suppliers:

- We are committed to reducing plastic, packaging & waste within our food procurement
- We are committed to using local food suppliers and ethical sources
- We use local printers with carbon balanced paper supply and eco-inks
- We use local business for onsite services, signage, development and professional services
- We use local suppliers for maintenance products and office supply
- We use an ethical and ecological commercial laundry provider



## Communicating our Sustainable Message:

- Our sustainability initiatives complement local, national and international objectives
- We collaborate with local organisations, tourism attractions and businesses
- We are an active Biosphere Business Partner and collaborate with other members
- We are an active member of the Lyn Economic Tourism Alliance
- We jointly work with Exmoor National Park, Visit Exmoor and the National Trust
- We collaborate and promote sustainable tourism for Lynton & Lynmouth
- We offer educational support & learning initiatives with visiting groups
- We are working to develop STEM learning opportunities with local organisations
- We encourage visitors to respect the nature, and the heritage of Lynton & Lynmouth

## Green and Sustainable Travel:

- We provide Public Transport information for low carbon travel options
- Our board meet regularly using digital media conferencing to reduce travel
- We are actively reviewing the opportunity for electric company vehicles

## Supporting our Green Approach:

- Our green and sustainable approach is endorsed by our daily workforce
- Our green and sustainable approach is endorsed by senior management & shareholders
- Our future goals for sustainable and green tourism are reviewed annually.