

# Climate changed.

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CoaST:  
One Planet Tourism Network

[www.coastproject.co.uk](http://www.coastproject.co.uk)



The right tools  
for the job.



**Climate**SouthWest



**coast** One  
Planet  
Tourism  
[www.coastproject.co.uk](http://www.coastproject.co.uk)

Rapidly growing on-line network – open and free to all.

Based in Cornwall: now across the UK, with 1,650 members

Social enterprise – with an agenda for change.



# Tool 1: the lingo

Mind the gap: the words (9 of the biggies):



- **climate change:** changes in climatic systems, and therefore weather, as a result of global warming
- **GHG:** greenhouse gas emissions ie not just carbon dioxide
- **Co2e:** Co2 equivalent: shorthand for carbon plus all other emissions, all referred to as "carbon" for simplicity's sake
- **resource depletion:** running down of life-critical materials – eg fossil fuels, water, minerals...etc

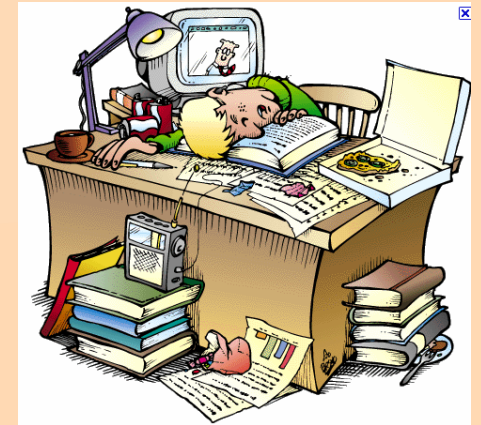
- **mitigation**: reducing contribution to preventable climatic change

- **adaptation** : adjusting to unpreventable climatic change

- **extreme weather event**: unusual weather event, short term, involving extreme cold, heat, ice, drought, flood, wind, etc.

- **resilience**: (ecology) a system's ability to withstand shock

- **living within environmental limits**: living in a way which does not take more from the natural environment than is contributed to or replaced (cf carbon management/accounting)



Tool **2**: presentation template

Mind the Gap: The science

[www.climateprepared.com](http://www.climateprepared.com)



# Presentation Outline

1. **The Science of Climate Change:** a brief overview
2. **Future climate change:** what can the SW expect?
3. **Tourism in the SW:** why climate change matters
4. **Preparing for climate change:** the business case
5. **Taking action:** how can businesses adapt?
6. **Further information and tools to help business**


## Tool **3**: dealing with sceptics

There's loads of evidence:  
so why do some people  
still find it so hard to  
engage?



# 3 principles:

1) Prepare beforehand. There is PLENTY of evidence to help you.



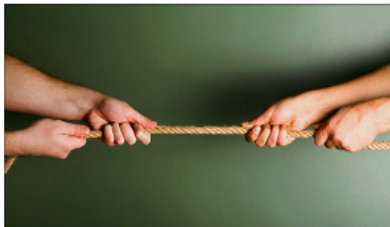
## How to Talk to a Climate Skeptic: Responses to the most common skeptical arguments on global warming

A Grist Special Series

### Series Intro

Below is a complete listing of the articles in "How to Talk to a Climate Skeptic," a series by Coby Beck containing responses to the most common skeptical arguments on global warming. There are four separate taxonomies; arguments are divided by:

- Stages of Denial,
- Scientific Topics,
- Types of Argument, and
- Levels of Sophistication.



Individual articles will appear under multiple headings and may even appear in multiple subcategories in the same heading.

### Stages of Denial

#### There's nothing happening

Inadequate evidence

- There is no evidence
- One record year is not global warming
- The temperature record is simply unreliable
- One hundred years is not enough
- Glaciers have always grown and receded

#### In this Series

**Series Intro**

- 'There is no evidence' -- Yes, there is [59](#)
- 'Mauna Loa is a volcano' -- CO2 rise is measured on top of a volcano! [8](#)
- 'Warming is due to the Urban Heat Island effect' - - No, it isn't [25](#)
- 'One hundred years is not enough'--Yes it is [18](#)
- 'The scientists aren't even sure' -- No scientist ever is [33](#)
- 'One record year is not global warming'--Luckily, there are plenty more years to consider [19](#)
- 'Glaciers have always grown and receded'--A few glaciers melting does not mean global warming [14](#)
- 'The temperature record is unreliable'--But temperature trends are clear and widely corroborated [8](#)



2) There is nothing new about denial.

Retain a sense of humour and a light heartedness. You wouldn't get cross if someone said the world was flat...you'd be trying to understand why they still thought that.

The same applies.

*"Gentlemen, the world is not flat..."*



3) And understand the power of habit.

Remember that **denial** is very, very attractive **if it helps us think we can keep on doing what we are doing.**

We like doing what we have always done.

We tend not to like change.

*“It is difficult to get a man to understand something when his job depends on his not understanding it.” Upton Sinclair*

(and assume the worst ...)

Probably should have looked out for signs...but didn't...or even just stopped?





But then...  
even when  
signs are  
there...

(actual photo  
from last winter)

The young mum encourages her five-year-old daughter to walk across a frozen lake with her

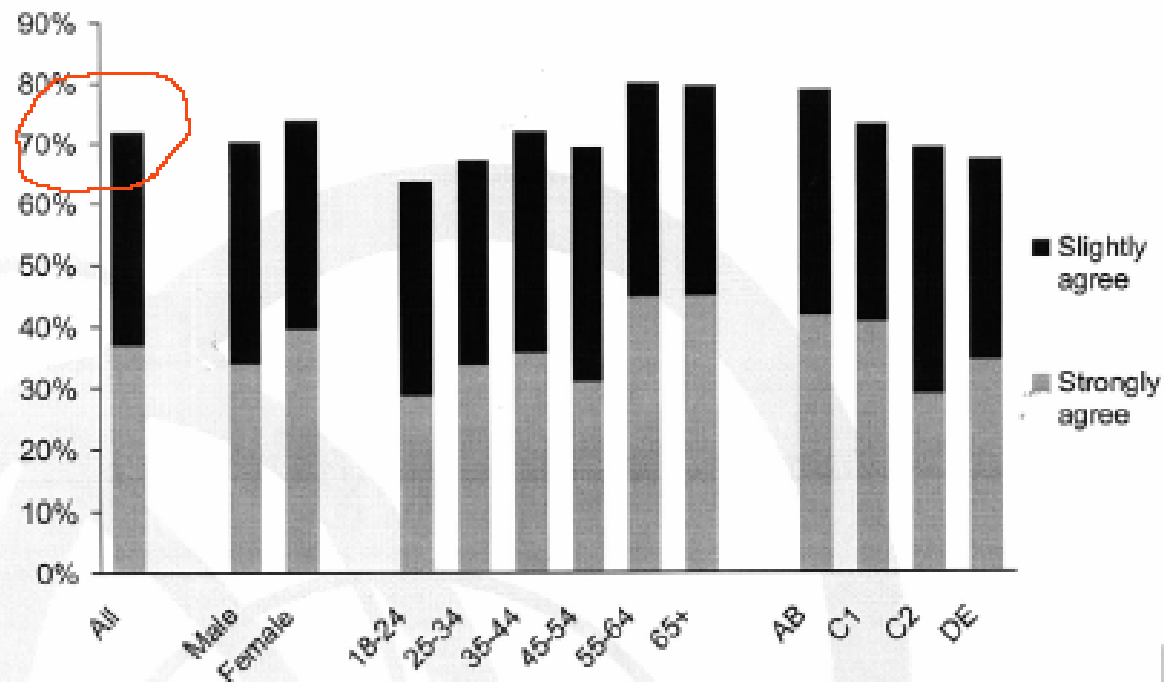
Risk attitude survey suggests that we have, at best, a dysfunctional response to the concept of risk.



But expect the best: we're all receptive to this new world

## “Climate change is something that is affecting/will affect me and my family”

Proportion who strongly/slightly agree, by gender, age and social grade



Source: 'Charity Awareness Monitor', nfpSynergy/nVision  
Base: 1000 adults aged 18+, UK, 2008

## Tool 4

# Case Study One: The Old Mill Hotel, Bath



Photos: Courtesy of Old Mill Hotel

### Overview

The Old Mill is a 27 bedroom hotel situated by the River Avon, near Bath. As well as leisure breaks, the hotel offers facilities for conferences and weddings throughout the year.

The river that runs alongside the gardens is a major feature for the hotel, forming part of an attractive environment for guests to enjoy. However, the river also poses a threat to the business in the form of flood risk. The business has noticed a significant rise in river levels - up to about 3 metres in the last few years. This can have a devastating effect on the hotel gardens, making it difficult, for instance, to convince customers the gardens will look lovely for summer weddings.

Water levels have also been known to rise above the steps leading up to the hotel, threatening the property itself. In 2000, the Old Mill was flooded, resulting in the restaurant being out of action for 5 weeks and the lodge for 9 weeks.

Since climate change is likely to bring increasing frequency and severity of flooding events, the Old Mill Hotel recognised that it is essential to adapt and ensure that they are fully prepared for the impacts of climate change.

## Case Study One: The Old Mill Hotel, Bath

### Climate change adaptation actions

- Installed temporary flood boards for use in the event of heavy rainfall
- ‘Tanked’ the underneath of the restaurant – i.e. sealed it so that water would not rise up from below
- The catering facilities and staff are prepared so that managers are able to move the working kitchen and restaurant to a second kitchen and function room upstairs, enabling trading to continue even in the event of a flood
- Management are briefed on how to install flood boards and respond to a flood
- The laundry store was moved from the basement to an area behind the lodge
- Close contact is kept with the Environment Agency, to monitor the level of risk so that the hotel is continuously aware and prepared

## Case Study One: The Old Mill Hotel, Bath

### Benefits

- There is now minimal disruption to the business from flooding, thereby avoiding loss of earnings
- The hotel managers have greater peace of mind and confidence that the property, staff and customers are protected
- Following discussions with their insurers, the adaptation measures taken resulted in lower insurance premiums
- Adaptation measures add to the value of the business, as being protected means that it is easier to sell the property on
- The measures all help to reassure customers that they are protected, as staff are frequently asked about whether the hotel and restaurant are at risk

## Case Study One: The Old Mill Hotel, Bath

### Challenges

The whole process, from securing the necessary money from the bank (as the total cost of the measures was quite high) to completing the measures took quite a long time. However, this was seen as a very worthwhile venture for the reasons laid out in the 'benefits' above and in terms of long term cost efficiency.

Before approaching the bank for the loan, the Old Mill Hotel contacted the Environment Agency for a full report of the flood risk to the business, including the likely risk increase due to climate change. This provided sound evidence to back up the business' request and helped to secure the money.

# Case Study One: The Old Mill Hotel, Bath

## Further thoughts

Mike McDermot, manager of the Old Mill, strongly urges other businesses in flood risk areas to make the initial investments necessary to adapt, as it really is worth the money. The Old Mill is fortunate that it has other areas on site which enable it to continue trading despite a flood, but other businesses may not be so lucky.

The Old Mill found The Environment Agency to be a particularly good source of information and advice when looking at how to adapt the business.

## Contact:

Name: Mike McDermot

Email: [info@oldmillbath.co.uk](mailto:info@oldmillbath.co.uk)

Telephone: 01225 858 476.

## Relevant links:

Website: [www.oldmillbath.co.uk](http://www.oldmillbath.co.uk)

# Tool 5: action plans

## Preparing for change - Top Tips

1. Identify the effects to your business
2. Check your flood risk
3. Get help and advice
4. Learn from others
5. Reduce risk
6. Plan ahead
7. Check your insurance
8. Practical actions
9. Raise awareness
10. Review Health & Safety procedures



# Tool 6: Visitor Communications

- Tell your customers about what you are doing to keep them safe
- Develop a conversation with them about how you can work together
- Think about, and communicate what your visitors may need e.g. sun protection, shade, wet weather activities and kit!





## “Changing Climate – Changing Business” DVD

A short film featuring 11 tourism businesses in the SW who are taking action to adapt to climate change

A full 20 minute version and a 6 minute summary version available at:  
[www.swtourism.org.uk/our-strategic-work/sustainability-work/adapting-to-a-changing-climate/](http://www.swtourism.org.uk/our-strategic-work/sustainability-work/adapting-to-a-changing-climate/)

# Tools to help businesses adapt

- Caravan and campsite flood risk management pack
- Business Areas Climate Impacts Assessment Tool
- 'Changing Climate Changing Business' DVD
- Online toolkit for tourism businesses [www.climateprepared.com](http://www.climateprepared.com)
- Case Studies – more available at: [www.oursouthwest.com/climate/casestudies](http://www.oursouthwest.com/climate/casestudies)



15 September 2010

A new website which explains the science behind the headlines on climate change was launched today by Government Chief Scientific Adviser Professor Sir John Beddington. The website presents an overview of some of the most important areas of study in climate science, to help anyone wishing to get beyond the day-to-day headlines to gain a deeper understanding of the fundamental scientific issues involved. For those uncertain about the state of scientific knowledge, the web resource explains both where evidence is well established and where findings and projections remain subject to greater uncertainty.

<http://www.bis.gov.uk/go-science/climatescience>

# First report of the Adaptation Sub-Committee 16 September 2010

## *“What steps should the UK be taking now to adapt?*

*Five priority areas for early action:*

- 1. Taking a strategic approach to land use planning...*
- 2. Providing national infrastructure (energy, water, transport, waste and communications)  
– for example to ensure it can cope with rising temperatures; it is resilient to potential increases in certain extreme weather events, such as storms, floods and droughts; and it takes account of changing patterns of consumer demand in areas such as energy and water use, travel and consumption.*
- 3. Designing and renovating buildings...*
- 4. Managing natural resources sustainably...*
- 5. Effective emergency planning...”*

How well prepared is the  
UK for climate change?



Adaptation Sub-Committee  
September 2010

Know thine audience...



# Thank you...we're here to help!

Manda Brookman

CoaST One Planet Tourism Network

[www.coastproject.co.uk](http://www.coastproject.co.uk): the final tool!

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