

the Scarlet

Our pioneering concept means that we have created a hotel, which is sustainable in over 101 different ways...

Construction phase

1. Site office and fencing rain water to flush toilets

The site office and fencing were constructed from FSC timber and were built in such a way that once they were no longer needed, could be dismantled and moved to the next site. Even though it was a temporary structure it was still constructed so that the toilets were flushed using rainwater collected from the roof of the office.

2. Sensitively deconstructed

The old Tredragon hotel was carefully dismantled, with all the insulation being sent to keep monkeys at the Monkey Sanctuary cosy.

3. Soil removal

Soil removed from the site, which was not reused for back-filling, was transported to a company in St Eval (a mile away).

4. Reptile re-homing

As we cleared the site prior to the construction phase, piece by piece, we also undertook a "destructive search" whereby we took the Cornish hedges and walls apart, stone by stone removing the reptile population - in that time we caught nearly 120 slow worms, lizards and two small adders, all of which have been re-homed locally in one of the director's gardens.

5. Building orientation for maximising solar benefit throughout the year

The whole hotel has been carefully positioned, not only to ensure that wherever you are within the building you have a spectacular view but also, to maximise the solar benefits (light and warmth) throughout.

6. Pre-fabricated building

We used pre-fabricated building methods to cut down on waste materials – the company specialised in minimising waste and has the technology to cut the most from one piece of wood.

7. Wood and Timber

All timber used for manufacturing the frames was harvested in Germany, locally to the manufacturers, and is exclusively wood with FSC certificates All timber used has been sourced through 100% European FSC accredited timber products or similar approved schemes.

8. Sea Thrift Roofing

Sea Thrift, a plant which occurs naturally in North Cornwall has created a durable roof covering which reduces the heating and cooling loads of the hotel as well as supporting insects and butterflies.

9. Transport and lorries

We met our targeted transport volume; we allowed for 92 trucks to deliver / collect from the site during the construction phase meaning the construction company had to be rather clever about squeezing as much into each truck as possible, reducing carbon emissions and disturbance to our neighbours.

10. Cement

The cement being used for the construction of the Scarlet is all made from waste material from china clay production.

11. Use of PP Pipe (Polypropylene) which is PVC free

Compared to PVC pipes, PP Pipes have a higher resistance (stiffness), strength and elasticity. Some manufacturers give a lifetime of more than 100 years. According to the Dutch Eco Indicator Points system the PP pipe is 31% better than a PVC pipe.

12. Paints

We use Johnstone's range of 'ecological solutions' paints throughout the hotel. They have been awarded the European Ecolabel accreditation which means that stringent tests are used to assess the product's impact on the environment, from raw materials, to application and performance.

13. Interiors

The Scarlet's interior decoration has been carefully designed using FSC woods for all floors and furniture, British wool and recyclable carpets and furniture which has been designed and made in the UK.

14. Art Work

The Scarlet is home to a variety of stunning artwork and feature pieces of furniture which have all been created by South West artists.

15. High use of recyclable materials

The Scarlet has been constructed with its potential deconstruction in mind; the wood used for the main building frame, the aluminium roof, the copper cladding, the thrift roof membrane can all be recycled should the hotel ever need substantial refurbishment.

Energy and Water

16. Biomass boiler

The Scarlet's biomass boiler is fired on wood chips (waste products and FSC wood from a local company) and is used to produce hot water for bathrooms, kitchens and for heating the hotel.

17. Evacuated tube solar water heating (solar panels)

The Scarlet's clever thermal solar panels will harness the sun's energy, even in winter, ensuring that our indoor pool is always a comfortable temperature. The vacuum prevents the tube from being cooled too much by the ambient temperature which means that even a winter sun can easily heat water to over 50 degrees.

18. Green Electricity Tariff

The Scarlet's electricity is provided by Good Energy who ensure that 100% of the electricity we purchase is generated through British renewable sources i.e. wind power.

19. Air tightness

In a timber frame building an air tight seal can be created by securing membranes inside the external walls and roof space, and by taping joints. Air tightness is an integral part of achieving thermal energy efficiency; by building air tight we have reduced both the amount of cold air leaking in and warm air leaking out, reducing the amount of input required from our biomass boiler and solar panels.

20. Ventilation heat exchange

Our air-to-air heat exchanger uses the heat from stale air being expelled to heat the fresh air being drawn in from outside – clever hey?

21. Insulation

Along with rigid hardboard insulation, used for its lightweight, durable and superior thermal insulation properties, The Scarlet also has mineral wool insulation.

The *rigid hardboard* timber is created using recycled timber off cuts, strictly sourced from well-managed forests. The boards are produced in a wet pressing method, where timber is cut into small particles and compacted under high pressure. Lignin, the timber's own glue, holds the boards together; this means that the product can be disposed of in the same way as natural timber.

Mineral Wool is made up of a mix of recycled steel slag and basalt rock. The mix is usually at least 75% steel slag and 25% basalt rock. Mineral wools are recyclable and have the added advantage of being fireproof; they are also durable and have a natural resistance to rot.

Our combination of insulation materials ensure that temperatures can be carefully regulated and keep heat loss to a minimum.

22. Blending valve

The installation of a blending valve makes sure that the appropriate amount of hot water is directed to both the bedrooms and the kitchen, with the kitchen receiving more hot water as the water temperature needed there is higher.

23. Grey water harvesting

Toilet water a funny colour? We are recycling greywater (the waste water from your showers and baths) to flush toilets. It has been treated - so although grey, it is clean!

24. Rain water harvesting

We're using collected rainwater to top up the natural pool, irrigate the sea thrift roofing, wash cars and to provide you with rinsing facilities for salty wetsuits and muddy outdoor kit.

25. Aerators

Aerators help to reduce the amount of water that the hotel consumes, while maintaining a good pressure, by adding air to the water flow; therefore we have installed them on all of our taps and shower heads.

26. Dual flush toilets

Providing guests and staff with the option to minimise the amount of water being used by selecting a smaller flush.

27. Manual flush urinals

Rather than installing urinals that flush on a regular, continuous cycle throughout the day, we have installed urinals which work on a sensor, only flushing after they have been used.

28. Small cisterns

Installing smaller capacity cisterns on all of the toilets means that we are able to conserve the amount of water used.

29. Sensors on taps

Sensors ensure that taps are not left on when not being used.

30. Lighting

We have used low level, low energy and LED lighting throughout the hotel.

31. Movement sensors on lights in public areas

We have installed time controlled, movement sensors on lights in all public areas (corridors and washrooms) ensuring that lights are only in use when needed.

32. Energy usage

We continually monitor our company energy usage, comparing month to month in order to raise awareness on what we are using and how to reduce our consumption.

Bedrooms

33. Towel and linen change policy

Our towel and linen change policies, which aim to reduce water and energy consumption, allow our guests to choose their own balance between staying green and staying clean.

34. Organic towels

Every room has soft and luxurious towels; these are organic, undyed and unbleached, and have been responsibly sourced from a south west based company.

35. Slippers

We provide slippers for our guests that are made from recycled plastic bottles, which we encourage to be taken home and reused.

36. No fridges or in-room tea and coffee trays

To save energy, minimise the use of ozone depleting substances, and reduce packaging, we have elected not to have fridges or in-room tea and coffee trays. Instead we prefer to take our guests freshly made tea, coffee and homemade snacks (all complimentary) at their request.

37. All bedrooms have a shower option

In the knowledge that a short shower uses much less water than running a bath, and although most of our bedrooms do come with a bath for relaxing weary limbs after taking in the Cornish sights, we have installed excellent showers in every bedroom.

38. Room Lighting

The lighting in every bedroom can be controlled by a mini control panel enabling guests to select the most suitable lighting for their mood, time of day or amount of sunlight.

39. Soaps and lotions

We provide all guests with naturally and ethically sourced Oula soaps, shampoos and lotions – a range made locally in St Ives and exclusively for the Scarlet. We also provide fair-trade bags for our guests to take soap home in after their stay, or any soap left behind gets recycled by our laundry and used as stain rub.

40. Hair dryer bags

Guest dryers are stored in cotton bags that have been made locally out of bed sheets that are no longer suitable for bedding.

41. Bedroom recycling

Guest's rubbish is carefully separated by our room hosts so that it can be effectively recycled by our waste management provider.

42. Pencils

All pencils provided in guests rooms and in bill folds are made from recycled newspaper.

Kitchen, Restaurant & Bar

43. Kitchen Hobs

The kitchen has induction hobs rather than gas; the hobs heat on demand through energy conduction ensuring that 95% of energy expelled is consumed rather than wasted.

44. Kitchen space

The kitchen sits in an area of the hotel which is wrapped on two sides by the earth of the cliff face, providing excellent, natural conditions for a pantry area and dry food storage area.

45. Nose to Tail cooking

Our chefs make sure that there is very little kitchen wastage by using every inch of their produce, hence the nose to tail or, for those veggies amongst us, top to tail philosophy.

46. Food

The Scarlet's menus are simple yet bursting with flavour, changing daily to ensure that full use is made of what is at its local, seasonal best. All bread, cakes and biscuits are made in house by our team of chefs.

47. Drink

The Scarlet offers a wide range of locally produced soft and alcoholic drinks carefully balancing our sourcing policy with guests needs. We have gone out of our way to source sustainably and from the smaller, independent producers. On our bar, as well as the fantastic local ales, you can find the most ethically produced tequila in the world and gin made just around the corner!

48. Wine

We are extremely proud of our fantastic wine list where over half of the wines are sustainably, organically or biodynamically made. We feel no need to stray outside of Europe with our sourcing.

49. Jams and marmalades

All the jams and marmalades provided at breakfast are made in house by our production team – they are also available to buy!

50. Food waste

Each food preparation 'section' has its own set of clearly labelled waste bins – this allows the team to continue to separate their food and packaging waste into the correct recycling bins whilst in a busy environment. All food waste is sent to an anaerobic digester.

51. Trugs

The trugs (red buckets) used by staff to move and carry items throughout the hotel are made from recycled plastic.

Spa

52. Treatments

The Scarlet spa is unlike any other. In fact, we hesitated about calling it a spa at all. A world away from current beauty offerings and promises of everlasting youth, it is about wellbeing and you; embracing ageing with a smile. We develop our own range of natural products using local ingredients including sea salt, Cornish clay and locally grown indigenous herbs.

53. Operating supplies

The specialist equipment sourced for our spa treatment rooms has been completely designed and manufactured within the UK, even down to the smallest screws, nuts and bolts!

54. Products

Products used and sold in the spa are responsibly sourced through Arcadia, Voya and Tridosha.

55. Upcycling

We 'upcycle' towels, sarongs and throws that are no longer suitable for normal use by making them into eye pillow covers, scrub mitts and foot rest covers.

Outside Space

56. The Scarlet sits comfortably within the landscape

The Scarlet has been designed to harmonise with and enhance the surrounding landscape; the building's organic curves and lines are hugged by the cliff top and the sympathetically planted grounds help merge the hotel property with the rest of the coastline.

57. Reclaimed wooden groynes

The wooden groynes used outside have been recycled from Plymouth Harbour. The groynes were no longer needed, so we have provided them with the perfect new home.

58. Wet gear / surf storage area

To enable guests to enjoy the surrounding countryside whatever the weather, we have storage and drying areas for outdoor gear and surf kit.

59. Bike racks

We have undercover bike racks for guest and staff bikes.

60. Electric car charging point

We have electric car charging points in the car park, for both guests and non-residents to use.

61. Recycled and reclaimed materials used for seating

There are a number of benches and seats that have been created using recycled and reclaimed materials.

62. Natural pool

The Scarlet's natural pool uses a living reed bed as a filtration system; micro organisms and plants balance the chemistry of the water ensuring perfect conditions for an exhilarating outdoor, fresh water swimming experience. Having a chemical free, fresh water pool planted with flora in keeping with the natural surroundings, encourages a high level of biodiversity.

63. Low level lighting

To minimise the amount of light pollution caused by The Scarlet, we have installed minimal, low level and LED lighting to guide guests through the grounds. To reduce energy consumption, our outside lighting works on day/night sensors.

64. Drought resistant grounds

Our grounds have been sympathetically planted with species which are native to the north Cornwall coastline, therefore needing little watering.

65. Bee friendly planting

For the Scarlet's outside areas, we have conscientiously selected plants that should entice and support Britain's dwindling bumble bee population. Plants are also selected for their long flowering seasons thus prolonging the harvesting time for the bees!

66. Plants

The majority of plants in the Scarlet grounds have been grown either from seeds or potted up 'in house' by our chief gardener. Any extra plants are purchased from the local plant warehouse minimizing car miles. We never use pesticides or herbicides on the green roofs or flower beds.

67. Sand dunes

We have landscaped sand dunes to provide our guests with sheltered nooks to enjoy the view. Local grasses have taken root and flourished, even rabbits have made themselves at home!

68. Bat holes

Special bat holes have been created underneath the roof overhang to support the local bat population.

69. Weeds

Any plants cleared during weeding are left aside for a week to encourage any critters living in them to relocate before being used as mulch or composted.

Waste and Pollution

70. Reduce

The Scarlet was built to reduce energy wastage, however there are also conscious decisions that we have made in order to reduce our energy consumption further. For example we use induction plates in our restaurant kitchen which stop heating once the pan is removed, and we provide a 24 hour hosting service to prevent the need for mini fridges and kettles in every room.

71. Reuse

We reuse all items that we can, along with our upcycling we have even made an old broom into a welly rack and donated old mattresses for an art installation at Glastonbury!

72. Recycle

We recycle everything that we can; paper, cardboard, tins, cans, plastics, glass and food. Separate bins are located throughout the hotel for our teams to use, and we pride ourselves in our excellent waste management.

73. Water bottles

We do not provide mineral water in plastic bottles for our guests as the production and packaging is not sustainable. Instead we offer good old Cornish tap water that has been filtered and chilled, and is served in reusable glass bottles.

74. Environmentally friendly cleaning products used where possible

To reduce our negative impact on the ocean we have made every effort (and every last amount of elbow grease) to use the most environmentally friendly cleaning products available to us.

75. Waste management

Our carefully selected waste management provider has been chosen for not only their environmental credentials but their thoroughness in sorting and recycling waste. After collection the waste is checked and re-sorted if needed. Any general waste is again checked and recycled if possible, with what's left used as fuel to provide energy for working docks so that the very minimal in waste is left for landfill.

76. Packaging

We work closely with our suppliers to ensure that they help us to reduce the amount of packaging we receive and need to dispose of, many deliver products in returnable crates, or deliver in minimal card packaging that is recycled locally.

Staff

77. Employment

Sustainability and the hotel's 'Cherish our World' philosophy form an integral part of the recruitment process. All our adverts contain "As one team we take responsibility for reducing the negative impacts our actions and activities have on the environment and our local community; something we feel is right and is our way of life." We also offer bonuses to employees for finding us new team members.

78. Staff training

All staff receive a sustainability induction and annual refresher training is given. Individual departmental training revolves around sustainable practices and procedures. Ongoing training is offered to further their careers with RED hotels.

79. Staff rotas

To ensure staff are able to find a good work/life balance we offer a flexible rota system that enables them to spend longer with family and friends, or to pursue their hobbies and interests. Employees are also rewarded for the duration of their service with an increased amount of paid annual leave.

80. Well being

We understand that every now and again our employees will be unable to come to work due to illness. We pay up to five company 'sick' days a year so that time may be taken to recover without the added worry of losing pay.

81. Development Grant

Every year we offer employees the chance to apply for a development grant which allows them to follow an interest, develop a skill or study a subject which may or may not be related to their work. In the past we have funded courses for photography and bread-making, Spanish lessons, Yoga diplomas and more!

82. Staff transport

Our staff are encouraged to travel to work in the most sustainable way possible; we provide staff showers and changing facilities for those who walk or cycle and provide parking incentives to those that car share.

83. Staff uniforms

Our staff uniforms have been carefully selected from EKO; they're visually appealing, high performing, hard-working and environmentally conscious too – speedily washable and dryable on 'cool'. We have been developmental in helping this local company (based in St. Just) grow.

84. Staff food

Food is provided twice a day for our team alongside a salad bar which is available all day in the staff room.

85. Health Shield

We enrol our employees in a company sponsored healthcare scheme which covers them and their children (up to agreed amounts) for dental work, complimentary therapies, specialist consultations, health screening and personal accident.

86. Team benefits

Our team are also able to use the gym and hotel facilities, including the fitness classes. They also get discounts at the restaurant, shop, spa and for room stays at the Scarlet and sister hotel, Bedruthan. Surf lessons are also discounted for our employees and they can use the equipment for free.

Guests

87. Minimal post sent

We have an online booking and reservations system and send the majority of our confirmations and information by email, reducing the amount of paper use and minimising the carbon footprint associated with post transport.

88. Discounts

We provide discounts to those guests who have reduced their carbon footprint by travelling to The Scarlet by foot, bike, bus or train.

89. Guest information and education

We aim to provide guests with snippets of information about what we have done, and are doing to minimise any negative impact that The Scarlet has on the environment, community and local economy; on our website, on our LCD welcome screen, on our in-room smart TV's and in small, discreet messages around the hotel. More information is of course available on request!

90. Guest library containing books and information on Cornwall

We have a great library where guests can relax, play pool, enjoy various board games, read the papers or one of our books; we have made sure to include a number of books about the environment, sustainable living, well-being and the local area.

91. Guest gifting

We give our guests the opportunity to 'give something back' to the local environment and community with our guest gifting scheme – guests have the opportunity to choose where their donation goes; to our Community Fund, The National Trust, Surfers Against Sewage or CoaST.

92. Car free activities promoted

Up to date bus and train timetables, as well as information on local walks and attractions, are available from our reception team. Local walking maps are available in every room. We even have our hotel dog Jasper on hand if anyone needs an excuse for a wander!

Local Community, Economy and Surrounding Environment

93. Charitable donations

We receive many requests to support charities so we use our Charitable Donations Policy to ensure that our annual pot of money is distributed as fairly as possible.

94. Community Fund

We have set up a charitable community fund to help realise environmental and social projects for our local community. Among other things this fund has helped provide; a defibrillator for the community first responder, balance ability bikes for Mawgan-in-Pydar school, helped Trevisker school create a garden, and helped to extend the life guarding provision on Mawgan Porth beach into the holidays where there was no patrol provided before.

95. Community Hour

All of our employees are expected to fulfil a minimum half an hour of community service each year, however staff are encouraged to do more than this and the Company will pay for up to 240 min of community work per permanent employee.

96. Silver Surfers

4 times a year, we host a coffee morning for the older generation in the community – a great opportunity for them to have a natter and a catch up with friends.

97. CoaST Ambassadors

We were the 1000th member to join the Cornwall Sustainable Tourism project (CoaST), and are proud to be CoaST Ambassadors whereby we share what we do with others.

98. Green Tourism Scheme

We are proud to have been awarded a gold grading from Green Tourism along with a nomination for a highly commended Gold Star award.

99. Regular Audits

The Scarlet has its own environmental management strategy; our managers conduct regular internal checks and audits. Also, as a member of Green Tourism, we benefit from a 2 yearly audit by them.

100. Local suppliers

At least 27% of the building project value was spent with local suppliers, and the hotel now uses predominantly Cornish suppliers and service providers; from local seasonal food producers, local breweries, linen service providers, soap makers and florists, to FSC timber companies for wood for our fires and biomass, our recycling providers, and a local design agency to help us produce our website and brochures.

101. Responsible purchasing policy

Our responsible purchasing policy means that, rather than simply purchasing from a local company because they are local, we conduct a supply chain analysis to investigate the 'green' credentials, environmental policies and ethics of any potential suppliers or service providers before we make any agreements.

Marketing, Promotional & Informative Materials

102. Media

We work as much as possible in house, however when needed, we use local company 'Oracle' as an external design agency.

102. Natural inks

We use vegetable inks wherever possible for our external printing.

103. Folder covers

The covers on our room folders and menus are made from recycled leather from the first tannery to gain ISO14001, a tough international environmental certification.