

Our Sustainability, Environmental & Social Responsibility Actions

(Available in large print by calling 01694 724814 or emailing info@eatonmanor.co.uk)

Eaton Manor is set in the [Shropshire Hills Area of Outstanding Natural Beauty \(AONB\)](#), a truly beautiful, rich and varied landscape. We are committed to working in a sustainable way and we believe that involving local people, businesses and our guests is crucial to our success.

We are proud members of Green Tourism, Visit Shropshire Hills CIC and VisitShropshire, recognising our commitment to our local community and environment.

We undertake the following actions to encourage both staff and guests to help us look after our precious environment and reduce our impact on it for the benefit of future generations.

Reducing Mileage Whilst Supporting Local Businesses

We actively try to reduce mileage in the following ways:

- To help guests get a feel for the estate/cottages/facilities prior to booking, and therefore reduce the need to travel for a pre-visit we:
 - Provide 3D tours on our website of our larger cottages.
 - Offer live virtual tours (via WhatsApp) to guests prior to booking to help them get a feel for the estate/cottages/facilities and reduce the need to travel.
- Hold meetings with external providers online, when possible, to maximise efficiency and minimise travel.
- Once guests are staying at Eaton Manor, we encourage them to stay on site during their time at Eaton Manor, and therefore reduce mileage, by:
 - Providing various on-site facilities e.g. games barn & soft play, summer swimming pool, croquet lawn, playing field with sports equipment provided.
 - Providing on-site activities by local providers e.g. Wellness treatments; Have-a-Go archery sessions; yoga classes; fun dance classes.
 - Equipping each cottage with a good level of supplies such as sugar, tea bags, coffee, toilet roll, cleaning products, dish washer & washing machine tablets etc.
 - Promoting online grocery orders to reduce the need for guests to go food shopping.
 - Promoting our local fruit & veg delivery service as part of this.
 - Provide all catering on site e.g. drop off suppers; Sunday brunch; afternoon tea; special occasion private chef catering in the holiday cottages.
 - Local chef uses meat [sourced in the parish](#), thus reducing food miles.

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Reducing Mileage Whilst Supporting Local Businesses continued...

- We source products locally where possible to minimise travel of products e.g:
 - Our welcome baskets contain local products such as:
 - Milk from [Proper Good Dairy](#), just 3 miles away (in glass bottles that guests can refill at the farm vending machine 24 hours a day, thus reducing plastic bottle usage)
 - Apple juice from [AppleTeme](#) in Ludlow
 - Ground coffee from [Aroma of Shrewsbury](#)

Using Companies with a Community/Sustainable Ethos

Where we don't currently use local products, we try to ensure we use companies with a community/sustainable ethos.

- Our welcome baskets contain products such as:
 - [Border biscuits](#) that donate 10% of their profits to support causes in the local community
 - [Yorkshire Tea](#) whose ethos is to have a positive environmental impact, and part of this is making their packaging as recyclable, reusable and compostable as possible.
- [Ecover's](#) environmentally friendly cleaning materials and detergents are used e.g. dishwasher tablets, rinse aid, multi surface spray and washing up liquid.
- Shampoo and hand soap (Cole & Lewis range sourced from [Out of Eden](#) which has strong sustainability initiatives) in bottles which are made from 30% recycled plastic. The soaps are made in the UK using vegan and cruelty-free ingredients; dermatologically tested for sensitive skin and free from SLS and Parabens.
- [Cushelle toilet roll](#) used, in which all raw materials are biodegradable and dispersible, meaning it will dissolve on flushing.

Bulk Buying, Recycling & Re-using

We keep sustainability in mind with all products used and provided for guests.

- We buy in bulk as much as possible to reduce packaging e.g.
 - Salt & Pepper grinders are refilled from bulk refills, rather than plastic/throw away pots/sachets.
 - Shampoo and hand soap bought in bulk refills to replenish existing bottles.
 - Washing up liquid and floor cleaner bought in bulk refills to save on packaging.
- All packaging used on-site is recycled where possible.
- Compostable food waste bags provided (to go in countertop food waste bins provided in all cottages, as well as a large food waste bin outside with the recycling bins) to encourage food waste to go in the correct bin, rather than to landfill.

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Bulk Buying, Recycling & Re-using continued...

- Compostable dog waste bags provided to guests bringing their dog(s) with them, and also provided in our Estate Office reception area for visitors.
- All toilet roll tubes are saved and then re-used by the gardening team to plant and grow seedlings to be planted in the estate gardens.
- Guests are encouraged to recycle by providing easy access to glass, tin, cardboard, plastic and food waste re-cycling facilities, and by having a recycling information flyer on the fridge door in each cottage.
- When renovating/upgrading our cottages:
 - Use a high proportion of recycled materials
 - Re-use and recycle building materials
 - Use materials from the farm for building materials
 - Oak is sourced from sustainable trees e.g. The Manor House's dining table is made from oak on the estate
- Use a dedicated on-site waste digester
- Any items that we no longer need, that are in good enough condition, are donated to a local charity shop.
 - This also applies to any lost property that hasn't been claimed after 6 weeks.
- Once towels aren't good enough for guest use, we dye them and use them in the dog welcome packs

Energy Efficiency

Our aim is to become less reliant on fossil fuels.

- In 2022 we have had solar panels installed on the roof of the Events Centre:
 - Producing 60kw of energy, which generates enough electricity to power the main site, including the holiday cottages and offices.
 - During summer months Eaton Manor will be self-sufficient for energy and will generate excess energy that will be exported back to the national grid.
 - During winter months, and after dark we currently will still need energy from the grid.
 - The next stage of this development (in 2023) is to purchase a battery back up to store excess energy that is produced, which will reduce the amount of energy we export to the national grid but means we will be more self-sufficient after dark, and during the winter.
 - Enough energy is produced to also heat the hot water systems in the holiday cottages, and therefore reduce the use of heating oil.
 - Water will be heated by the solar energy all year round as the timer clocks in the holiday cottages have been changed to heat the water during the day.
 - We have a monitoring system in place to track our energy use, so we can make best use of the solar energy.

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Energy Efficiency continued...

- The swimming pool is heated by 'Air Source' heat generation
- When renovating/upgrading our cottages, we:
 - Use the latest insulation regulations
 - Install efficient boilers
 - Replace spent light bulbs with low energy/LED bulbs

Water Usage

- Have ongoing water conservation measures:
 - Low-flush toilets where possible
 - In general, provide only one bath per house to reduce water usage
 - Gardens and estate borders planted with drought resistant plants, and soil topped with mulch created from garden waste prevent it drying out and therefore eliminates the need for watering

Wildlife and Landscape

- The estate farmland is managed on the principles of the Countryside Stewardship Scheme, which is designed to help pollinators and farmland thrive.
 - Field margins near the brook and old railway line are managed to encourage wildlife
 - This has resulted in seeing the return of Owls, Otters and Crayfish to the estate
 - 2-year sown legume fallow – i.e., grass and clover.
 - Soil conservation measures with regenerative farming.
 - Carry out an annual wildlife survey.
 - Have bird feeders in gardens.
 - Provide dedicated private access tracks for guests around the estate fields.

Gardens

The area of the gardens at Eaton Manor spans over 6 acres and the gardening team work hard to make them look loved 'without costing the earth'.

To achieve this, we:

- Don't have any fires
- Shred all shred-able material to increase the carbon capture.
- Use a garden shredder, so all garden waste can be composted on-site and used as mulch on the borders.
- Compost all biodegradable waste, such as cardboard and shredded paper, from the cottages and offices to also be used on the gardens.

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Gardens continued...

- Plant all the gardens and estate borders with drought resistant plants, and then top with the mulch created from garden waste to prevent the soil from drying out and therefore eliminating the need for watering.
- Plant all the borders to be a self-sustaining matrix of plants to cover the soil
- Have a 'no dig' policy, so we are continually feeding the soil by mulching using our own compost
- Scarify, aerate and feed all the lawns using our own compost.
- Maintain the gardens by editing aggressive plants and weeding - although weeding is reduced due to all the mulch used.
- Use plants throughout the site to give maximum biodiversity – we aim to have flowers in every season.
- Use indigenous plant materials e.g., oaks, acers and introduced plants.
- Use traditional gardening techniques of lifting and splitting plants to be used elsewhere on the estate, therefore eliminating the need to buy new plants.
 - We also raise annuals through seed collection and use toilet roll tubes that we save for planting/growing seedlings which are then planted on the estate.
- Have taken down coniferous woodland and replaced it with deciduous indigenous trees, many of them hardwoods.
- Maintain the estate walks and areas within the estate, such as picnic areas for guests.
- Aim to do all garden operations within 2 days per week to minimise noise impact to guests
- The environment of the estate and its gardens is constantly evolving, season by season it changes, and everything is planted to reach its full potential.
 - Some things are planted ready for next year, some perennials will reach their potential in 2-3 years, other plants may take 5 – 10 years and oak trees do not really start to really become an important part of the gardens for about 15 years.
 - We don't have a set picture for it, but a vision for the next 12 months... 5 years... 15 years etc.

Paperless Booking System & Guest Information

We now operate a paperless booking system for guests:

- Booking confirmations and information is delivered via email
- Guest information is available on our digital guide.
- Bedroom layout requirements are completed online, rather than guests needing to print out a pdf to email or post back to us.
- This greatly reduces our paper and ink cartridge usage and means no delays for the guest due to post.

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Involving Local People and Guests

- Encourage guests to conserve energy and recycle with our Responsible Visitors Charter
- Provide guided walks of the estate which help orientate guests with their surroundings as well as fostering an appreciation of the countryside they're staying in and the wildlife in the area.
- Compiled our Go Wild Challenge with '25 things to do at Eaton Manor' for kids of all ages, having taken inspiration from the National Trust's '50 things to do before you're 11 ¾'.
 - From rolling down a hill to creating some wild art, the aim is to get kids outdoors, having fun and exploring Eaton Manor, and with this encouraging a greater understanding of the countryside and wildlife.
- Support local charities:
 - Hold annual Classic Motor Show to raise money for Shropshire Macmillan Cancer Support
 - Raised £18,000 since 2013 (not held since 2019 due to Covid-19 pandemic)
- Support local Eaton Church
 - Fundraising (e.g. hold annual PCC dinner)
 - Provide complimentary ground care
- Provide local archery club use of facilities at reduced rate

Supporting the Local Economy

- Employ 12 local staff in the office, housekeeping and gardening teams.
- Source local skills and knowledge for other jobs whenever possible.
 - E.g. developed Indoor Archery Venue; Nordic Walking and Wellness Studio using local staff
- Use local chefs who use local produce where possible, and use local suppliers for on-site services e.g. Oak Apple Catering; Jane Wild Catering; Tanners Wines; Chris Maddox Photography; Tipples
- Promote local pubs, cafes and restaurants, as well as local attractions, to our guests by keeping our digital guide up to date with local eateries and places of interest.
- Promote local events and businesses, such as working with local florist; chefs; winery; coach & taxi companies and facilitate delivery of supplies for guests.
- Provide reduced venue rate to new local yoga business to provide Yoga classes to the local community.

We have a Responsible Visitor Charter, promoting sustainability, and a Sustainability, Environmental and Social Responsibility Policy, which are in the Estate Office, and made available to guests.

We recognise that there is always more that can be done, and we continually aim to reduce the environmental impact of our business. We welcome suggestions as to how we can improve and lower our impact further. Our policies will continue to evolve and be regularly reviewed.

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