

Changing Climate – Changing Business case studies

These case studies all feature in the short film, 'Changing Climate – Changing Business: tourism businesses preparing for climate change', available to view at www.swtourism.org.uk/our-strategic-work/sustainability-work/adapting-to-a-changing-climate/.

There are also more detailed written case studies on the other businesses featured the film (High Post Golf Club, the Old Mill Hotel, Glastonbury Festival and four National Trust properties) on the SWCCIP Case Studies webpage www.oursouthwest.com/climate/casestudies.htm.

Mullacott Park, Woolacombe

Mullacott Park is a holiday park offering luxury log cabin accommodation in Woolacombe, North Devon. Bill Wilson, owner of the park, has noticed a change in weather pattern over recent years, including wetter, windier winters and longer, warmer summers.



Adaptation measure

- In 2003 the park only had old-style caravans, which were only suitable for use for 8 months of the year because they were not able to withstand all weather conditions and experienced a number of problems such as condensation. The new style log cabins are built to building regulation standards – good insulation and a sturdy structure allows the cabins to be used throughout the year.
- Site management has changed in accordance to the changing seasons. For example. grass-cutting now begins earlier, and continues until later in the year.

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Pendragon Crafts, Looe

Andrew Gill, owner of Pendragon Crafts has lived in Looe all his life and has noticed over the years a trend towards more unsettled and extreme weather. This has created both problems and opportunities, which Pendragon Crafts must adapt to as the climate continues to change. Periods of intense sunlight have meant that visitors to Looe are increasingly coming into the shop asking for products such as sunscreen, hats and parasols. On the other hand, Looe has experienced big problems with flooding from more frequent intense rainfall and storm events which threaten business along the seafront, particularly when combined with a high tide.



Adaptation measures

- A temporary flood board has been installed, which can keep out up to 18 inches of water
- The local business community have developed a cascade system to support each other. When there is a high tide alert, businesses work together to communicate the flood risk message and ensure that their flood boards are in place

Advice to other tourism businesses

- Don't be complacent. You never think its going to happen to you... and then it does.

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Lower Meadows B&B, Boscastle

Lower Meadows is a small Bed and Breakfast in the village of Boscastle, Cornwall. The Boscastle flooding event of 2004 highlighted the importance of adapting to a climate where heavy rainfall and storm events, and resulting floods, are set to become more frequent. Whilst the Boscastle event was not itself directly attributable to climate change, it revealed the vulnerability of businesses and communities to such severe weather.

The 2004 flood significantly impacted on Lower Meadows, completely destroying the personal accommodation, guest lounge, kitchen and all ground floor areas, including the car park and garden. This effectively closed Lower Meadows down for 9 months. The owners, Adrian and Anne Prescott, have now taken several measures to improve their flood resilience, ensuring that their business and customers will be protected and experience far less disruption in the future.

Adaptation measures

- Slate floors have been laid in the ground floor areas, which will be less damaged than carpets should the property flood
- Kitchen cabinets have been raised on aluminium legs to allow flood water beneath and minimise damage to the cupboards and their contents

Benefits of adapting

- Improved business continuity during and after disruption from severe weather
- Reduced risk of damage to the property, and the resulting costs, from severe weather
- Overall good environmental practice has resulted in a Gold Award through the Green Tourism Business Scheme.

Advice to other tourism businesses

- Carry out an Environmental Risk Assessment. Look at things such as where water can get in during times of flood
- Take ownership for what needs to be done and take action
- Don't be afraid to ask for help

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Riverside Restaurant, Boscastle

The Riverside Hotel and Restaurant is situated in the picturesque village of Boscastle, Cornwall. The main driver behind taking action to adapt to climate change was the 2004 Boscastle flood event, in which 200 mm of rain fell in just 4 hours with devastating consequences. During the flood, the main bridge in the village became blocked causing 17ft water to enter the Riverside – even the first floor accommodation was flooded with 2 ½ ft of water. Such severe, intense weather events are projected to become more frequent as the climate changes.

Adaptation measure

- Solid Plate Glass windows have been installed to keep water out should the level rise to window height or above

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