



Sustainable
Travel Ireland



Sustainability Policy

Brack Tours Sustainability Policy 2023

This document will be reviewed August 2023

1. Vision/mission/company ethos

We are committed to protecting the environment in which we operate & provide a stable sustainable tourism product that gives back to our touring destinations and proud to share tour offering and culture with the rest of the world.

- At Brack Tours our core values are Integrity, Trust, Quality consistency, customer commitment and a sustainable tourism product.
- We believe in protecting the environment we work, which reinforces our mission to educate and encourage our guests to respect our Island of Ireland when they are visiting.
- Brack Tours is aware that its business activities impact upon the environment, and we are committed to alleviating those negative impacts as it is our mission/vision.

2. UNWTO definition

- At Brack Tours, we believe that sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.). We therefore aim to reduce our negative effects and increase our positive impacts.

3. Continuous improvement

- Sustainability is a journey of continuous improvement, and we are aware that we have a lot to learn. So far, we have committed to working with all our transport and accommodation providers and tourism attractions who share our sustainable values. We will continue to review our partnerships to ensure that our products remain as sustainable as possible.

4. Measuring and reducing negative impacts

4a. Energy consumption

Brack Tours' main office is in a shared Hub. We have included their measurements and targets.

We measure our electricity use based at annual estimated electricity consumption of 7,659.39 kWh. This will be measured & recorded in spreadsheet template every 3 months, and we aim to reduce us by 10% consumption by end Q4 2023.

To reduce our electricity usage, we have taken the following measures:

- Replaced kettle in our communal kitchen areas with hot/cold zip tap.
- All our lights are LED.
- Light motion sensors are installed in all communal areas.
- Plug in timers on towel rails have been installed in communal areas.

- Instalment of solar panels prior to end Q1 2023
- Daiken air ventilation & air conditioning units have been installed to enable a move away from central heating carbon consumption. Both systems are Variable refrigerant flow (VRF) - a super-efficient type of HVAC. Heat pump system reduces your carbon emissions, and it has an efficient conversion rate of energy to heat and are 400% efficient compared with a gas boiler which is 70% efficient.
- With a heat recovery ventilation system there's a constant supply of warm, fresh air circulating throughout your office and helps make the work place a far more efficient place.
- Advocate & educate our members to keep thermostats at 21 degrees or lower.
- Replaced our electrical appliances with more energy efficient models & will continue to do so.
- Solar Panels on The Hub office roof – reduction in energy use target from early 2023.

4b. Water consumption

Chargeable Water Volume of 72 m³ (based on reading 172m³ less domestic water allowance of 100m³) in the business on 10 -06-22 (the latest meter reading available)

We also had an estimate of our average daily consumption (ADC) at 0.54m³ based as at 12-21.

Chargeable Sewerage Volume 68 m³ (based on reading 72m³ less Domestic Sewage allowance of 95m³ less Non-Return to Sewer allowance of 9m³) in the business on 10 -06-22 (the latest meter reading available).

4c. Waste production

To reduce our waste usage, we do take the following actions: We regularly measure on a quarterly basis and review our waste production and aim to reduce the consumption by 10% by the end of Q4 2023.

- Substitute by adopting new technologies or through procurement choices.
- Reduced printing by 50%
- An ongoing paperless filing system where feasibly possible
- Recycled paper/Hand towels
- Bins clearly labelled for paper & food recycling.
- Educating our members & business partners to minimise day to day waste & in ongoing projects.
- Focus on ELIMINATE, REDUCE, SUBSTITUTE, COMPENSATE

5. Ethical purchasing

- When purchasing goods, we always support local where possible and encourage our guests to do the same educating them of the importance to the environment and local community they visit when touring Ireland.
- Majority of the Hub's office furniture bought is up cycled or recycled from old offices.
- Enforce recycling of water bottles and plastic on our tours and within our offices and encourage our guests to "reuse and refill" our supplied water bottles while travelling.

6. Carbon offsetting

- At Brack Tours we are committed to reducing our carbon footprint as much as possible. We are currently seeking to work with a reputable carbon management company to offset our emissions.

Our initial targets in this area are:

- Researching company to work with and begin measurements.
- Reduce coach usage on tours by replacing with city tour buses or public transport while in cities.
- Replace self-drive car rental to only offer electric/hybrid etc.
- Staff Walk to work scheme where possible.
- Public transport for work events

7. Responsible sustainability marketing

- We know that it is important to communicate our efforts in an honest way. We are aware of the risk of greenwashing, and we therefore commit to being honest with our sustainable goals and targets.

8. Social responsibility

We support our local community by...

- Local charities – Newry Help the Homeless, Caring Coins.
- Local clean ups including Love your Lough Beach & River initiatives.
- Shopping locally & spend locally.
- Encouraging guests to local restaurants & cafes
- Using local guides – walking tours around cities/towns
- Engage with local suppliers to our office in Newry, Co. Down – Quinn's coaches, Canal Court Hotel, Killeavy Castle Estate
- Community Groups – Aim to set aside 2 days a year for projects.

9. Supporting Biodiversity

- Our shared office space, The Hub maintains our rooftop garden area with several habitat boxes & feeders.
- Specifically chosen horticulture in our office garden to attract biodiversity.
- Inclusion of a carbon measurement device on the rooftop garden to calculate emissions in the local area (part of a Newry 2020 community initiative)
- Part of our office roof spaces double up as a 'green roof' – encourages wildlife, increased insulation for the building and is a great drainage system.
- The use of plants in our office & community spaces

Signed by:

Nuala Devlin Saul
Managing Director

Date: 24/3/2023

