



Visit  
Wales

Tourism Case Study – Industry

# Bryn Eltyd Guest House

## “Green Accommodation” Collection

**Major Themes – Energy, Building, Transport, Water**



### Achievements

- Green Dragon Environmental Standard® Level 2
- Runner Up in the Wales Business & Sustainability Awards, Tourism category 2004 and 2005

### Accommodation information

- Visit Wales 3 star
- Guest House
- Location – Tanygrisiau, Blaenau Ffestiniog, Gwynedd

### Owner details

John and Ceilia Whitehead  
Bryn Eltyd Guest House, Tanygrisiau,  
Blaenau Ffestiniog, Gwynedd LL41 3TW

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Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

# Bryn Eltyd Guest House

### Background

Bryn Eltyd is a traditional Welsh family house, extended and modernised, situated in the midst of the Moelwyn mountains in the heart of the Snowdonia National Park.

The Bed and Breakfast accommodation has 4 double en suite rooms in the main house and a double Garden room and double “Hobbit” room, built partially into the hillside, also with en suite facilities.

The owners are committed to sustainable tourism and at the heart of their philosophy is their desire for guests to enjoy an inviting and relaxing holiday which has a limited impact on the environment.

This commitment has led to at least 20% of guests, especially those from overseas, booking at Bryn Eltyd because of the owners’ “green” philosophy.

A comprehensive Environmental Statement outlining all the actions taken, and providing information and encouragement to guests, is provided, allowing guests to feel part of their sustainable way of life.

*“We have demonstrated that it is possible to have a warm and pleasant guesthouse with good wholesome food, gardens that thrive with life and yet having the minimal impact on our environment.”*

**John and Ceilia Whitehead, Owners**

### Sustainable Tourism Accreditation

Operating in a sustainable manner makes good business sense in addition to protecting Wales’ greatest asset – its spectacular landscapes – and making best use of resources to ensure they will remain for the benefit of future generations.

“Green” tourism is growing fast and is increasingly important to visitors to Wales.

### Green Dragon Environmental Standard®

The owners of Bryn Eltyd have implemented an environmental management system to help them manage their business in an environmentally sound way and to enable them to monitor and measure their achievements. They decided to implement the Green Dragon Environmental Standard. In addition to attracting visitors, the environmental programme has identified cost savings.

## Success Stories

### Building

The Garden room and the “Hobbit” room were built using sustainable resources including wood and stone from the site itself, local slate and Forest Stewardship Council (FSC) approved wood from Anglesey. The buildings have turf roofs planted with meadow grass and wild flowers. Sheep wool has been used for insulation.

An extension on the main building has been built using block and local oak and has been designed to limit the length of outside walls to conserve heat. There is also a sun-facing lounge which has helped to reduce heating bills as its location helps to heat the rest of the house.

Wood stores have been built onto outside walls of the main building and, within the stores, foam has been attached to the walls of the main building as extra insulation.

### Energy

The owners have implemented energy efficiency measures in order to reduce energy use and ensure a truly warm welcome. The driver for this is financial as well as environmental.

Solar panels have been fitted on the south facing gable end of the main building and on the garden room to ensure an efficient use of sunlight to heat water.

A wood burning stove heats the central heating and domestic water and electricity is bought through a renewable energy supplier.

The south-facing sun lounge and additional insulation in the north facing wall have also contributed to efficient energy use.

### Waste

Everything that can be recycled is, and guests are encouraged to do the same. The result is that even when the accommodation is full (up to 16 people) only one “wheelie” bin is used per week.

# Bryn Eltyd Guest House

### Water

Water consumption and costs have been reduced by gradually replacing cisterns with 6 litre dual flush units and by fitting a “hippo” bag in the one remaining old cistern.

Grey water is collected from the roof of the main building, filtered and used in the downstairs toilet.

Sewage is disposed of in septic tanks, one of which filters into the pond which contains native brown trout. These need very clean water, proving that the system works. The reed beds and swamp also help filter the water of any impurities, as well as being ideal for frogs, toads and newts.

Generally, guests respond well to being encouraged to re-use towels and other water and energy saving measures.

### Transport

Guests can consider leaving their cars at home when visiting Bryn Eltyd as the owners have gone a long way to ensure they can have an enjoyable holiday either on foot or by bringing mountain bikes. There is secure storage at the house for bicycles.

The owners are happy to collect guests from the local railway station or bus stop and some guests even take the train all the way to the door by connecting with the Ffestiniog Steam Railway!

There is plenty to do in the area, including outdoor pursuits and by visiting attractions using public transport. Plenty of information on these is supplied.

### Culture and Sustainability

Welsh produced food is used wherever possible by the owners when catering for guests. Free range eggs and vegetables are supplied locally and a butcher in the village supplies the bacon and sausages. The one acre garden provides fresh produce in season. The full range of Fairtrade products are used – tea, coffee, hot chocolate, sugar and chocolate bars.

Menus are provided bilingually and there is a bookcase full of information on the local area and its history and culture, some of it in Welsh. The owners are learning Welsh and are happy to practice on Welsh speaking visitors or encourage others to learn a few words and phrases.

In addition to their involvement in local outdoor pursuits, the owners are compiling an extensive electronic photo album of local guided walks in English and in Welsh.

The owners have been able to use their personal experience and former training to advantage in their “second careers” of running a guest house. They are experienced in teaching those with special needs and are very happy to welcome such visitors, within the physical confines of the buildings.



# Bryn Eltyd Guest House

## Further Information

### Energy Saving Advice

[fs4b.wales.gov.uk](http://fs4b.wales.gov.uk)

Welsh Assembly Government, Flexible Support for Business has information and environmental advice. Alternatively call 03000 6 03000

[www.energysavingwales.org.uk](http://www.energysavingwales.org.uk)

For useful tips on how to save energy.

[www.energysavingtrust.org.uk/business](http://www.energysavingtrust.org.uk/business)

Useful information and case studies to help your business to be more energy efficient.

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

Advice on energy efficiency and CO<sub>2</sub> emissions. Also has information on how to get loans to change to energy efficient appliances and equipment.

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### Food & Buying Locally

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

Quality local food and drink suppliers.

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

For details on farmers markets and local producers.

[www.organic.ac.uk](http://www.organic.ac.uk)

Downloadable copies of Where to Buy Local Organic Food, free of charge from Organic Centre Wales.

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

Information on the Fair Trade campaign in Wales.

[www.walescoop.com/what-we-do/fair-trade/](http://www.walescoop.com/what-we-do/fair-trade/)

Information on how Fair Trade can help your business.

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### Green Cleaning Products

[www.greenchoices.org](http://www.greenchoices.org)

Background information about producers of environmentally friendly cleaning products in the UK.

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

Tools such as green services directory and eco shop.

[www.wwf.org.uk](http://www.wwf.org.uk)

World Wildlife Fund's shop sells environmentally friendly cleaning products.

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

Environmentally friendly household and cleaning products.

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

Web based resource for environmental, ethical and sustainable products, services and news.

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### Green Tourism

[www.industry.visitwales.co.uk/](http://www.industry.visitwales.co.uk/)

Information on Visit Wales star grading scheme, marketing opportunities for your business as well as advice on how to make your business more sustainable.

<http://wales.gov.uk/topics/tourism/development/sustainable/?lang=en>

On the Visit Wales website, you can find a number of case studies showing best practice in the tourism industry.

[www.green-snowdonia.co.uk](http://www.green-snowdonia.co.uk)

Advice and tips on sustainable tourism from the Green Snowdonia Project.

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

How to make your business more sustainable with the help of the Green Dragon Environmental Standard.

[www.green-business.co.uk](http://www.green-business.co.uk)

How to make your business more sustainable with the help of the Green Tourism Business Scheme (GTBS).

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### Recycling & Waste

[www.wasteawarenesswales.org.uk](http://www.wasteawarenesswales.org.uk)

Information about managing materials and resources more sustainably, and reducing waste.

[www.compost.org.uk](http://www.compost.org.uk)

The Composting Association researches and promotes the benefits of composting and other biological treatment techniques.

# Bryn Eltyd Guest House

[www.ciwm.org.uk](http://www.ciwm.org.uk)

Chartered Institution of Wastes Management (CIWM)

Professional body for waste and resource management including factsheets on energy and waste, training and careers, along with tenders.

[www.cylch.org.uk](http://www.cylch.org.uk)

Cylch aims to promote sustainable resource management in Wales through education and practical action.

[www.wrap.org.uk](http://www.wrap.org.uk)

WRAP works in partnership to encourage and enable businesses and consumers to be more efficient in their use of materials and recycle more things more often.

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### Water Management

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

Water and sewerage services to people living and working in Wales.

[www.environment-agency.gov.uk/savewater](http://www.environment-agency.gov.uk/savewater)

The Environment Agency deals with issues relating to national and international water resources, demand management and water conservation.

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

Advice to help you to meet national requirements for the design, installation and maintenance of plumbing systems, water fittings and water-using appliances.

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### Transport

[www.sustrans.org.uk](http://www.sustrans.org.uk)

Sustrans – the sustainable transport charity – works on practical projects to encourage people to walk, cycle and use public transport in order to reduce motor traffic and its adverse effects.

[www.traveline-cymru.info](http://www.traveline-cymru.info)

All the information you need to plan a journey in Wales.

[www.industry.visitwales.co.uk](http://www.industry.visitwales.co.uk)

Information on sustainable transport including best practice case studies.

### Welsh Language

[www.byig-wlb.org.uk](http://www.byig-wlb.org.uk)

Welsh Language Board

[www.wales.gov.uk/topics/tourism](http://www.wales.gov.uk/topics/tourism)

Look out for information on the 'Croeso Cynnes Cymreig – A Warm Welsh Welcome' programme on the Visit Wales website.

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### General information

[www.netregs.gov.uk](http://www.netregs.gov.uk)

Government help for small businesses guiding them through environmental regulations.

[www.envirowise.gov.uk](http://www.envirowise.gov.uk)

Free advice and support for businesses on ways to increase profit, minimise waste and reduce environmental impact. Cleaner design, water, waste and legislation.



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