



“It is not the strongest species that survive, nor the most intelligent, but the ones who are most responsive to change”

- Charles Darwin



top tips

CHANGING CLIMATE - CHANGING BUSINESS

Information for tourism businesses
preparing for climate change

“My advice to you is plan,
think ahead and manage
that change.”

Douglas Whyte
Property Manager
Studland and Purbeck



Having lived in Looe all my
life I have noticed a big
change to more unsettled
weather ...what we have
really noticed is the
extremes.

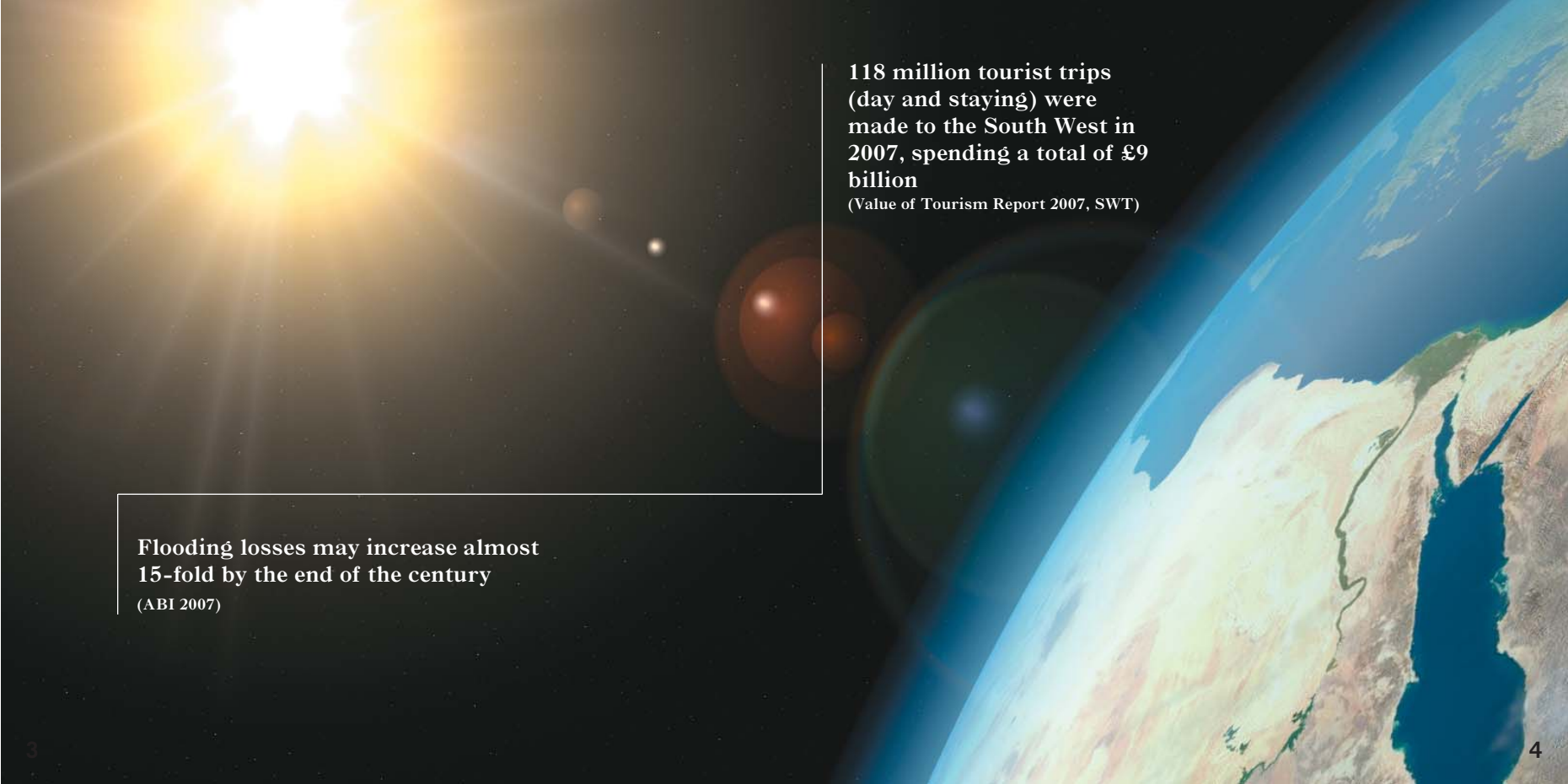
Andrew Gill, Owner,
Pendraġon Crafts, East Looe

Introduction

The climate is already changing - the ten warmest years on record have all occurred since 1998 (as of 2008). Even if we reduce greenhouse gas emissions to zero tomorrow, past emissions mean that the climate will continue to change for several decades. The South West can expect higher temperatures, sea level rise, and increased frequency of severe storm and flood events.

This will bring both threats and opportunities to tourism businesses in the South West. By preparing for the inevitable changes ahead you can ensure that your business makes the most of opportunities and minimises the risks.

This booklet aims to provide you with inspiration, ideas and information which will enable you to take positive action in preparing your business for climate change.



**118 million tourist trips
(day and staying) were
made to the South West in
2007, spending a total of £9
billion**
(Value of Tourism Report 2007, SWT)

**Flooding losses may increase almost
15-fold by the end of the century**
(ABI 2007)

Top 10 Tips

1. Identify the effects to your business

Take a look at the SWCCIP tourism checklist to assess how climate change will affect your business

2. Check your flood risk

Check with the Environment Agency whether your business is in a flood risk area

3. Get help and advice

There is a lot of information and advice available – see the useful contacts and websites on page 9

4. Learn from others

Talk to other businesses in your area to share, and learn from, good practice

5. Reduce risk

Develop a business continuity plan to manage and reduce disruption from severe weather events

My advice to other retailers in flood areas would be to do an environmental risk assessment don't be afraid to go out and ask for help.

Andrew Gill, Owner, Pendragon Crafts, East Looe

6. Plan ahead

Consider how your markets or products may change in the future - e.g. increased demand for sun protection

7. Check your insurance

Check with your insurance company that you are fully insured, particularly against the effects of flood and storm damage

8. Practical actions

Take some practical steps to minimise the potential impacts to your business, for example the use of a flood board, collecting rainwater or providing shade

9. Raise awareness

Raise visitor awareness of any risks and communicate the positive steps you have taken

10. Act now, don't delay!

Things to make your visitors aware of

The risks of sunburn and dehydration –
Promote the use of sun cream, drinking
water and available shade

What to do in the event of a flood or an
extreme weather event

The importance of water conservation
and how to save water



"Quite frankly we were very lucky that we didn't have people drown when we had six foot of water in our campsite. So you have to learn from this and you have to adapt, otherwise your business may not survive."

**Robert Kearle
Environmental Manager
Glastonbury Festival**

Useful contacts/websites

South West Climate Change Impacts Partnership (SWCCIP) – www.oursouthwest.com/climate

South West Tourism – www.swtourism.org.uk

Met Office - www.metoffice.gov.uk

UK Climate Impacts Programme (UKCIP) – www.ukcip.org.uk

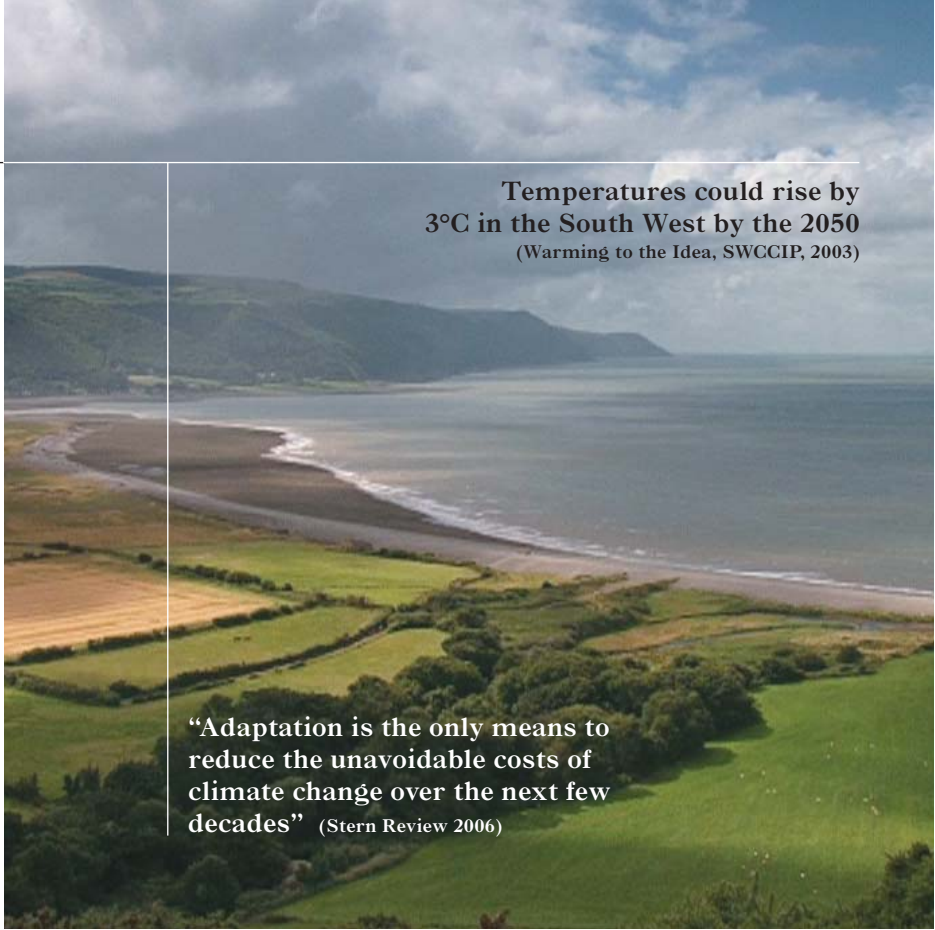
Environment Agency – www.environment-agency.gov.uk

Business Link – www.businesslink.gov.uk

Association of British Insurers – www.abi.org/climatechange

Direct Gov - www.direct.gov.uk

Contact your local authority or trade association for more specific information and advice



**Temperatures could rise by
3°C in the South West by the 2050**
(Warming to the Idea, SWCCIP, 2003)

**“Adaptation is the only means to
reduce the unavoidable costs of
climate change over the next few
decades”** (Stern Review 2006)