

the Scarlet

Our pioneering concept means that we created a hotel which was sustainable in over 101 different ways. To celebrate our 10th Anniversary we have committed to over ten more. Here our favourite 111 sustainable 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 insulation being sent to keep monkeys at the Monkey Sanctuary cosy. Any soil removed from the site, which was not reused for back-filling, was transported to a company in St Eval (a mile away).

3. 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.

4. Building orientation

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. The copper spine wall which runs through the centre of the hotel not only looks fantastic, it helps the hotel connect with and sit comfortably within its landscape while also creating an internal division between spaces where activity takes place (the restaurant, bar, spa and library) and the sleeping spaces.

5. Pre-fabricated building

Having the building pre-fabricated off site cut down on waste materials. The company we used specialised in minimising waste and used technology to cut the most from one piece of wood.

6. 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 other timber used has been sourced through 100% European FSC accredited timber products, or similarly approved schemes.

7. 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.

8. 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.

9. Cement

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

10. Use of a 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.

11. 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 that has been designed and made in the UK.

12. Paints

We use Johnstone's 'ecological solutions' paints throughout the hotel. They have been awarded the European Eco-label 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. 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.

14. 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

15. 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.

16. Evacuated tube solar water heating (solar panels)

The Scarlet's clever thermal solar panels harnesses 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.

17. Green Electricity Tariff

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

18. 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. 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 and increasing our thermal efficiency.

19. Ventilation heat exchange

In the winter our air-to-air heat exchange uses heat from stale air being expelled to heat the fresh air being drawn in from outside.

20. Insulation

Along with rigid hardboard insulation, used for its lightweight, durable and superior thermal insulation properties, the Scarlet also has mineral wool insulation. Our combination of insulation materials ensure that temperatures can be carefully regulated and keep heat loss to a minimum.

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.

21. 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.

22. 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!

23. Rain water harvesting

We use collected rainwater to irrigate the sea thrift roofing, wash cars and to provide you with rinsing facilities for salty wetsuits and muddy outdoor kit.

24. Aerators

We have installed aerators on all of our taps and shower heads which add air to the water flow and helps reduce the amount of water that the hotel consumes, whilst maintaining a good pressure.

25. Flushing!

Installing dual flushes on our toilets provides guests and staff with the option to minimise the amount of water being used by selecting a smaller flush. 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. We also installed smaller capacity cisterns on all of our toilets means that we are able to conserve the amount of water used on each flush.

26. Taps and plugs

Sensors ensure that taps are not left on when not being used, and having no fixed plugs discourages large amounts of water being held and wasted in the sinks. Those who wish to hold water for washing or shaving can use the shaving bowls provided.

27. Lighting

We have used low level, low energy and LED lighting throughout the hotel. Installing time controlled, movement sensors on lights in all the public areas, corridors and washrooms ensures that lights are only in use when needed.

28. 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

29. 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.

30. Organic towels and robes

Every room has soft and luxurious towels and bath robes; these are undyed, unbleached, organic, and have been responsibly sourced from an environmentally friendly, UK based company.

31. Laundry

We have carefully chosen a local laundrette who uses the most environmentally friendly products in their washes and wrap items in paper or linen bags for delivery rather than plastic wrap.

32. Slippers

We provide slippers for our guests that are made from recycled plastic bottles, which we encourage to be taken home and reused, and they can be recycled again afterwards!

33. In room appliances

To save energy, minimise the use of ozone depleting substances, and to reduce single use 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.

34. Loo roll

We use Ecoleaf toilet tissue in all of toilets as not only is it made from 100% recycled paper (sourced exclusively from the UK) but they are packaged in 100% compostable packaging made from potato starch!

35. Tissues

Our in room tissues are made from sustainably grown sugar cane and are 100% biodegradable.

36. 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. Using larger, refillable bottles to use less plastic than miniature bottles. 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.

37. Bath salts

Our bath salts are made locally by the Cornish Sea salt company.

38. 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.

39. Pencils

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

40. Bedroom recycling

Guest's rubbish is separated and recycled by our room hosts ensuring that the amount of waste that we send to landfill is kept to the bare minimum.

41. Trugs

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

42. Dog treats

Our dog treats are handmade and baked in Cornwall from natural ingredients.

Reception, reservations and our lounges

43. 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 used and minimising the carbon footprint associated with post transport.

44. 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 and in small, discreet messages around the hotel. More information is of course available on request!

45. Complimentary digital download service

We previously supplied our guests with complimentary newspapers during their stay. By switching over to a digital download service, our guests can now access thousands more publications, and we have saved 5254kg of carbon production a year (and that factors in the carbon cost of making devices such as smart phones and tablets!). For those who wish to stay away from screen time, we provide a select amount of physical publications from independent houses, championing writers and artists, in our lounge areas.

46. Guest journal

Our library is also home to our guest journal, a book for our guests to tell us and each other about their stay, things they have seen, recommendations of things to do in the local area, or to provide their top tips for sustainable living in their own homes.

47. Guest gifting

We give our guests the opportunity to 'give something back' to the local environment and community with our guest gifting scheme.

48. 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.

49. Sustainable Chauffeur

We have a great relationship with local chauffeur Alan Pentecost who offers sustainable luxurious travel in his top of the range Tesla.

50. Stationary

We use refillable whiteboard markers and pencil highlighters throughout all of our back of house areas, minimising our plastic use. We reuse and print on scrap paper, and make a conscious effort to minimise paper use.

51. 100% post consumer waste paper

Any paper used by the hotel (i.e. room folders, menus, brochures, inserts, promotional materials) is made from 100% FSC (Forest Stewardship Council) post-consumer recycled paper.

52. The Scarlet website is hosted by a green server

The Scarlet website is hosted by a green server; the energy used by our web company to power our server operations is generated predominately by the wind.

53. Guest library containing books and information on Cornwall

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

Kitchen, Restaurant & Bar

54. Kitchen Hobs

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

55. Kitchen space

The kitchen sits in an area of the hotel which is wrapped on 2 sides by the earth of the cliff face, providing excellent, natural conditions for a pantry area and dry food storage area.

56. 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.

57. 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. Bread, cakes and biscuits are made in house by our team of chefs.

58. Kitchen aids

In a bid to reduce single use plastic, our chefs make a conscious effort to reuse tubs for storage, minimising the need for cling film. They have also made switches to biodegradable piping bags, and they wash and reuse cloths and towels rather than relying on paper disposables which come delivered plastic.

59. 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.

60. Milk

We have a chilled dispenser in our kitchen allowing us to use much larger containers of milk and reducing the need to purchase in plastic bottles.

61. 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!

62. 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.

63. Pens

We have sourced branded pens that are biodegradable, but once they run out we can refill them.

64. Folder covers

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

Spa

65. Treatments

Our signature treatments are based around the skill of our therapists and the hospitality of our people, we aim to touch your soul for a genuine 'result'. You won't find any gadgets, power tools, fancy lights here – just the simple power of touch and of skilled and enthusiastic therapists.

66. 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!

67. Products

We work with amazing people to responsibly blend our range of natural products using local ingredients including sea salt, Cornish clay and locally grown indigenous herbs. The products we use are the best quality meaning we don't use too much of them.

68. 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.

69. Towels, robes and sarongs

The towels and robes used in the spa are organic. Where appropriate, sarongs are also used in place of towels as they take less room up in the washing machine, and dry quicker than towels helping us to reduce our water, energy and detergent usage.

70. Chlorine free pool

Our indoor pool is sanitised with a bromine dosing system rather than with more environmentally harmful chlorine chemicals.

71. Hot tubs

We have made the conscious decision to not have bubbles in our hot tubs so that our guests can enjoy the sound of the crashing waves as they soak up the cliff top atmosphere. It also saves on energy and production impact.

72. Natural pool

Replacing the need for polluting chemicals, The Scarlet's natural pool uses a living reed bed as a filtration system; microorganisms 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.

73. Wood fuelled hot tubs & Sauna

Our outdoor hot tubs and Sauna are fuelled using logs from a local, FSC timber company.

Outside Space

74. 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.

75. 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.

76. 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.

77. Bike racks

We have undercover bike racks for guest and staff bikes and provide guests arriving via greener means with a discount on their stay.

78. Electric car charging point

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

79. Recycled and reclaimed materials used for seating

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

80. 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.

81. Drought resistant grounds

Our grounds have been sympathetically planted with species which are native to the north Cornwall coastline, therefore it is hoped that they will require little watering.

82. Bee friendly planting

We have conscientiously selected plants that entice and support Britain's dwindling bumble bee population. We deliberately let the grass grow long between the pathways so that seed heads are allowed to disperse and the wilds flowers and grasses continue to flourish every year.

83. 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.

84. Sand dunes

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

85. Bat holes

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

86. 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

87. Reduce and refuse

We work closely with our suppliers to ensure that the amount of waste that we produce is minimised from the outset. We refuse any products that are delivered packaged in unnecessary single use packaging or from too far away so that companies are encouraged to think sustainably too.

88. Reuse

We reuse all items that we can, for example if guests decide not to take their handmade, organic soap home with them we reuse it in our laundry as a stain remover.

89. Recycle

We recycle everything that we can; paper, cardboard, tins, cans, plastics, glass – we even recycle our chocolate bar wrappers, crisp packets and used up stationary items through Terracycle.

90. Environmentally friendly cleaning products

To reduce our negative impact on local water sources we have made every effort (and every last amount of elbow grease) to use the most environmentally friendly cleaning products available to us. We have installed a ground breaking device that uses Oxygen and water to clean, leaving no chemical residue or harmful substances after use, and vastly minimising plastic packaging and delivery miles.

91. 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, even the bin bags we use are compostable!

92. 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

93. Employment

Sustainability and the hotel's 'Cherish our World' philosophy form an integral part of the interview and selection process; some potential candidates are even being invited to participate in beach cleans!

94. Staff training

All staff receive a sustainability induction and regular refresher courses are held. Individual departmental training revolves around sustainable practices and procedures.

95. Staff hours

To ensure staff are able to find a good work/life balance a number of them work on a 4 on / 4 off rota; they work 4 longer shifts and then have 4 days off meaning that they have the opportunity to spend longer with family and friends, or to pursue their hobbies and interests.

96. 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.

97. 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, ask those who live close to each other to car share and we provide a staff shuttle service in from Newquay.

98. Staff uniforms

Our female staff uniforms have been carefully selected from EKO; they are high performing, hard-working and made from Tencile (Eucalyptus fibre) – one of the most environmentally conscious materials you can get whilst being speedily washable and dryable on 'cool'. We have been developmental in helping this local company (based in St. Just) grow. The male uniforms are from Rapanui who support sustainable cotton production and plastic free oceans amongst their environmental work. They have a closed cycle manufacturing process and we can send any old shirts back to be recycled.

99. 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 accidents.

100. 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.

101. Team Day

Every year we get our team together to thank them for their years' work and provide 'RED' talks. We have heard from plastic free ambassadors, wildlife photographers and founders of charities who share their stories, learnings and passion with our team.

Local Community, Economy and Surrounding Environment

102. CO2 balance

We offer our guests the opportunity to offset the carbon emissions associated with their travel to and from The Scarlet with our co2balance scheme.

103. Surfers Against Sewage (SAS)

We support the work of Surfers Against Sewage, selling annual raffle tickets and participating in fundraising events, we also give our guests the opportunity to donate to this worthy charity.

104. Community Fund

We have set up a charitable community fund to help realise environmental and social projects for our local community. Our guests will be given the opportunity to donate to what we feel is a really worthy cause.

105. 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.

106. Silver Surfers

We host coffee mornings and book clubs for the older generation in the community – a great opportunity for them to have a natter and a catch up with friends.

107. 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.

108. Beach cleans

The Scarlet team help to organise and run quarterly Mawgan Porth beach cleans. All data collected is reported to the Marine Conservation Society for their ongoing studies.

109. Green tourism

We were the 1000th member to join the Cornwall Sustainable Tourism project (CoaST), and are proud to be CoaST Ambassadors where we share what we do with others. The Scarlet also follows the guidelines set out for the Gold Standard of the Green Tourism Business Scheme (GTBS).

110. ISO14001 Certification

The Scarlet conducts internal checks and audits and creating an environmental management strategy in line with the ISO14001 criteria.

111. 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.

Need more information or detail on our sustainable initiatives?

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