

Riviera International Conference Centre
Chestnut Avenue, Torquay, Devon TQ2 5LZ



The arrival on the scene of the **Greener Events** guide proved to be the catalyst for the centre to really move forward on addressing environmental issues and go on to apply for the Green Tourism Award. The centre was delighted to achieve the silver award in July 2006 - at that time the first conference and leisure centre in England to achieve Silver status.

Using the **Greener Events** guide to get started, all managers throughout the centre were briefed on the issues raised by the guide and consulted on the next steps to take. They were then tasked to contact all suppliers.

The Government's Envirowise and Carbon Trust programmes were also brought in to assist. In a short space of time the centre was using fairly traded coffee, more locally produced food, improving energy efficiency through efficient lighting and improved use of its Building Management System, and recycling more of its waste.

Conference Bureau Manager, Nicky Harding, said "We include environmental management issues in the training programmes for our employees and they have really taken to this. They are pleased to see the company they work for setting the right example and they want to help us make a difference for the environment whilst supporting other local businesses. The reaction from our clients has been great too; they have welcomed our whole approach to these issues."



"The challenge for us is to take this on to an even higher level - and achieve the Gold Green Tourism Award. The **Resource Efficiency & Corporate Responsibility - Managing Change** guide from GOSW and Envirowise is a great help. Use of the guide's **Change Management Matrix** as a diagnostic tool and route map has enabled us to identify and prioritise our next moves to make more rapid progress in changing the way the whole organisation addresses its environmental responsibilities. For example it has highlighted the personal development requirements of our

Departmental Environmental Champions. We shall continue to use the matrix to re-examine and maintain our performance levels."

The centre's Managing Director, Barry Cole, commenting on their environmental achievements said "Showing potential conference buyers and organisers how committed we are about our own corporate and environmental responsibilities has proved essential in securing future conferences to the RICC".

(Date of case study: last updated August 2010)