



CRANMER COUNTRY COTTAGES

ENVIRONMENTAL & SOCIAL RESPONSIBILITY POLICY

At Cranmer Country Cottages we believe that responsible tourism coupled with environmental responsibility can work together to make our planet a better place to live.

We are committed to providing good quality and environmentally friendly holiday accommodation. In reducing the environmental impact of our activities and adopting responsible business practices we are sustaining the natural environment for the benefit of future generations.

We hope our guests will enjoy discovering this wonderful location with its diverse and unspoilt landscape, abundant wild life and distinct local produce.

CORPORATE SOCIAL RESPONSIBILITY

Home Farmhouse and outbuildings were purchased by us in 1998, with a project to restore the former dairy barns of a Norfolk model farm to a high-quality tourism business. The neglected group of Victorian farm buildings and offered an ideal business opportunity but required imagination, dedication and considerable financial investment. Over the past 25 years we have restored all of the out buildings using traditional local materials and local craftsmen. We have breathed new life into the abandoned farmstead including reuniting the buildings with their original 175 acres of surrounding farmland. We set out to create a business concerned with restoring part of Norfolk's heritage and promoting our destination in line with today's sustainable tourism requirements and at the same time offering our guests welcoming and comfortable accommodation and excellent onsite facilities.

PRODUCT MISSION

Our product mission is to continue to deliver a high-quality sustainable self-catering holiday destination whilst minimising the impact of our business activities on the environment. Our continuing ethos relies upon the sensitive conservation and enhancement of Home Farm and its surrounding environs. This wonderful natural location offers space to breathe, and a place for restoration and relaxation. The development of our on-going Green Tourism

Business strategy has been proven to reduce carbon footprint of our business activities over the past 15 years. We ask our guests to assist us by adopting considerate use of energy and water, and to recycle as much of their waste as they can during their stay; as we seek to preserve this special place for the enjoyment of future generations.

ENVIRONMENTAL IMPACT

We endeavour to reduce our environmental impact through on-going investment in sustainable energy sources to cut carbon emissions. We have measures in place for careful monitoring of energy and water use, and waste reduction. As a business we believe in ethical and local sourcing of foods, toiletries and services. We promote responsible tourism practices; encouraging our guests to explore Norfolk's natural environment through walking and cycling, bird watching, and visiting local nature reserves. We provide a large expanse of land for children to play outside in the open and encourage healthy exercise through swimming and tennis on site. We support the local community Hawk & Owl Trust Nature Reserve in Sculthorpe. We look to enhance and preserve local wildlife by designating areas of our farmland for management via the Higher-level Stewardship Scheme and currently as part of the Countryside Scheme. We have an on-going hedge and tree planting programme to safeguard wildlife corridors and offset carbon emissions.

ECONOMIC MISSION

We aim to operate the company on a sustainable financial basis of profitable growth increasing value for our stakeholders and safeguarding jobs for local people.

IMPACT ON SOCIETY

Targeted marketing and year-round business contributes to tourism spend and employment in local shops, pubs restaurants and attractions. Promotion of local crafts and products through our website and our electronic guest information folders encourages guest spend in speciality and small shops. Private hire timeslots for our swimming pool allows local people to benefit from the facility on their doorstep for recreation and health and well-being.

PEOPLE

We offer a high level of personal service at Cranmer Country Cottages and treat all stakeholders with respect: Including guests, staff, local people, suppliers and colleagues. We hope to engage all in our ethos through providing information, training and communication as we continue to work with and develop sustainable policies for the benefit of our business and the planet.



2009 – 2023

Lynne & John Johnson 28/07/2023