

CRC Case Study



“All Center Parcs employees are targeted on our carbon emissions. The enthusiasm of the whole team plus the continued backing of the board are crucial to reducing our carbon emissions”.

Chris Brooks, Center Parcs Sustainability Manager

Our villages are built deep within the forest, enabling our guests to enjoy acres of unspoilt woodland where they can interact directly with nature. This close link with the natural environment means we have always been committed to the protection of our surroundings. But our responsibilities go far beyond this. We seek to minimise our environmental impact in many other ways – through encouraging water and energy conservation as well as reducing waste.

Center Parcs achieved the Carbon Trust Standard almost two years ago and the work hasn't stopped there. We have recently launched a New Sustainability Strategy which sets out our commitments for the next ten years and builds upon the long-standing commitment to protecting our forest environment.

Understanding the breakdown of energy use across the villages is key to achieving carbon reduction targets. With this in mind, we introduced automated metering across all of our Villages and Head Office. This online tool now proves to be invaluable to Center Parcs Carbon Reduction Strategy and allows us to target energy reduction initiatives to the most energy intensive areas.

Building on last years' 1.9% decrease in carbon emissions we have set a further 4% carbon reduction target this year. All of our Staff Bonus schemes

now include the carbon reduction target and as such, staff awareness has risen significantly.

Center Parcs have committed over £1 million at Whinell Forest to replace the boilers for the Sub Tropical Swimming Paradise. This includes the installation of four new efficient boilers and a Combined Heat & Power Unit (CHP). In addition to this project Center Parcs has committed over £300,000 of energy initiatives across the four villages each year.

Energy initiatives are part of every new build or refurbishment project, for example the recent Lakeside Inn refurbishment included LED lighting and Automated Kitchen Extraction Controls, producing energy savings of between 15-20%.

Now our biggest challenge is to keep offering our guests new facilities and experiences whilst reducing our carbon footprint! Hence all our new projects include the most efficient technologies and construction.

Our new village in Bedfordshire which, will be designed to be our most sustainable to date and will include a biomass powered district heating system, solar panels and other renewables technologies.